

**A CORPUS ANALYSIS OF ADJECTIVES IN ONLINE
MALAYSIAN MEDICAL TOURISM MAGAZINES**

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ABSTRACT

The study specifically analyses adjectives in 93 articles published in four online magazines known as Healthcare Malaysia produced by Malaysian Healthcare Travel Council (MHTC). MHTC was established under the Ministry of Health Malaysia, bringing together the nation's dual heritage of hospitality and medical innovation, promoting Malaysia as the preferred healthcare travel destination in the Asian region. The adjectives in these articles are analysed using AntConc and categorized using semantic categorization by Biber, et al. (1999: 508-509). A total of 572 adjectives types were collected and analysed from a corpus of 11,239 word types from the online magazines. The findings reveal a high occurrence of classifying adjectives compared to descriptive adjectives. The results also confirm that adjectives are not at all equivalent in their meaning and have their own preferred collates, different preferred senses and different distributions across registers (Biber, Conrad, and Reppen, 1998: 51). Although there are many differences in the types of adjectives used in medical tourism, there are also similarities found. The results also show the use of certain types of adjectives used to attract, persuade and allure medical tourists to travel to Malaysia for medical tourism purposes.

Keywords: Corpus linguistics, medical tourism, adjectives, AntConc

ABSTRAK

Kajian ini khususnya menganalisis adjektif dalam 93 artikel yang diterbitkan dalam empat majalah dalam talian yang dikenali sebagai Healthcare Malaysia yang dihasilkan oleh Majlis Pelancongan Kesihatan Malaysia (MHTC). MHTC telah ditubuhkan di bawah Kementerian Kesihatan Malaysia, dan membawa bersama dua aspek iaitu dari segi hospitaliti dan inovasi perubatan, dengan menonjolkan Malaysia sebagai satu destinasi pelancongan kesihatan pilihan di rantau Asia. Kata adjektif dalam artikel-artikel ini dianalisis menggunakan AntConc dan dikategorikan menggunakan pengkategorian semantik oleh Biber et al (1999: 508-509). Sebanyak 572 jenis kata adjektif dikumpul dan dianalisis dari satu korpus yang terdiri dari 11,239 jenis perkataan dari empat majalah dalam talian. Hasil kajian mendedahkan banyak penggunaan kata pengelas berbanding dengan kata deskriptor. Hasilnya juga mengesahkan adjektif tidak bersamaan dengan maknanya dan mempunyai susunan pilihan tersendiri, yang berbeza dan pengagihan yang berlainan merentas korpus (Biber, Conrad, dan Reppen, 1998: 51). Walaupun terdapat banyak perbezaan dari segi jenis adjektif yang digunakan dalam pelancongan perubatan, terdapat juga persamaannya. Selain itu, hasil kajian juga menunjukkan penggunaan beberapa jenis adjektif yang digunakan bagi memujuk dan menarik pelancong perubatan untuk melancong ke Malaysia untuk tujuan perubatan.

Kata Kunci: linguistik korpus, pelancongan perubatan, kata adjektif, AntConc

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It is not where you start but where you finish that counts
-Zig Ziglar-

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LIST OF ABBREVIATIONS

CLAWS WWW	Constituent Likelihood Automatic Word-tagging System
CEO	Chief Executive Officer
PDF	Digital Format
TXT	Text
POS	Part of Speech
AJ0	Adjectives
AJS	Adjectives as Superlatives
AJC	Adjectives as Comparatives
MHTC	Ministry of Health Tourism Council
ISO	International Standards Organization
JCI	Joint Commission International
ISQua	International Society for Quality in Health Care
MSQH	Malaysian Society for Quality in Health
ASEAN	The Association of Southeast Asian Nations
IVF	In Vitro Fertilisation

CHAPTER 1

INTRODUCTION

1.1 Introduction

This study seeks to explore the content of four online Malaysian medical tourism magazines known as “Healthcare Malaysia” produced by the Malaysian Healthcare Tourism Council (MHTC) (See Section 1.5). These magazines incorporate a variety of health-related information. The study specifically analyses adjectives found in these magazines using a corpus analysis approach. For this purpose, 47,291 adjectives from a corpus of 250,889 words consisting of the four online magazines were examined. This chapter begins with an introduction in Section 1.1. The background of the study is introduced in Section 1.2 followed by statement of the problem in Section 1.3. Section 1.4 explains four important justifications of the study. The research aims and research questions are explained in Section 1.5, followed by Section 1.6 with the definition of the key terms used in this study. Section 1.7 consists of a brief organisation of the thesis and the chapter ends with a conclusion in Section 1.8.

1.2 Background of the Study

Medical tourism is a practice whereby patients travel outside of their home country in order to receive medical care (Penny, Snyder, Crooks, Johnston, 2011). Medical tourism itself has grown in recent years in many developed Western countries (Talhegani et al., 2011; Connell, 2006). Medical tourism is one form of health services trade that has of late attracted significant attention, and often reported as an industry that is quickly developing and massively valuable (Johnston et al., 2011).

The development of medical tourism in Malaysia has been prominent as tourists come to seek medical care services in the country (Musa, Doshi, Wong and Thirumoorthy, 2012). Every year, more foreign patients travelled to Malaysia to seek medical care, making Malaysia one of Southeast Asia's most prominent medical tourism destinations (Ormond, Kee Mun and Chee Khoon, 2014).

In support towards this industry, the Malaysian government established an organization known as the Malaysian Health Tourism Council (MHTC) in the year 2005. MHTC functions actively in various activities that are related to Malaysian medical tourism industry, such as providing training for their members, acting as a call center for medical tourists, a business and networking development center, policy-making body, acting as a regulatory body, marketing and media center, research center, visa application center for potential medical tourists, besides holding medical tourism seminars and exhibitions (Huei, 2016: 8)

The website of this organization can be retrieved at www.mhtc.gov.my. It provides information on practicing medical tourism hospitals and includes interviews from medical professionals, testimonies from patients, news reports, advertisements and other important information in the Malaysian medical tourism scene. According to the MHTC website, over 250 private hospitals in Malaysia have participated as medical tourism providers in Malaysia. Malaysia recorded an increase of 48% of medical tourists in the year 2011, with 583,000 arrivals recorded compared to 383,000 in 2010 (International Medical Travel Journal, 2012).

Medical tourism is an emerging niche market, hence “little academic research” has been carried out thus far (Muhammad, 2015). Many researches in the medical tourism field have concentrated in areas such as image branding (Connell, 2006), (Hsu, Tsai and Wu, 2009), business, marketing, economy (Foszto and Kiss, 2008; Valle, Correia, and Robelo, 2008; Hall, 2011), media (Swami, 2009; Adams, 2009) and law and policy (Pocock and Phua, 2011, Collen, 2012;) and). Several studies on medical tourism also focus on cost benefit (Connell, 2006, Burkett, 2007; Turner, 2007;). Specifically, in recent years, medical tourism has found interests in areas such as business and marketing (Sankrusme, 2012 Bristow: Yang, 2015) and cosmetic surgery and image branding (Polonijo and Carpiano, 2008, Swami, 2009; Adams, 2009; and Viladrich and Faust, 2014).

On the other hand, there have been only a few attempts by previous researchers to examine language-based studies in medical tourism. In terms of communication, studies have examined how advertisers communicate the risks and benefits of medical tourism on their websites Ledema, Jorm and Lum (2009), Mailinil et al. (2011), Crooks et al. (2011), Mason and Wright (2011), Penny et al. (2011), Lee et al. (2013), Imison and Schweinberg (2013) and Cameron et al. (2014). As the medical tourism industry is still new in Malaysia, the studies on the linguistic perspectives of medical tourism is lacking (Wendt, 2012). Thus, the present study aims to fill the gap by exploring the area of linguistics in medical tourism by focusing on one part of speech, namely, adjective. Therefore, the researcher is inspired to provide further insights in this field. Providing insights from the linguistics perspective of medical tourism relating to marketing and promotion will be an added advantage in the industry.

Besides this, inter-relating marketing strategies and linguistics will give new and promising insights to this field. Wendt (2012) claims that the existing research in this area particularly gives much focus towards the medical discipline and hardly provides information on the hospitality and tourism industries. The findings of this study should help hospitality, tourism professionals, medical professionals and marketers focus on the language used in the medical tourism field for successful branding and advertising.

In the context of medical tourism, the study focuses on the use of frequently occurring adjectives in the online medical tourism magazines known as “Healthcare Malaysia”. Adjectives usually appear when advertisers want to convince, reason, narrate and they have a strong interpersonal dimension (Marza, 2011:100). Adjectives are commonly used for promotional purposes. Advertisers tend to use various words in their adverts to promote their products and services. The images alone are not enough to persuade and influence audiences into first believing and then purchasing the products. As Lähteenmäki (2012) states, the content of tourism destination websites is particularly important because it directly influences the perceived image of the destination and creates a virtual experience for the consumer. Words therefore play a major role to gauge the audiences’ interest. Hence, the current study focuses on adjectives used in online medical tourism magazines as a promotion tool by advertisers.

An advertisement message has to present best impressions of a product or service. This is the reason for the high frequency of adjectives used in advertisements, especially the positive adjectives (Teodorescu, 2015). When potential positive adjectives are being used by writers, they produce a piece of promotional genre and

writers try to bring the readers' attention to the society's demand for their products (Azar, 2011: 158). The frequent use of evaluative adjectives establishes promotional intentions of the writers (ibid: 162). Kang and Yu (2011) have found that more nouns and adjectives are being used in tourism English to make the texts informative, appealing and accurate. By using adjectives, it allows readers to feel positive about the product they are reading about:

While promoting medical tourism and its importance, words that trigger positivity is really important because having patients to travel for medical purposes also means patients are willing to trust this global brand; Malaysian medical tourism. Consumers must have some understanding, recognition or knowledge of the global brand before they can proceed to the higher order stages of liking, trusting and ultimately purchasing the global brand (Haefner, Deli-Gray and Rosenbloom, (2011). The use of adjectives, especially the evaluative type, is to attract and persuade the potential readers by "selling extraordinariness".

Marza (2011: 99)

Having read this quote, the researcher has been inspired to explore adjectives in Malaysian medical tourism magazines as it is indeed an area that is not widely explored as most previous studies concentrate on areas related to the economic growth of medical tourism. Though it is not the researcher's intention to question the contributions made by other researchers, it is important to understand that the choice of language to deliver specific messages with the purpose of persuading people is extremely important (Kannan and Tyagi, 2013). Therefore, the researcher is driven to look into this particular part of speech in the Malaysian medical tourism context.

1.3 Statement of Problem

Although there have been other researchers on linguistics that are studied by Crooks et al. (2011), Penny et al. (2011), Mason et al. (2011), Lee et al. (2013), Kumar et al. (2012), none of these studies look into parts of speech specifically adjectives. From the linguistics point of view, there has been minimal research on textual and visual contents of websites in tourism discourse (Lähteenmäki, 2012: 57). All these studies have analyzed how advertisers have failed to communicate the risks of treatments that patients will be facing during their medical travel, in their advertising platform and materials for readers' knowledge. The findings reveal that the information given on the websites is unsatisfying in terms of conveying the types of risk patients will be going through while taking up a certain treatment. They have concluded that without such information, advertisers' messages can be misleading to the readers. On many occasions, advertising in print is unsuccessful in providing consumers with necessary information for consumers to make decisions (Illes et al., 2004).

The images alone are not enough to persuade and influence audiences into first believing and then purchasing the products. Words therefore play a major role to gauge the audience's interest. Text governs in nearly all types of advertisements - TV, radio, magazines (Vaičėnienė, 2006). The importance placed in adjectives as a persuasive appeal is really vital because of its role to persuade readers. The advertising language itself functions to persuade the consumer as advertising texts use a range of manipulative language devices (ibid: 43).

The role of adjectives as a persuasive appeal needs to be highlighted, thus the present study seeks to explore this area. Ke and Wang (2013) accentuate that the use of

adjectives portrays to consumers good images of the products or services and causes them to buy these.

When it comes to branding an image, advertisers must know that it is important to provide necessary information for readers to read and understand more about the product. This is because an image of vulnerability, integrity, and philanthropy can be seen through providing good information that boosts trust which will eventually lead to brand consideration and sales (Moorman et al. 1993; Liberali et al. 2013).

1.4 Why Online Magazines?

Online magazines have been chosen as the corpus for the study because magazines provide ‘best examples of in-depth writing and meticulously edited stories’ (Gordon, 2014). However, with the growing trend of internet-based advertising, it is more effective to use online marketing to promote services and products. Customers these days prefer easy access to everything and many people have the opportunity to access the internet from wherever they are. International Telecommunication Union (2015) states that from around the world, almost 3.2 billion people are using the Internet of which 2 billion are from developing countries. Thus, the Malaysian Healthcare Tourism Council (MHTC) has taken the advantage of providing information on medical tourism in these online magazines in their websites for the convenience of readers to read online.

1.5. Why MHTC Online Magazines?

Malaysian Healthcare Tourism Council (MHTC) online magazines, also known as “Healthcare Malaysia”, are found on the MHTC official website at <http://www.mhtc.gov.my> established by the Malaysian government. No other types of online medical tourism magazines have been published in Malaysia. All the four online magazines published on the MHTC website were from the year 2011 to 2014. The four online magazines provide a total of 250,889 word corpus as data for this study. These four magazines do not only promote healthcare services but also allow potential patients to see Malaysia as a prominent destination for medical tourism to be visited by tourists. Thus, the magazines market and brand the image of Malaysian medical tourism globally.

1.6 Objectives and Research Questions

This thesis aims to explore the frequently used adjectives in four online medical tourism magazines known as “Healthcare Malaysia” using corpus analysis, using AntConc (Laurence, 2014) and POS CLAWS Tagger (Rayson, 2008). AntConc generates a list of words and these words are uploaded onto raw data then the selected POS is retrieved.

The thesis aims to address the following two research questions:

- **Research Question One:** What are the frequencies and types of adjectives found in a corpus of Malaysia Healthcare Travel Council’s online magazines?
- **Research Question Two:** How do the adjectives appear in the data semantically?

The first research question is answered through the application of AntConc (Laurence, 2014) and Free Claws WWW Tagger (Rayson, 2008) to generate frequency lists and adjectives in the corpus respectively. To answer Research Question Two, a qualitative analysis was done on the adjectives based on the concordances from which the adjectives appear and by categorizing them according to Biber et al.'s (1999) framework.

1.7 Definition of Terms

The following section defines several key terms as they are used in the thesis.

1.7.1 Adjectives

According to the Cambridge Grammar of the English Language, adjectives are characterised as the expressions “that alter, clarify, or adjust the meaning contributions of nouns”, in order to allow for the expression of “finer gradations of meaning” than are possible through the use of nouns alone (Huddleston and Pullum, 2002: 526).

Table 1.0: Examples of Sentences with Adjectives

i)	“She has a dress” and “She has a <i>beautiful</i> pink dress”.
ii)	“This is our <i>best</i> product by far” and “This is our product”.
iii)	“We welcome you” and “We welcome you, <i>Asian</i> tourists, <i>International</i> tourists”.

The descriptive adjectives that are used in examples i) and ii) are commonly known as words that attract readers because of its nature. Descriptive adjectives color a text. However, example iii) has its own way of attracting a specific group of people by

specifying the classifier “Asian” before the noun “tourists”. Thus, it gives a more meaningful message to medical tourists from Asia. Thus, the importance of using classifiers which are further discussed in Chapter 4. By using two adjectives before the noun, it makes the second sentence even more interesting to read because of the visual images it portrays. Every word comes with strings of other words, in order to create meaningful sentences as Sinclair and Renouf (1991) state, words cannot be separated from their meaning. Biber et al., (2000) mention that adjectives can be categorized into two major groups known as classifiers and descriptors. The descriptors are adjectives defying features such as color, size and quantity, age, emotion, weight and many other characteristics. They are gradable. However, non-gradable adjectives are the classifiers, and the primary function of classifiers is to limit a noun’s referent (Biber et al., *ibid*).

This study has specifically found interest in looking at adjectives because this word class often appears in a promotional genre like the chosen online magazines in this study. Adjectives are used to create positive and intense images of tourist attractions to invite potential tourists to visit tourist attractions. Hence, it is common for adjectives to appear prominently in texts to describe the characteristics of tourist attractions. In this study, the adjectives used do not only promote Malaysia as a preferred tourism destination, but also promote the medical services that hospitals in Malaysia provide.

1.7.2 Image Branding and Advertising

Both terms have been defined under the same section because both are frequently used interchangeably in the study. Advertisers tend to deliver information about the advertised product through various means such as websites, magazines, newspapers, television, and others. Some products can work as self-promotion

materials. However, in order to work as such, the language of advertising must be carefully worded in order to attract consumers. The current research looks at how language is being used in the medical tourism field. As Crisan (2013) puts it, language is a complex process and when it is used in the tourism field, it is nothing inferior.

Tourism language describes, promotes, advertises, persuades and manipulates readers. One of the aims of this study is to give implications to tourism professionals, medical professionals, advertisers and marketers on how Malaysia is being branded globally in the medical tourism field. In addition, clinical care, image, and trustworthiness dimensions also affect customer satisfaction (Musa et al., 2012). When it comes to branding and image of a product or advertisements, advertisers must be able to change tourists' perception.

Branding and marketing build a positive destination image that compares different destinations and gives an idea of why the said destination is more important than others. However, to be interested, tourists must first believe in the product. To believe in the product, the message that comes with it must be conveyed appropriately using the right choice of words, right people and right sources. Thus, successful destination branding is necessary to overcome its lack of clear destination image.

1.7.3 Corpus

A corpus is a collection of texts used for linguistic analysis through means of computerised technology. As defined by Leech (1997: 1), a corpus is "a body of language material which exists in electronic form and is designed to represent a

particular language variety”. An important question that arises in defining a corpus is the representativeness of the sample (Tognini-Bonelli, 2001). According to McEnery and Wilson (2001: 64), “In discussing the ways of achieving the maximal degree [of] representativeness, it should first be emphasised once again that in producing a corpus we are dealing with a sample of a much larger population”.

1.7.4 Organisation of Thesis

The thesis is organised into 5 chapters. Chapter 1 gives an introduction to the study followed by Chapter 2 which provides some literature review related to adjectives, advertising, medical tourism and corpus linguistics. Chapter 3 deals with the methodology of the study which includes a description of the corpus, data collection and data analysis procedures. Chapter 4 presents the data analysis and findings, while Chapter 5 discusses the conclusions of the findings.

1.7.5 Summary of the Chapter

This chapter gives a background of the study by justifying the reasons for choosing medical tourism as a field of study. The chapter also further elaborates the background of the statement of problem, objectives, research questions and presents relevant definitions of terms.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This thesis identifies the use of adjectives in online Malaysian medical tourism magazines using a corpus-driven approach. In this chapter, relevant literature to the present study will be presented and reviewed. Section 2.1 starts off with an introduction. Section 2.2 describes the role of adjectives followed by section 2.3 which highlights studies on adjectives in tourism discourse. Section 2.4 presents studies on adjectives in Malaysian tourism, followed by Section 2.5 which presents other studies related to adjectives. The chapter continues with Section 2.6 of which previous studies on medical tourism in Malaysia and other countries are discussed. In section 2.7, the researcher presents several studies on corpus linguistics conducted in Malaysia and in other countries. This chapter ends with a summary in Section 2.8.

2.2 The Role of Adjectives

Adjectives rely on strings of interconnected words to create meaningful sentences. Adjectives describe and make a noun more interesting and attractive for readers. Marza (2011) holds the view that adjectives have a unique function. Adjectives usually appear when advertisers want to convince, reason, narrate and they have a strong interpersonal dimension (p. 100)

The use of adjectives, especially the evaluative type, is to attract and persuade the potential readers by “selling extraordinariness” as stated by Marza (2011: 10). This quote suggests the important role that adjectives have to influence the customers’ decision making when it comes to purchasing a product or a service. Morales and Cozarla (2008) add that when it comes to advertising language, adjectives are one of the most productive classes of words. Therefore, advertisers definitely take extra measures to use a specialized set of adjectives (Morales & Cozarla, 2008) to make advertising language successful.

From the tourism perspective, both Dann (1996) and Gotti (2006) claim that when it comes to vocabulary choices being adopted in the tourism genre, it is often emphatic and highly evaluative including positive features of the product/service. The reason for it is to motivate people to purchase the product (Janoschka 2004: 146-150). Pierini (2003) describes adjectives to be basic means by which the encoder expresses his/her perception and evaluation of a given entity. A similar claim made by Marza (2011) states that promotional genres incorporate high use of evaluative adjectives and often in positive forms to persuade readers. Pierini (2009) states that the evaluative adjectives have received the attention of many scholars (Hunston & Thompson, 2003; Martin, 2005; Dossena and Jucker, 2007). Given the adjectives’ significance in a variety of discourses, many efforts have been made to categorize adjectives from different standpoints in an effort to better understand their use, effects and functions (Marza, 2011). Taking this view into consideration, the present study analyses descriptive and classifying adjectives found in four medical tourism magazines known as Healthcare Malaysia

2.3 Studies on Adjectives in Tourism Discourse

A considerable amount of literature has been published on adjectives in the tourism discourse. Among the studies that have explored adjectives in tourism are studies by Puukari (1982), Karhunen (2006), Pierini (2007), Manca (2008) and Maasalmi (2013). These studies have made attempts to investigate adjectives that are used in tourism discourse.

Karhunen (2006) specifically examines fifteen travel brochures from three different countries namely Finland, Britain and Canada. The study analyses adjectives by categorising them according to semantic classification by Downing and Locke (2002). Karhunen makes a comparison between these brochures and concludes that there is a remarkable dissimilarity in the styles of Finnish and British brochures, but the findings fail to justify any difference in the types of adjectives used in these brochures. Karhunen's choice of methodology is like that of the present study in which all of the adjectives, be they descriptors or classifiers are taken into consideration. This study uses Downing and Locke (2002) semantic grouping according to the major types of attributes the adjectives express. The findings reveal that a majority of the adjectives in these groups function as informational content classifiers, rather than descriptive.

Maasalmi (2013) carries out a comparative study of American, Canadian and British travel brochures with a special focus on descriptive adjectives. Maasalmi (ibid) investigates differences in the way American, British and Canadian travel brochures use adjectives. The data in the study comprises a total of 101 travel brochures further categorized using a semantic categorization by Biber et al. (1999) and Antconc tool to analyse the corpus, similar to the present study. The results of this study suggest that

there are differences in the way these countries use adjectives in their tourism brochures. The results also strengthen the idea from previous studies that cultural differences can have a clear effect on specialized discourse like Tourism English. Among Biber's five sub-categories of semantic categorisation of adjectives, the type that occurs the most is evaluative/emotive descriptors and the type that occurs the least is colour group of descriptors. After analysing approximately 300 to 400 types of adjectives, it is found that a few of the most frequently used descriptors in Maasalmi's (ibid) study are *great, best, beautiful, scenic, fun, good, spectacular* and *special*.

Focussing on British advertising, Pierini (2009) studied the use of adjectives in Tourism English. Pierini notes that:

“two basic strategies are adopted: the use of a vocabulary often emphatic and highly evaluative, extolling the positive features of the product/service offered (Dann 1996: 65; Gotti 2006: 26-28); the appeal to the receivers' emotions trying to motivate them to action (the purchase) (Janoschka 2004: 146-150).” (Pierini 2009: 98)

Pierini's study also uses a corpus based analysis, compiling 196,400 words from British hotel websites, including only 3- and 4-star hotels. Pierini focuses on lexicosemantic, grammatical and pragmatic aspects of the websites' English language, while investigating the function of adjectives in these areas. However, this study does not incorporate any types of semantic categorization and the categorization is made based on the researcher's intuitive. The results of this study show that most of the adjectives used in the study are evaluative and demonstrate positivity. The adjectives that occur most frequently in her study are *special, available, private, western, new, civil* and *local*.

Manca (2008) concentrates on two theoretical frameworks while comparing the use of adjectives in brochures and pamphlets of British and Italian farmhouse tourism. The frameworks used in this study are : Sinclair's (1991) theory of collocation and Hall's (1976, 1989) theory of high vs. low context cultures. This analysis shows that the language of tourism is highly phraseological and there are differences and similarities between English and Italian in terms of 'language systems' and cultural orientations.

A study conducted over 30 years ago also made an attempt to investigate the significance of adjectives in the travel industry. Puukari-Eichner (1982) studied American travel brochures with special allusion to descriptive adjectives, similar to the present study. The study highlighted that American brochures were loaded with nouns and adjectives as compared to verbs. She concluded that there were three kinds of adjectival expressions found in American brochures:

- i. Praising kind: a *beautiful* valley
- ii. Superlative ideas: Arkansas' *largest* state park
- iii. Stereotype expressions: *rolling* hills

2.4 Studies on Adjectives in Malaysian Tourism

Over the past decade, researchers have sought to examine the dominance of adjectives in the Malaysian tourism industry. Among them are Yongqing (2010) and Yamin (2015).

A genre-based study on hotel advertisements in Malaysia was conducted by (Yongqing, 2010). Analysing a sample of 20 Malaysia hotel advertisements, the study

attempted to look into other aspects of the texts, such as the communicative purposes and the linguistic features. The study used Bhatia's (1993) framework as the basis of analysing the rhetorical structures used in these hotel advertisements. Yongqing (ibid) also found adjectives as among the most common linguistic features identified in the samples. One of the conclusions made was that the advertisements employed sufficient use of adjectives and most of them served the function of describing: descriptive adjectives. Some of the adjectives found were "*most luxurious*", "*gracious*", *extensive range*, *gracious hospitality*, *perfect* and "*world-class cultural*".

Yamin (2015) analysed six tourist Malaysian websites translated from Arabic to English to investigate how informative and appealing the choices of vocabulary were on these websites. The study proceeded to investigate the linguistic features of the tourist websites and how they were treated in translation. The study also drew a conclusion that this genre had distinctive linguistic features that required web advertisers to have sufficient knowledge of the cultural context of the targeted language. Some of the adjectives found in the study were *beautiful*, *lovely*, *wonderful*, *magnificent*, *picturesque*, *delicious*, *scenic*, *stunning* and *breath-taking*.

Yamin made a conclusion by referring to Dann (1996:2) as cited in Yamin (2015: 8) that the textual properties of websites were as follows:

Several verbal techniques typical of promotional tourism discourse...are commonly found, such as an abundant use of adjectives and of emphatic language and common collocations meant to satisfy the personal and cultural expectations of potential customers.

2.5 Other Studies on Adjectives

For several years, great efforts have been devoted to the study of adjectives. In recent years and past decades, Pilatova (2015); Ke and Wang (2013); and Skorupa, and Lapanska (2012) demonstrated studies on the use of grammatical structures including adjectives in advertising slogans.

Pilatova (2015) discussed the grammatical structure used in advertising slogans in Fast Food advertising. The thesis gave an outline of advertising, principally on slogans and their grammatical structures. One of the key linguistic features that were identified was the use of adjectives and adjectival compounds. To reach the purpose of the study, a database of 72 slogans was examined. Pilatova (ibid) added that the adjective “*new*” was possibly the most communal word in advertising. However, in the fast food industry adjectives such as *better*, *best* and also *good* occurred mostly in this study. The study concluded that adjectives made slogans more powerful and influential. The adjectives that occurred often in this study were *best*, *better* and *good*.

Ke and Wang (2013) studied the frequency of adjectives in slogans found in magazines, internet, and books. Adopting a content analysis approach they analysed 100 English advertising slogans and found 8 top adjectives being used. These were *good*, *real*, *better*, *great*, *perfect*, *best* and *pure*. This research underlined the importance of advertising, taking into consideration the local culture, advertising effects, and lexical meaning when a certain vocabulary was being used. They also concluded that lexicology was one of the best instruments to allow the advertising effect to take place among consumers.

Lapsanska (2006) conducted a study in the language of advertising with a focus on the analysis of advertising slogans. 270 advertisements were randomly selected from 48 different copies (25 titles) of English magazines, which were from the UK, the USA, and Slovakia. The magazines were on various topics including *politics, technology, business, nature, cooking, women' issues, tabloid* and *science*. The results of this study presented that the adjective “*new*”, was commonly used in advertisements. Lapsanska (ibid) further commented that advertising texts often used words like, *new, real, better, best, complete* and *first*.

A case study of linguistic features in English cosmetic advertisements piloted by Surin (2005) as cited in Traikitsyavet, (2010) investigated three aspects of the adverts, namely, vocabulary, the grammatical structure, and the types of linguistic features used in women's magazines. The adverts were selected by random from 2002 magazines such as *Cosmopolitan, Cleo, Elle, She, Allure, and B*. The results of this study confirmed that the adjective “*new*” was commonly found in linguistic features. In terms of grammatical structure, linguistic features usually used phrases and simple sentences to build advertising linguistic features.

Roongsamai (2004) conducted a case study on slogans and descriptions of 50 cosmetic advertisements collected from English language magazines. This study investigated the semantics, schema, and syntactic features in slogans and the description of cosmetics advertisements. The result of this study showed that schema was commonly used to create slogans and descriptions of cosmetics in advertisements and the grammatical structure commonly used to create slogans and descriptions.

Additionally, compound nouns and adjectives were employed in slogans and descriptions of cosmetics advertisements.

Okong (2008) conducted an analysis of lexical features in English language newspapers in Thailand. The research concentrated on the lexical items found in The Nation and Bangkok Post. A qualitative and quantitative analysis were used to analyse the findings based on 200 advertisements published in these newspapers between May to October 2007. The study found that the lexical features presented were not different from those discovered in previous studies. The study concluded that advertisements tended to use similar and simple words mostly comprising comparative and superlative forms of adjectives to convey a positive meaning.

Chafai (2010) had studied on the area of gender and language analysing Women's Representation in British and Moroccan Magazine advertisements. The results concluded that advertisements representing women tended to use more tag questions, more hedges, direct quotations, more descriptive adjectives, more intensifiers, and incomplete sentences. Although it was not related to the objective of the present study, one of the findings did concur that both British and Moroccan magazines used a lot of adjectives such as "*new*", "*soft*" "*fresh*" and "*secure*".

Kotrc (2016) conducted a similar study as the present study. This study was one of the most referred to in the findings of the present study after Maasalmi's (2013). Kotrc (ibid) used a parallel approach to the present study in terms of analysis and

semantic categorisation. This study analysed both descriptive and classifying adjectives found in football reporting style in two English national newspapers - the Independent and the Daily Mirror. This study explored the reporting style of the performance of the English national team in the World Cup 2014 in Brazil. Biber et al's (1999) semantic categorization was adopted as the basis of this study which found a variety of adjectives used in all of the thirty three articles. Some of the adjectives that repeatedly occurred in this study were *best*, *good*, *fast*, *long*, *English* and *international*. Kotrc (2016) concluded that the sports register's reporting style highly depended on descriptive adjectives and less on classifiers.

All of the related studies mentioned above recommended that every kind of advertising, whether services or produces could be studied in a variety of aspects. Each type of advertising had its own particular linguistic features which drew attention from the customers (Traikitsyavet, 2010). The studies stressed the importance of grammatical features to create effective advertising focussing on the use of adjectives which the present study is interested to explore. Nonetheless, there were many researchers interested in investigating and discovering the linguistic aspects used in various advertising sources, such as magazines, newspapers, websites, advertisements and brochures. However, there were not many researchers who studied linguistic features used in medical tourism, particularly, none on adjectives in the medical tourism field. In the tourism field studies have looked into adjectives functioning as descriptors and only a few investigated adjectives as classifiers and descriptors while none of these researches highlighted adjectives that have double functions. Thus, the researcher aims to analyse adjectives in medical tourism as it is a new area of study at the present time.

2.6 Medical Tourism

Medical tourism itself has grown in recent years in many developed Western countries (Talhegani et al., (2011) & Connell, (2006). Many studies have developed in the last decade (Bristow and Young, 2015) in an attempt to build worldwide prospects in the healthcare industry and Health, Medical and Wellness Tourism mark. This growth is driven by a growing world population, increased health care costs, and developments in technology (Deloitte, 2014). Lunt et al. (2015) state that there is an increased demand for outpatients where dental and cosmetic surgeries among tourists have caused the growth of health, medical and wellness tourism industry.

Several attempts have been made to study the areas of business, economy and marketing fields of medical tourism solely concentrating on the travel behavior (Bristow and Yang, 2015, Valle, Correia, and Robelo, 2008) of medical tourists to destinations (Na, On Meng, 2016). These studies investigate travel patterns and motivations among tourists because this industry also relies on repeat visitations (Bristow and Yang, 2015).

Given this remarkable growth, one of the key questions addressed is: what factors influence the travel decision-making process of this developing segment of tourists? Understanding this travel behavior is important, so inventors can identify the patterns in order to better evaluate the revenues on investments (Spear, 1981; Burnett, 1981; Crouch and Louviere, 2004; Vu et al., 2015).

2.6.1 Previous Studies on Medical Tourism

One of the purposes of the present research is to further explore the linguistic perspective in the field of medical tourism. However, it is important to list research areas that have been explored previously by other researchers to identify the gaps that the present study needs to address. A number of researchers have reported the importance of medical tourism in various sectors especially in the areas of business, marketing and economy such as Bristow & Yang (2015); Smith and Forgione (2007); Caballero-Danell and Mugomba (2007); Doshi (2002) and Percy, Gorodnia, & Lester (2012). Whereas, in the areas of cosmetic surgery and image branding, researchers such as Swami (2009); Adams (2009); Polonijo and Carpiano (2008); Viladrich and Faust (2014), Leng (2010); Ledema, Jorm and Lum (2009) and Solomon (2010) have conducted insightful studies in the medical tourism field. Further elaboration is displayed in Tables 2.1 and 2.2. Table 2.1 presents a summary of selected studies in the areas of business, marketing and economy.

Table 2.1 Medical Tourism in the Areas of Business, Marketing, and Economy

Scholar (s)	Findings
Bristow & Yang (2015)	This paper offered an exploratory study on the decision-making process of tourists and how it might be related to the niche market of health, wellness, and medical tourism. Data from a survey that collected the travel patterns and motivations, and socio-demographics of medical tourists were used in this study. Tourists who displayed diverged travel behavior ranked hospital accreditation and American hospital affiliation as important. Further findings revealed that cost, position of the doctor and facility and post operation prospects were the most significant factors that encourage them to travel for medical tourism purposes.

Table 2.1 continued

Scholar (s)	Findings
Smith and Forgione (2007)	This study developed a two-stage model, mainly destinations and healthcare facility that demonstrated important factors that influence a patient's decision to seek healthcare services abroad. They argued that factors such as costs, hospital accreditation, quality of care, and physician training have an impact on the choice of healthcare facility chosen by tourists. However, the model suggested that no one factor is governing in the decision, but all play a central role in choosing healthcare on an international basis.
Caballero-Danell and Mugomba (2007)	The study found that pricing is one of the most important strategy in the hospitality industry. The researchers concluded that hotels need to carefully consider pricing strategy before positioning themselves in the mind of the customer because cost effectiveness is one of the factors that motivate tourists to travel to other countries to seek medical care.
Doshi (2002)	A study in Malaysia in the area of motivation, satisfaction and consumption among health tourist to understand their needs in order to help private hospitals tailor their services accordingly. This exploratory study was carried out among 121 Malaysian health tourists. The findings indicated that the main motivation factors for tourists to travel are value for money, reputation, medical services, cultural similarity, distance, and travel attractions.
Percy, Gorodnia, & Lester (2012)	A research on wellness tourism was conducted by Mueller and Kaufmann in the year 2000. These researchers did a market analysis of a special health tourism segment and implications for the hotel industry. They concluded that it is important for wellness services to maintain quality and provide comprehensive facilities by including health information, individual care, and cultural relaxation programs.
Solomon (2010)	This study examined how sentiment values structure medical tourism there. The argument in this paper was it is essential to medical travel's ability to make easy the linked emotional, somatic, political and financial problems of being ill 'back home'. Using an ethnographic approach, this research follows observations among foreign patients, caregivers, and hospital staff. The results showed that foreign patients carried many opinions about their experience from betrayal to gratitude. These opinions of risks, costs, and cultural differences have made India as one of the popular medical travel spots. Although India has been a place of choice, but it also reveals the drawbacks of market medicine in this country. The correct choice of words and sentimental values will welcome patients from everywhere to come and receive their treatment in Malaysia.

Table 2.2 presents a summary of selected studies in the areas of cosmetic surgery and image branding.

Table 2.2 Medical Tourism in Cosmetic Surgery and Image Branding

Scholar (s)	Findings
Swami (2009)	This study explored the area of body appreciation, media influence, and weight status of cosmetic surgery among 322 female undergraduates at a university in London. The results of the study exposed that negative body appreciation, media influence, and weight status projected attention of cosmetic surgery. Swami concluded that promoting more positive body appreciation and protecting women against media messages about beauty ideals allowed potential patients to make more educated decisions about cosmetic surgery and its effects on self-perceptions.
Adams (2009)	This study made a comparative analysis of media representations of body modification practices. He examined how media framing took place and represented again; cosmetic surgery, tattooing and body piercing as part of body modification. 72 newspaper articles related to these subjects and found that cosmetic surgery and tattooing are positively presented as part of consumers' lifestyle were investigated. The study concluded that piercing was framed as unhealthy and problematic practice. In addition, such framing techniques reflect pre-existing social understandings of body modification practices in which easily shapes broader public opinion.
Polonijo and Carpiano (2008)	This research surveyed how popular women's magazines represent cosmetic surgery and linked it with emotional health. Data was collected by analysing articles found in five most circulated English-language women's magazines in Canada between 2002 and 2006. The areas that were considered in the study were the type of procedure, patient demographics, risk information, and indicators of emotional health. Using a content analysis approach, the researchers discussed the influence that cosmetic surgery had on emotional health, always relating cosmetic surgery with greater emotional health, irrespective of the patient's previous state of emotional health.

Table 2.2 continued

Scholar(s)	Findings
Viladrich and Faust (2014)	This study examined how cosmetic surgery was being branded on the internet in Argentina. In this country, “body capital” was branded as an asset towards increasing one’s value in the global market economy. Online advertisers saw Argentina as a place where foreigners experienced being “at home” due to a presumed “cultural affinity” (i.e., racial, ethnic and cultural similarities) with their Argentine hosts. Argentines were represented as surgically heightened role models to be imitated by their foreign visitors. In conclusion, cosmetic surgery package brands improved physical appearance with enhanced sex appeal.
Leng (2010)	The involvement of medical tourism industry in Asia, in the late 1990s had been majorly in the private sector in marketing healthcare services to foreigners. Given this, Leng (2010) explored medical tourism in Malaysia and Singapore, countries that have been leading players in this industry since 1980s. Leng made a comparison between Malaysia and Singapore to investigate the growth of medical tourism in public and private sectors. In her article, she commented that Singapore had been moving forward to minimize the gap between government and private health services in the medical tourism industry. However, Malaysia is still struggling to reduce the gaps between public and private health services. Leng (2010) concluded that both countries are still facing lack of doctors in the public sector and several other teething issues in the medical tourism industry which need to be noticed for the countries’ economic development. .

2.6.2 Previous Studies on Medical Tourism in Linguistics

Several studies on language and linguistics related studies were conducted by Ledema, Jorm and Lum (2009), Crooks et al. (2011), Mason and Wright (2011), Penny et al. (2011), Mailinil et al. (2011), Lee et al. (2013), Imison and Schweinberg (2013) and Cameron et al. (2014),

In an attempt to examine how the aspects of benefits and risks were being conveyed to tourists via medical tourism web sites, Mason and Wright (2011) offered an exploratory study. The purpose of this study was to investigate how advertisers

framed credibility, and the degree to which these web sites included interactive features for consumers. Using the framing theory, the researchers analyzed a sample of 66 medical tourism web sites all over the world. The results showed that medical tourism web sites largely promoted the benefits of medical procedures while restraining the risks, giving limited information regarding the credibility of these services. In addition, the presentation of benefits/risks, credibility, and Web site interactivity were found to differ by region and type of facility. The research concluded by giving further implications on these important areas to ensure success in conveying such messages to medical tourists.

Penny, Synyder, Crooks and Johnston (2011) examined the language, information and online marketing of Canadian medical tourism websites of brokers' advertisements on medical care. They argued that it was important for websites to mention the risks and benefits of undergoing surgery so that the patients were aware of the risks they would be taking. However, not much information on the risks was given on these websites which triggered ethical concerns. Using a thematic content analysis, these researchers found that the websites mainly communicated three particular areas which were trained and accreditation, risk communication and business dimensions. The findings also revealed that surgical risks were hardly mentioned in almost half of the reviewed websites. In conclusion, the researchers mentioned that Canadian broker's website lacked a common standard of care and accreditation.

A study examining medical tourism brokers' websites conducted by Lee, Wright, O'Connor and Wombacher (2013) looked into the types of persuasive appeals

that these websites used to attract potential customers using the framing theory. The results showed that these websites failed to highlight procedural, postoperative or legal concerns associated with them. Another study carried out by Kumar, Breuing and Chahal (2012) made similar claims on risk communication issues. These researchers had analysed three countries: the United States, India and Thailand and found that too much of the money loss was incurred due to cost inefficiencies in the U.S. This was because less attention was paid to medical communication efforts which should highlight the benefits and risks of medical travel among insured and uninsured patients.

Crooks et al., (2011) examined the information dissemination, content, and reception of promotional materials of medical tourism. The main concern of this research was that although medical tourism was advertised as a cost saving procedure, it may not be as a cost saving to developing countries. Conducting a thematic content analysis of various print materials distributed in Canada, the researchers found that those promotional materials contained messages that promoted low cost traveling, and they felt that these materials should be designed according to the patients' financial needs. They also argued that promotional materials should portray safety and avoid making cost saving claims.

Cameron, Crooks, Chouinard, Snyder, Johnston and Casey (2014) carried out a thematic analysis on 'talk strategies' among these candidates. The study analysed Canadian medical tourists' standpoints concerning their selections to seek a knee replacement or hip replacement at medical tourism facilities abroad rather than domestically. Fourteen interviews among patients between the age group of 42 to 77

were asked to discuss their choices concurrently. The findings revealed three types of talk strategies through thematic analysis of their narratives: motivation, justification, and normalization talk. These talk strategies showed how patients used soundness of their choice to discuss the given topics while guarding against criticism. The study provided valuable insight into why international patients were opting to engage in the practice of medical tourism.

Mainil, Plantenkamp, and Meulemans (2011) conducted a study on extensive research in written discourse analysis of new media over a time frame of a decade. The analysis examined discourses in various fields such as marketing, medical, ethical considerations, among patients in scientific sources, international and local newspapers. The purpose of this paper was to identify and measure the breach caused by global health care or medical tourism within the field of the written media, in order to define the reality of medical tourism as a field that comprised theories of history. Results indicated that there was a change in the marketing discourse which caused a shift in the attitude towards medical tourism, where ethical voices were seen as passive to the market logic. Medical tourism these days became more accepting to the idea of treatments such as organ tourism and reproductive tourism which were not widely accepted decades ago.

Ledema, Jorm and Lum (2009) examined twenty talks by twenty four newly qualified anesthetists from Australia and New Zealand. The talks were horror themed and incorporated narratives of their experiences. This research was more towards the effect caused in coping with medical-clinical failure, which was important in allowing

young doctors and clinicians to address and resolve such incidents. They concluded that it was important for such ‘dialogic’ narrative so doctors could deal with such situations on a personal level by becoming more attentive to patients’ safety. Indeed, this was very important for foreign patients who were travelling from other countries based on the trust they had after seeing various claims by advertising countries of medical tourism.

Imison and Schweinberg (2013) examined electronic copies of Australian television and newspaper items between the year 2005 - 2011 that were advertising medical tourism. They examined the patterns of reporting for the year including format and other characteristics and found that Australian media tended to feature cosmetic surgery procedures and therapies that were unavailable within the country. The results also showed that more focus was given to the access to services and the usual low cost claims.

The above studies focussed on different areas of medical tourism from the linguistics perspective. Some looked into persuasive appeals, risks, and benefits of communication, information dissemination, and others looked into the thematic analysis, multimodal analysis and also discourse analysis of medical tourism materials. However, none of these studies explored the area of linguistics as a persuasive appeal in the medical tourism corpus, namely, parts of speech. Thus, the present study contributes highly in this area and the types of adjectives used to persuade readers into seeking health care in Malaysia.

2.6.3 Medical Tourism in Malaysia

In recent years, medical tourism has been practised broadly and interchangeably in many countries such as India, Thailand, Korea and Malaysia (Mutalib, Ming, Yee, Wong and Soh, 2016). Previous research studies consistently maintained that the central drive for patients from developing nations to search for medical treatments beyond their national border was mainly due to the expensive costs incurred in their home country (Han, Kim, Kim, & Ham, 2015; Singh, 2014; Zhan, 2014) cited in Huei (2016: 6).

Ormond, Mun and Khoon (2014) commented that over the past 15 years, both the Malaysian government and private sectors invested in medical tourism for its development. They also discussed that the importance of medical tourism in Malaysia should be assessed to improve planning and the development of resources that catered towards the wants, demands and benefits of medical tourists, big businesses as well as the local population. Malaysia was known as one of the most renowned developing nations that made its presence in the medical tourism industry, particularly in the Asian region (Huei, 2016).

In Malaysia, there are 72 private hospitals that have participated in the medical tourism industry. All of these hospitals are accredited by the Malaysian Society for Quality in Health (MSQH) to handle international medical tourists (International Trade Centre, 2014). In total, there are nine hospitals in Malaysia that are recognised by the Joint Commission International (JCI), which is an authoritative accreditation for hospital healthcare programmes from the United States and this accreditation is highly ranked in the medical tourism sector (The Malaysian Reserve, 2012).

More and more tourists from Europe, North America, United Kingdom, Japan and Middle East (Yangman, 2007) are involved in medical tourism, because these countries provide healthcare services of higher expenses due to the large populations and lack of health care options locally (Huei, 2016).

In the research setting, it is found that literature pertaining to service marketing research constantly indicate that either through attitudes or behaviors- perceived service quality, perceived value, perceived trust, and customer satisfaction have a significant impact on customer behavioral intention (Lertwannawit & Gulid, 2011) . Despite the importance of these variables in the service industry, studies have examined the connections among service quality, value, trusts, branding and patients' satisfaction (Huei, 2016) but none in the language of medical tourism that could potentially affect customers' future behavioral plan.

2.6.4 Previous Studies on Medical Tourism in Malaysia

Several publications have appeared in recent years documenting medical tourism in Malaysia such as Manaf et al. (2015) and Sarwar (2013) in the areas of prospects and challenges of Malaysian medical tourism; Musa, Doshi, Wong and Thirumoorthy (2012) in the area of medical tourists' satisfaction in Malaysia; Rasiah, Noh and Tumin (2009) in the area of growing privatisation of healthcare services in Malaysia and Huei (2016) investigating medical tourists' opinions on variables such as relationship among hospital brand image, service quality, perceived value, perceived trust, patient satisfaction, and behavioural intention.

Manaf et al. (2015) explored the development and growth of Malaysian medical tourism globally. This study was an exploratory one which offered insights and challenges faced by this industry. Manaf et al. (ibid) stated that developments in medical technology aided to develop procedures that were less invasive yet with a higher degree of accuracy and efficiency, and this promises well for the travelling patient who would need less time to recover, as well as receiving the peace of mind in times of illness.

Musa, Doshi, Wong, Thirumoorthy (2012) conducted a study among 137 inbound medical tourists to investigate their level of satisfaction when receiving treatment in Malaysia. Convenience sampling in five private hospitals in Kuala Lumpur was conducted by the researchers. They concluded that medical tourists were most satisfied with doctors, nurses, hospital services, hospital atmosphere, and hospital facilities. In the findings, the researchers found that two of the most vital measurements influencing the overall patients' satisfaction were hospital facilities and doctors.

Rasiah, Noh, and Tumin (2009) conducted a study on the growing privatization of health care services in Malaysia. The findings of the study supported the argument that while privatising hospitals, interest groups who were in power were pursuing profits rather than showing concerns for the state. The researchers also stated that an economy in which production represented consumer likings, was known as *allocative efficiency*. Having said this, these researchers indicated that gaining profits drove the healthcare privatisation in Malaysia. They also commented that over the years, private healthcare expenditures had risen more swiftly than government healthcare expenditure. The study concluded with a note that providing private healthcare services had been

made very important that public funds had also been used to purchase private services from public hospitals.

Under a similar area of study, Sarwar (2013) aimed at investigating the various factors contributing towards the development of medical tourism in Malaysia. This study used the Structural Equation modelling (SEM) for data analysis. A target of 266 tourists who came to Malaysia with the intention of seeking medical procedures other than sightseeing were taken as a sample between December 2012 and February 2013. The result proved that destination competitiveness and service quality were important pull factors for Malaysia. The researchers concluded that Malaysia needed to promote numerous medical success stories together with the services they offered to attract more foreign patients.

Huei (2016) studied the importance of branding Malaysia as a niche medical tourism industry, commenting on the many service providers who neglected the importance of perceived trust and branding. The study was conducted among 386 medical tourists from private hospitals in Penang, Malaysia. Respondents were targeted to answer survey questionnaires using the quota sampling method. The results from this study revealed that hospitals' brand image had a major positive influence on medical tourists' perceived service quality. Huei (ibid) commented that hospital managers should create and maintain the positive hospital brand image to improve service quality.

There have been constant studies in areas pertaining to the growth of medical tourism by exploring the factors leading to tourists' behaviour, motivation and

satisfaction in Malaysian medical tourism as stated in the above literature in this section. However, none of these talked about trust, brand image and quality used in the medical tourism context to demonstrate vocabulary choices that attracted, persuaded and allured readers into embarking their way towards coming to Malaysia for medical tourism purposes. Given the significance in Huei's (2016) study on the importance of branding the image of Malaysian medical tourism in the eyes of the world, it is crucial to explore this area because a superior brand image can impact customers unswervingly through their perception of quality and their level of satisfaction (Da Silva & Alwi, 2008; Lai, Griffin, & Babin, 2009). Thus, the researcher's main purpose was to emphasise the importance of adjectives in the language of medical tourism advertising in order to promote Malaysia consistently as suggested by Huei (2016) and Sarwar (2013).

2.7 Corpus Linguistics

One of the fastest-growing methodologies in present-day linguistics is corpus linguistics as highlighted by Gries (2009). The compilation of the corpus can be from books, online texts, spoken conversations and any other form of texts which can be annotated on to respective software. Hunston (2006) views corpus linguistics as a methodology to answer various kinds of questions linguists tend to ask. Since corpus linguistics allows tabulation of large amount of words, it helps a researcher to highlight repeated patterns that often go unnoticed. Huston adds that corpus linguistics leads to a reassessment of what the language is like. Corpora can be annotated for other kinds of information, such as semantic categories, categories of cohesion, or the representation of speech and thought (Garside et al., 1997). In this thesis, corpus linguistics has been chosen as a methodology because the materials that will be used as data analysis are 'raw' and authentic which need thorough analysis.

2.7.1 Related Studies in Corpus Linguistics

While investigating loan words and expressions in tourism discourse, Gandin (2014) analysed an English corpus of travel journalism. The major aim of this research was to identify important contexts of employment of this linguistic technique and its purposes. The findings further revealed that naming and translating strategies, especially for topics and locations that were culturally different from the potential tourist to fully understand had occurred frequently during the data collection process. Gandin's study was similar to the current study because of the similar field of research namely tourism and medical tourism. However, Gandin's research focussed on the appearance of foreign words in a text and its process of linguistic borrowing was influenced by social and cultural changes between host and foreign languages. This research also applied critical discourse approach to identify specific ideological features that gave implications to branding Malaysia in the medical tourism field.

Tagg (2009) conducted a corpus based study using a corpus of text messages in English (CorTxt) to explore linguistic features which define texting as a language variety. The purpose of this thesis was to investigate how the language of texting, Txt, was shaped by texters while fulfilling personal goals. Some of the findings that Tagg (ibid) found was that creativity emerged as an important role in texting and with the use of CorTxt tools, the study investigated frequently occurred phrases. Tagg (ibid) concluded her study by emphasising the importance of the application of a spoken grammar model to reveal similarities and differences between spoken and texted interaction.

A significant research in the year 2016 piloted by Lukoshus in the field of corpus linguistics revealed the importance of semantic studies in general and in adjectives. This research was quite an interesting one as it analysed poly-semantic synonyms in terms of differences and similarities in their semantic structure. This research was mainly to see which tool functioned the best in terms of analysing the semantic structure. To analyse this, the most useful tool used was extracting a list of co-occurrence of the given search words. The corpus-based approach was found to be the most powerful, reliable and convenient tool to get sufficient data for future semantic studies.

Cress (2016) looked into the gendered use of adjectives in fairy tales. This is also a corpus based study whereby the study drew connections between adjectives used to describe female and male gendered characters. The findings determined the relationship between cultural and social ideologies related to gender and fairy tale literature based on Grimm brothers' stories "Ashputtel" and "Hans in Luck". The findings revealed a significant amount of adjectives being used in female-centric text compared to male-centric text which used fewer adjectives.

The similarities of all the researchers above to the present study are the application of corpus based study as a methodology.

2.7.2 Studies on Corpus Linguistics in Malaysia

It has been evident that when it comes to research in language such as linguistic description, variation in language, lexicography, educational, computational, translation studies, medical language and many other fields, corpus methodology has been used

widely (Tognini-Bonelli, 2001; Kachru, 2008). Rahim (2014) mentioned that in Malaysia, a steady increase in the development of Malaysian English corpora had been apparent. Too many studies were done in the area of use of English as a learner language, second language and not forgetting the Malay language as it is the national language of the country. Studies based on the Dewan Bahasa dan Pustaka (DBP) corpus database have generally focused on the linguistic characteristics and features of Malay for lexicographical, descriptive and translation studies (Rahim, 2014). As far as pedagogy is concerned, studies in pedagogic corpora have increased over the last ten years as stated by Rahim (2014).

Several studies have been conducted by Arshad et al., (2002), Knowles and Zuraidah, (2005), Botley et al., (2005), Vethamani, Umi Kalthom and Omid (2010); Kamariah and Su'ad (2011), Mukundan and Khojasteh (2011) and Chau (2015) in the pedagogical aspects of learner corpora.

Akbari (2009) studied Malaysian ESL learners' use of phrasal verbs syntactically and semantically in narrative compositions. The findings showed problems students of different levels faced when using English as a second language in writing. Kamaruddin (2013) studied the use of phrasal verbs among students and suggested the importance of awareness on lexical and grammatical patterns rather than relying on intuition only. Arjan, Abdullah, and Roslim (2013) reported misplacements of prepositions of place *in* and *on* by students in the secondary level. A similar study related to prepositions of place was done by Mukundan and Norwati (2009). Both studies revealed that preposition must be taught accurately, although it was difficult and challenging to use each preposition type in different contexts.

A study was done by Yusuf (2009) concentrating on grouping of words based on the way they functioned in a syntactic structure of data in the written form. This study analysed the functions of prepositions *to* and *for* in sentences in the corpus. One of the major purposes was to discover the similarities and differences of between *to* and *for* and to examine whether the students applied them correctly in their essays the data was collected from essay assignments written by Masters students in the Faculty of Engineering, University Malaya using a corpus based methodology. The findings revealed that despite the participants being Master's Degree holders, grammatical errors were commonly found in the use of *to* and *for* as prepositions.

Joharry and Rahim (2014) conducted a bibliographic analysis of corpus-related studies in Malaysia. The findings discovered between 1996 and 2012 suggested that there was an upward trend in the use of the corpus methodology in language research in Malaysia. The major focus was in (1) language use, (2) learner language, (3) Malaysian textbook content, (4) Malay language description and lexicography, and (5) corpora advancement. Thus, giving the researcher an opportunity to look into different aspects of corpus studies.

A study conducted by Chau (2015) has focused on in the area of English language development among 124 secondary school students comprising of 496 texts of students studying English as an additional language. This study applied a corpus linguistics method and written discourse analysis to analyse a set of function words, namely, that, to and of, over 24 months. The study also aimed to investigate the changes that take place over time in written narratives of these students, concerning the structure of selected individual texts. The results revealed that there is an increase in the use of

the *to*-infinitive clauses over time and in the use of lexical items that are associated with *to*-complement clauses. These findings confirmed previous notions that the growth of lexical and grammatical resources resulted in the development of language over time.

Since most of the studies in corpus linguistics in Malaysia gave insights toward teaching and learning, the present study will contribute to the linguistics field aside from pedagogical aspects which the above studies concentrated on. The present study is expected to be useful for language learners, medical tourists, stakeholders, advertisers, medical practitioners and linguists.

2.7.3 Corpus Linguistics and Collocations

Collocations are group of words that appear together and its meaning can be conveyed through its association. In defining collocations, Firth (1957:11)'s famous statement, "You shall know a word by the company it keeps" is often quoted. Collocations are lexically and/or pragmatically constrained recurrent cooccurrences of at least two lexical items which are in a direct syntactic relation with each other" (Heid & Gouws 2006: 980). Menon and Mukundan (2012) state that the appearance of collocations can be seen when two lexical elements co-occur with nouns, verbs, adjectives or adverbs.

A syntagmatic relation among these words *drink coffee*, *drinks milk* or *sips tea* can be observed as follows.

For example:

- i) *I drink coffee.*
- ii) *He drinks milk.*
- iii) *Mary sips tea.*

(Source: Toth, 2013)

Logar et al. (2014) conducted a study on collocations by analyzing a compilation of an online terminology database. This paper used a lexical-semantic framework of terms as the basis of the study. The researchers used a specialised corpus analysis tool, called, Word Sketch and GDEX functions in the Sketch Engine corpus tool to analyse the findings. The aim of the study was to compile an online dictionary-like terminological database of public relations terms called TERMIS. The study used 2000 entries with meanings, translation equivalents of headwords in English and some contextual information, specifically, collocations. The results indicated that the information on the term's typical collocations was very useful to fully understand the term, its meaning and role in the context.

Teodorescu (2014) conducted a linguistic analysis of tourism websites. This paper aimed to distinguish the significant features of tourism discourse. Teodorescu (ibid) mentioned that specific linguistic patterns were used to attract readers' attention. The study used a software programme called, Linguistic Inquiry Word Count (LIWC) to examine choice of words, stylistic devices and grammatical structures of these websites. The analysis revealed high occurrence of collocations to arouse readers imagination. such as *magic forest, magical moments, magical experiences, magic climate and magic garden.*

D'egidio (2014) conducted a corpus based analysis on the language of tourists in English and Italian Travel Blogs and Trip reports. The study analysed language used by travellers on their travel blogs and trip reports to demonstrate to what extent their opinions were shaped and mediated by the tourists industry. The study incorporated corpora published between the year 2000 to 2013. WordSmith tools 6.0 was used to analyse the findings. The results revealed that certain collocational patterns that highly co-occur showed both positive and negative evaluations of the corpora that were analysed. The findings in the concordance lines further described that tourists from different cultures had different perceptions to represent a destination or attraction of a country. Some of the collocations found were *Italian menu*, *Italian tourists*, *local people*, *lunch breaks* and *touristy cities*.

2.8 Summary of the Chapter

This chapter has explicated research papers, journals, articles, and studies related to the present study to reveal gaps that can be filled. In conclusion, it is very much evident that the present study would be significant in the current field of literature especially in Malaysia. In this chapter, relevant studies and research papers related to the present study were included to provide sufficient knowledge of the research gap that needed to be filled. A review of the relevant literature and studies on adjectives, online magazines, advertising, tourism, medical tourism, and corpus linguistics, both in Malaysia and foreign was presented.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter describes the methodology used in the present study to examine the frequent adjectives found in online Malaysian medical tourism magazines called “Healthcare Malaysia”.

This chapter is divided into several sections. Section 3.1 begins with an introduction. Sections 3.2 and 3.3 explain Biber et al.’s (1999) framework. Section 3.4 introduces the data analysis software tools, namely, AntConc and WWW Claws Tagger, used in the study. Section 3.5 introduces the corpus. Section 3.6 explains the data collection procedures followed by Section 3.7 which gives a detailed description of the data analysis procedures. Finally Section 3.8 gives a conclusion to this chapter.

3.2 Analytical Framework

The present study presents a corpus analysis approach to the study of adjectives. In the light of Research Questions One and Two, the researcher establishes her theoretical framework on the basis of the corpus analysis approach.

There are two types of approaches in corpus linguistics: corpus-based and corpus-driven (Tognini-Bonelli, 2001). A corpus-based approach involves using a corpus to explore existing hypotheses or focus on pre-determined set of words or categories. A corpus-driven approach (which the current study employs), however, according to Tognini-Bonelli (2001, 74) stems from discovering the data which is:

...fully consistent with, and reflect[ing] directly, the evidence provided by the corpus which is not adjusted in any way to fit the predefined categories of the analyst’.

A Malaysian corpus-driven approach study conducted by Ibrahim and Ahmad (2014) sets a good example of evaluative adjectives used in Engineering lectures. The paper reports the differences in evaluative adjectives used by two institutions i.e. Malaysia and the UK, during lectures. The study uses concordances to examine the different types of adjectives used to verify their evaluative function. The findings reveal that Malaysian lecturers use a limited variety of evaluative adjectives; in contrast, their British counterparts employ a wider range of linguistic items to evaluate their discourse. However, there are several similar words that are also used frequently by Malaysian and British lecturers, i.e. “*same*”, “*different*”, “*important*”, “*simple*” “*easy*” “*difficult*” “*straightforward*” “*main*” “*clear*” “*key*” and “*complicated*”.

The present study has adapted a framework from Biber et al.’s (1999) semantic categorisation that considers semantic characteristic adjectives (see Section 3.2.1). This framework is defined in the following sections. As far as adjectives are concerned, they can be divided into two semantic groups – descriptors and classifiers as categorised by Biber et al. (1999).

3.2.1 Analytical Framework: Biber et al. (1999)

Biber et al. (ibid: 508 – 509) have divided adjectives as descriptors into five different groups. These are described as follows:

Descriptors

- i) Colour - denoting colour, brightness: *black, white, dark, bright, dark*
- ii) Size/Quantity/Extent – denoting *size, weight, extent: big, deep, heavy, huge*
- iii) Time – denoting *chronology, age, frequency: annual, daily, early, late*
- iv) Evaluative/Emotive – denoting *judgements, affect*, emphasis or is clearly an opinion instead of a fact: *bad, beautiful, best, happy, sad*
- v) Miscellaneous descriptive – *appropriate, cold, complex, dead*

Biber et al. (ibid: 508 – 509) have further divided adjectives as classifiers into three different groups. These are described as follows:

Classifiers

- i) Relational/classification/restrictive – delimiting the referent of a noun, particularly in relation to other referents: *additional, average, chief, complete, different, direct, entire, external, final, following, general, initial, internal, left, main.*
- ii) Affiliative – designating the national or religious group to which a referent belongs : *American, Chinese, Christian, English, French, German, Irish, United*
- iii) Topical/other – giving the subject area or showing a relationship with a noun : *chemical, commercial, environment, human, industrial, legal, medical, mental, official, oral, phonetic, political, sexual, social, ventral, visual.*

3.3 Explaining Biber et al.'s (1999) Framework

Adjectives can function semantically, syntactically or pragmatically whereby the role of adjectives in a sentence needs to be analysed accordingly to its function. However, the present study does not consider the syntactic role of adjectives i.e. attributive, predicative position (Kotrč, 2016), and therefore, these will not be further elaborated. The semantic role of adjectives will be categorised according to Biber et al.'s framework (see Section 3.2.1).

A study that has adapted Biber et al.'s framework is a study by Kotrč (2016). This study has carried out a comparative analysis of adjectives in the language of the press during the World Cup in Brazil. Kotrč (ibid) analyses and compares thirty-three articles found in two English national newspapers focussing on the language of the sports reports. The results show that the most frequent descriptive adjectives used are Emotive/Evaluative. Some of the examples are i.e. *good, best, happy, superb, brilliant, gutted, and painful*. On the other hand, the most frequent classifying adjectives used are under Relational. Some of the examples are i.e. *last, final, former, opening, left, and next*.

3.3.1 Adjectives as Descriptors

According to Biber et al. (1999, 508), descriptors can be categorised as colour, size, quantity, time and miscellaneous descriptors. These descriptors colour and modify a noun. Biber et al. (2007, 521) state that these type of adjectives express a level of degree of the characteristic expressed. The adjectives that denote colour usually use colour connotation to describe the said product. Kennedy and McNally (2008) have said that colour adjectives have played a central role in work on language.

Size/Quantity/Extent type of descriptors denote the specific size, weight or extent of a product. Some examples are “*big opportunity*” or “*huge benefits*”. Xie (2014) argues that size adjectives are available for both positive (“*big and huge*”) and negative size adjectives (“*small and tiny*”). The Time descriptor denotes a chronology, age, frequency of something. For example “*annual treatments*”, “*daily breakfast*” gives a certain time in which the product will be offered. One of the widely used descriptors in most of the advertising genre is evaluative/emotive type. These descriptors play an important role to form an image of a destination. This type of descriptor, describes a noun accordingly as an example “*bad symptoms*”, “*beautiful places*” or “*happy day*”. Miscellaneous descriptors denote other types of adjectives that describe nouns but do not fall into any of the other specific categories mentioned above.

3.3.2 Adjectives as Classifiers

Adjectives as classifiers are also known as non-gradable adjectives such as “*previous*”, “*dental*”, “*medical*”, “*federal*”, “*left*”, “*right*”, “*chief*”, “*dead*” and many others. They are called as non-gradable because they cannot function as comparatives or superlatives. Therefore their function is to offer details of a product to motivate tourists. The important features of a destination are highlighted, and useful information is given to create enthusiasm and stimulate readers (Moldovan & Moldovan, 2015).

3.3.3 Adjectives that Function as both Descriptors and Classifiers

Some adjectives can serve as both classifiers and descriptors, depending on their context of use. According to Biber, et al. (2007, 509), there are some adjectives that can function both as classifiers and descriptors. An example is shown in Table 3.1 below.

Table 3.1: Examples of Adjectives that have Double Functions

Adjective	Descriptor	Classifier
Modern	<i>Some modern authorities</i>	<i>Modern algebra</i>
criminal	<i>Criminal law</i>	<i>Criminal activity</i>
secondary	<i>A useful secondary function</i>	<i>A secondary school</i>

Source: (Biber, et al. 1999, 509)

3.4 Data Analysis Software Tools

This section introduces the data analysis software tools used for the study, namely AntConc and the CLAWS Tagger.

3.4.1 AntConc

AntConc, a corpus linguistics software, runs in a web-based corpus processing environment. AntConc, a corpus linguistics tool developed by Laurence Anthony (2014), version 3.4.4a is used to extract all word types i.e nouns, verbs, adjectives, prepositions. It is a free, simple and easy to use corpus analysis software with effective tools such as concordances, word and keyword frequency generator, tools for cluster and lexical bundle analysis and a word distribution. (Lähtenmäki, 2012). Quantitative data was derived for the word tokens from the four online medical tourism magazines in terms of semantic domains and parts of speech following Biber et al.'s (ibid). The Constituent Likelihood Automatic Word-tagging System (WWW CLAWS Tagger) created by Paul Rayson in Lancaster University was used to tag the adjectives.

In terms of looking at word choices i.e. nouns, adjectives, verbs, in tourism advertising, a study conducted by Lähteenmäki (2012) used AntConc as a corpus linguistic tool to analyse the findings. This study focused on the representations of New Zealand created by different kinds of adventure tourism companies' websites. The findings revealed that there was a variety of ways in which New Zealand and Maoris were represented but they all seemed similar and the importance of cultural and society representation was highly considered in the word choices of these tourism companies.

3.4.2 Constituent Likelihood Automatic Word-tagging System (CLAWS)

At present, the majority of part-of-speech taggers are stochastic or probabilistic (Marshall, 1983; Garside, Leech and Sampson, 1987). They select a preferred tag for a word by calculating the most probable tag in the context of the word and its immediate neighbours' (Garside and Smith, 1997: 102). Parts of Speech (POS) tagging, also known as grammatical tagging is commonly used as corpus annotation (Rayson, 2008).

The CLAWS tagger can be considered as a hybrid tagger, involving both probabilistic and rule-based elements, even in its earliest form (CLAWS1 – Marshall, 1983, Garside et al., 1987). CLAWS has been continuously developed since 1980 at Lancaster University with an updated version of the Brown tagset¹, using about 135 tags (Garside and Smith, 1997).

¹The original Brown corpus was the first million-word electronic corpus of English, created in 1961 at Brown University. This corpus consists of text from 500 sources, and the sources have been categorised by genre, such as news, editorial, and so on.

The newest version of CLAWS is the CLAWS4 which can be used to tag the 100,000,000 - word British National Corpus (BNC). The present study establishes its basis on the frameworks and CLAWS4 POS tagger.

A study by Kang and Yu (2011) applied the CLAWS4 POS tagger while analysing a Tourism English corpus using a corpus based approach. According to them, claws software was developed by the Unit for Computer Research on the English Language at Lancaster in 1980s. Its 96-97% accuracy had been consistent since then (ibid: 130). The findings of the study found that Tourism English incorporated plenty of nouns and adjectives but fewer verbs, proverbs, and pronouns. Table 3.2 explains a guideline to how CLAWS Tagger tags adjectives.

Table 3.2 Guidelines to Word Class Tagging

ADJECTIVES <i>choice of tags: AJ0, AJC, AJS</i>		
	Description	EXAMPLE
General adjectives (AJ0)	Is a general tag for adjectives	Predicative and attributive uses: a) <i>The ground was <w AJ0>dry and <w AJ0>dusty</i> b) <i>The dust from the <w AJ0>dry ground</i>
	Adjectives which have a heightening or downtoning effect rather like that of comparatives and superlatives, but which do not behave syntactically like comparatives or superlatives, are treated as ordinary adjectives. Examples include <i>utter, upper</i> and <i>uppermost</i> , which are acceptable in these examples	Quasi-comparatives and quasi-superlatives a) <i>Events in Eastern Europe were still <w AJ0>uppermost in Mr Li's mind.</i> b) <i>Family contacts were very important in uniting the <w AJ0>upper classes</i>
Comparative adjectives : AJC Superlatives: AJS.	Comparatives and superlatives	a) <i>A <w AJC>faster car.</i> b) <i>The <w AJS>best in its class.</i>

Source: (Rayson, 2008): http://ucrel.lancs.ac.uk/bnc2sampler/guide_c7.htm

The current study conducts a quantitative corpus-driven approach on the use of adjectives found in a corpus of four online medical tourism magazines.

3.5 The Corpus

The corpus for this study consists of four online Malaysian medical tourism magazines known as ‘Healthcare Malaysia’, in which all of them are written in English. The entire corpus consists of 250,889 word tokens in which 47, 291 adjective tokens are found. Table 3.2 shows the total adjectives found in the Healthcare Malaysia magazines.

Table 3.3: Total Adjectives

Issues (Year)	Articles	Word Tokens	Total word types	Total adjective tokens found	Total adjective types found
2011	25	78,323	3, 755	12, 981	137
2012	21	56, 320	2, 079	9, 744	111
2013	26	90,323	3, 583	14, 422	199
2014	21	74,125	2, 222	10, 144	125
Total	93	250,889	11, 239	45, 989	572

Selection of Healthcare Malaysia Magazines

In the present study, the researcher examines four Healthcare Malaysia magazines which can be freely downloaded from www.mhtc.gov.my. However, as of 2017, the magazines were removed from the websites for upgrading and updating purposes by the official source.

Nonetheless, these magazines have been downloaded in advanced by the researcher for the purpose of the present study. These magazines are published annually and have been published since year 2011. The first issue in the year 2011 consists of 25 articles. The second issue published in year 2012 consists of 21 articles. The third issue published in year 2013 consists of 26 articles. The final issue published in year 2014 consists of 21 articles. A total of 93 articles are extracted from the four magazines. The researcher has selected all the four magazines that have been published on the website. Presently, there are no published magazines between the year 2015 – 2017. These magazines incorporate patients' testimonies, interviews from medical practitioners, successful treatments, more information on participating hospitals and other important information under the Malaysian medical tourism umbrella. In short, they cover a variety of health-related information as well as advertising Malaysia as a tourism destination too.

Total word tokens have been taken from all of the 93 articles only. Unrelated sections like Foreword, Hospital addresses, Names of people, CEO's message, Page Contents, numbers and other irrelevant characters have been removed as they are not relevant to the focus of the present study. The present study analyses adjectives that appear more than 15 times as a cut-off point. The adjectives that appear less than this cut-off point is not distributed evenly in all of the four online magazines, therefore they have been removed from the findings. Additionally, a few adjectives appear more in one magazine while none in other magazines. Therefore, the researcher has decided to set this as a cut-off point to allow more significant results.

3.6 Data Collection Procedures

To begin with, the researcher downloaded four copies of the online version of Healthcare Malaysia magazines from the following website

<http://www.medicaltourism.com.my/en/medical-tourism-articles.aspx>

These downloaded online magazines come in PDF format. They are therefore converted into text document for the purpose of the study, so that AntConc will be able to detect the frequency of words that appear in the corpus. However, AntConc does not segregate parts of speech by itself. The grouping has to be done manually using Claws WWW Tagger which can be retrieved from the following website:

- i) **<http://ucrel.lancs.ac.uk/claws/trial.html>**

This Part of Speech Tagger Service can accept 100,000 words at a time. Therefore the process of tagging the corpus was completed in three hours. The following are the steps that have been used to build the corpus in order to extract the adjectives from the 93 articles from the 4 magazines.

Image 3.1: Downloading AntConc (2015) Version 3.4.4a

Image 3.1 shows a screenshot of the website from which AntConc was downloaded.



Image 3.2: Downloading Four Healthcare Malaysia Magazines

Image 3.2 shows the medical tourism website from which the magazines are initially downloaded.

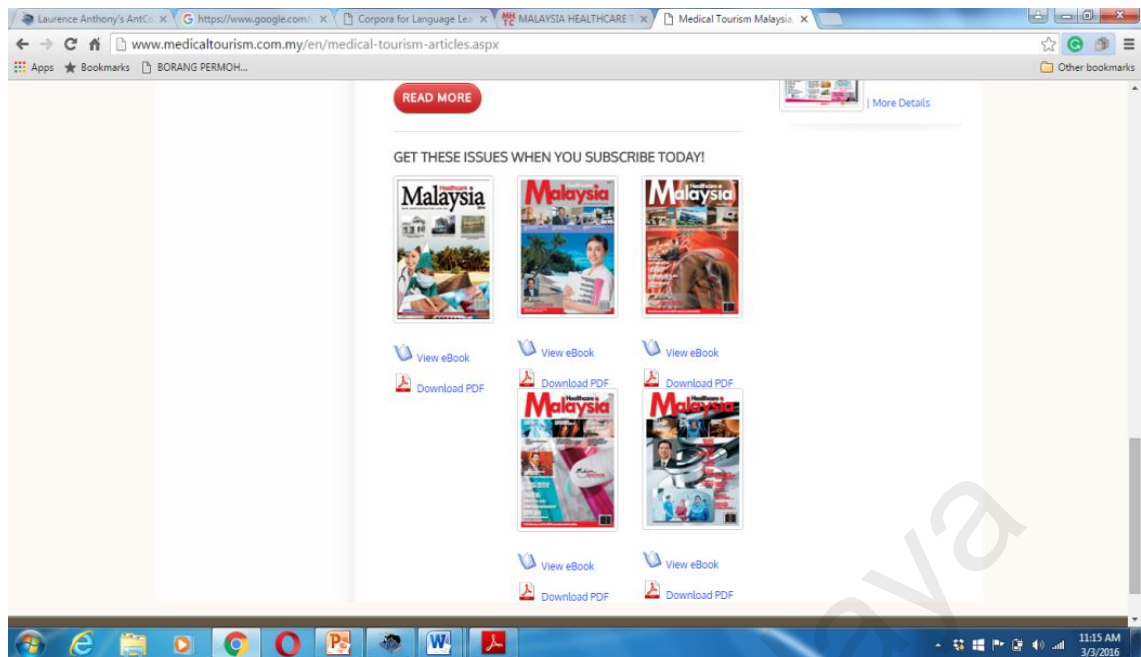


Image 3.3: Format Conversion

Documents may come from various type of format i.e. MS Word, PDF. However, AntConc reads documents that have been converted to plain .txt. format only. Image 3.3 shows a screenshot of how the documents can be converted to plain .txt.

File → Save As Other → Text

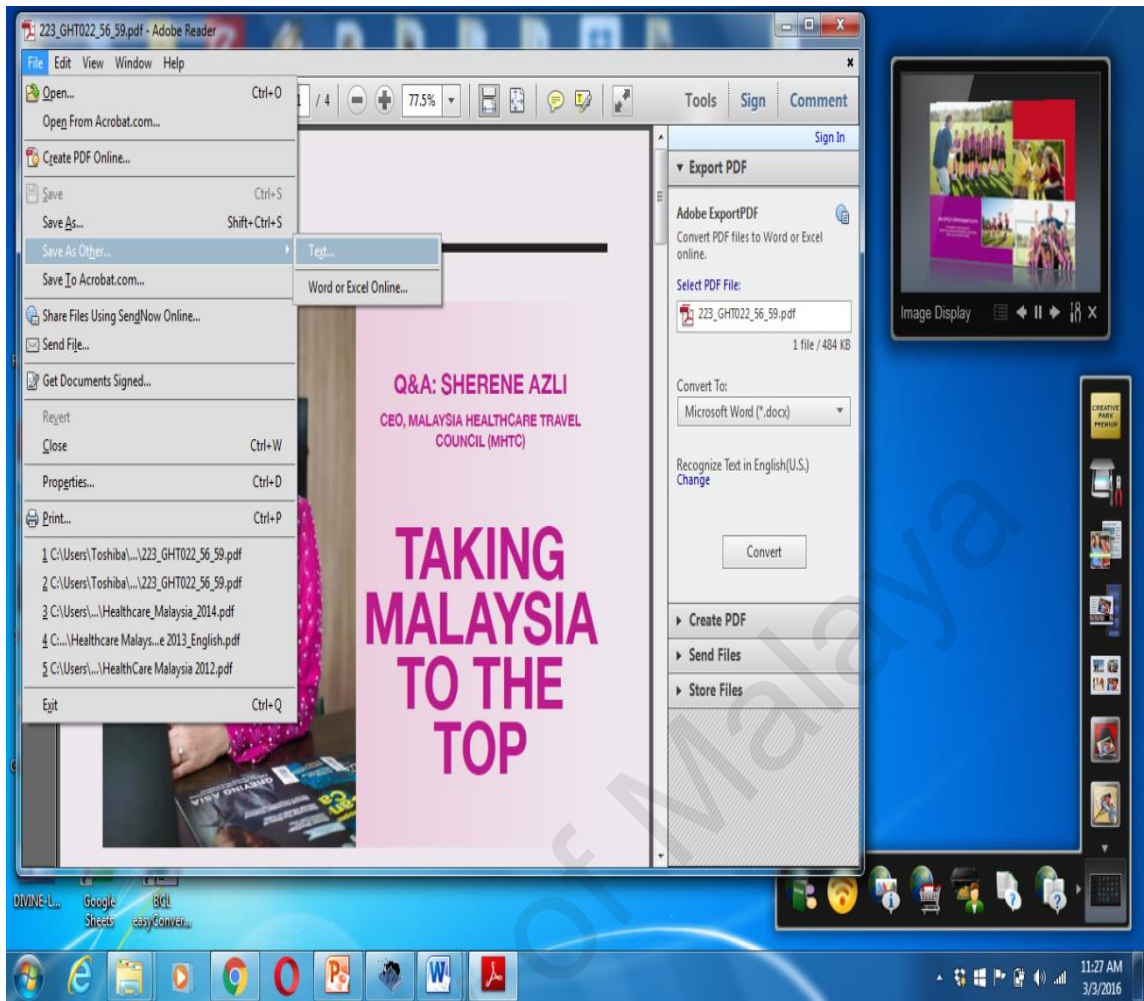


Image 3.4: Uploading the Magazines onto AntConc

Image 3.4 shows how the saved copies of Healthcare Malaysia magazines are uploaded onto AntConc.

File → Open Files → Select Files (Plain Txt)

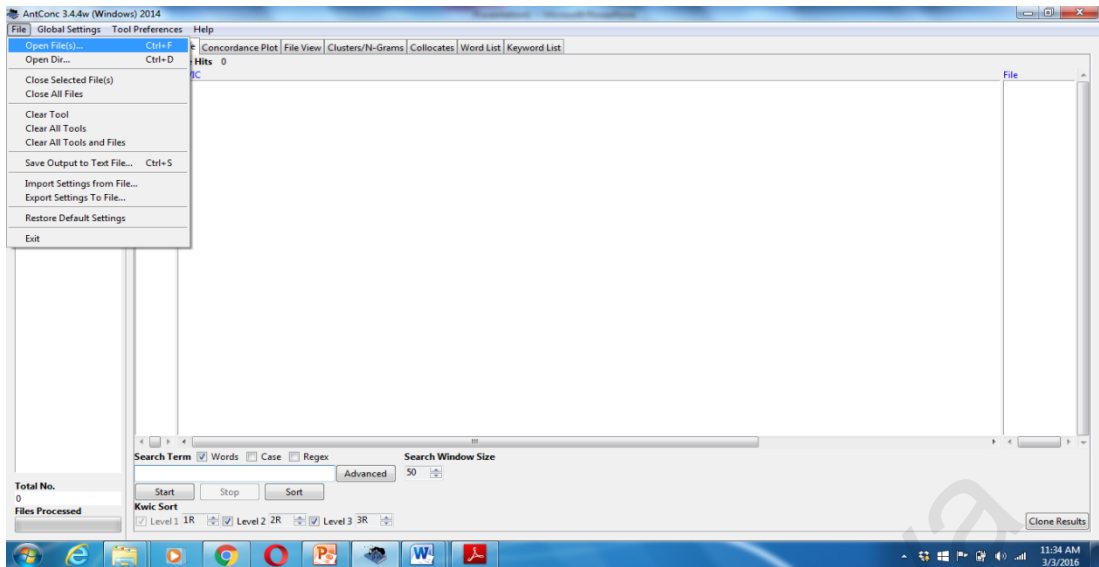


Image 3.5: Uploaded Magazines Can be Seen as Corpus Files

Image 3.5 shows the file (Healthcare Malaysia Magazine) that has been uploaded under “Corpus Files”.

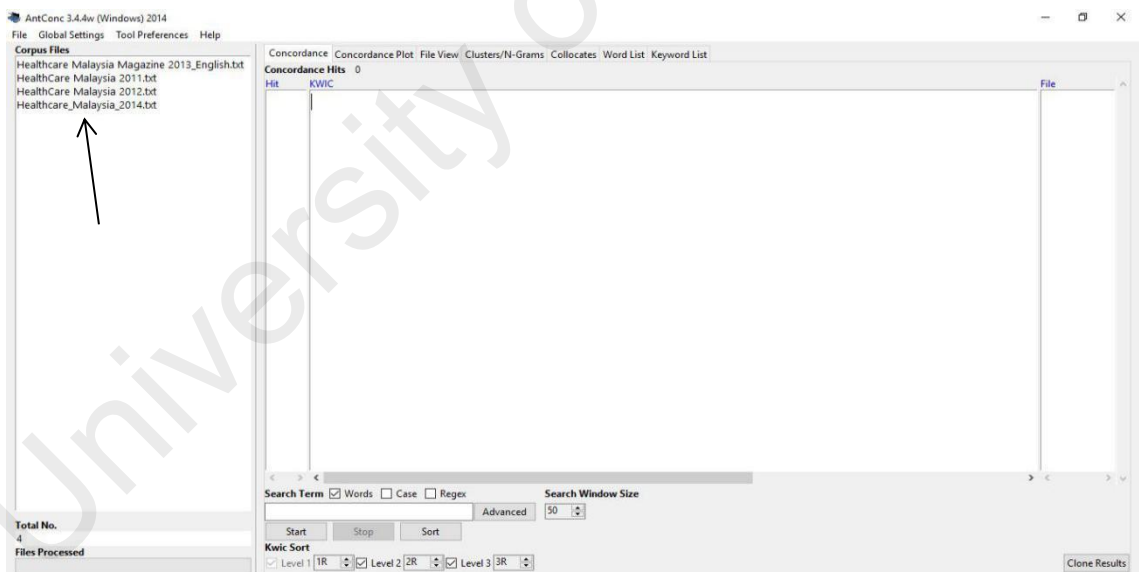


Image 3.6: Press “Start” to Generate Words

Image 3.6 shows that to generate word types, the researcher clicked on “Word List” then “Start”.

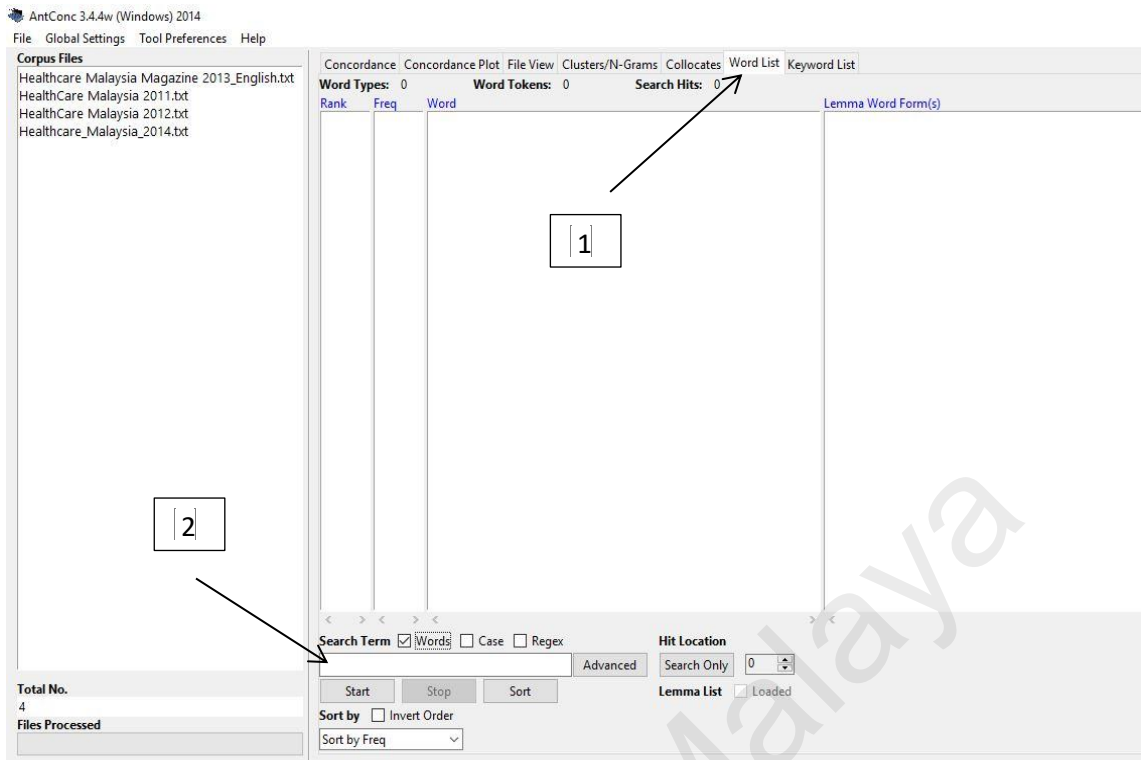


Image 3.7: Appearance of Types of Words

Image 3.7 shows the appearance of word types, word tokens, rank and frequency.

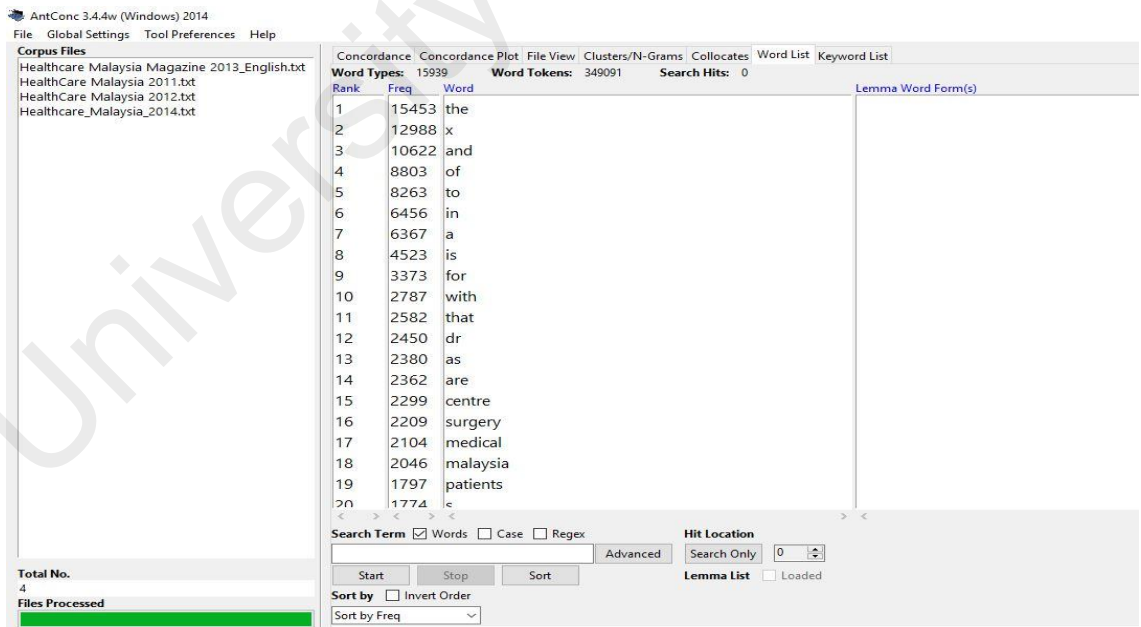


Image 3.8: Word Search

To search for a specific word and its concordances, the researcher typed the selected word onto the “Search Term” space and clicked on “Concordance” the click on “start”.

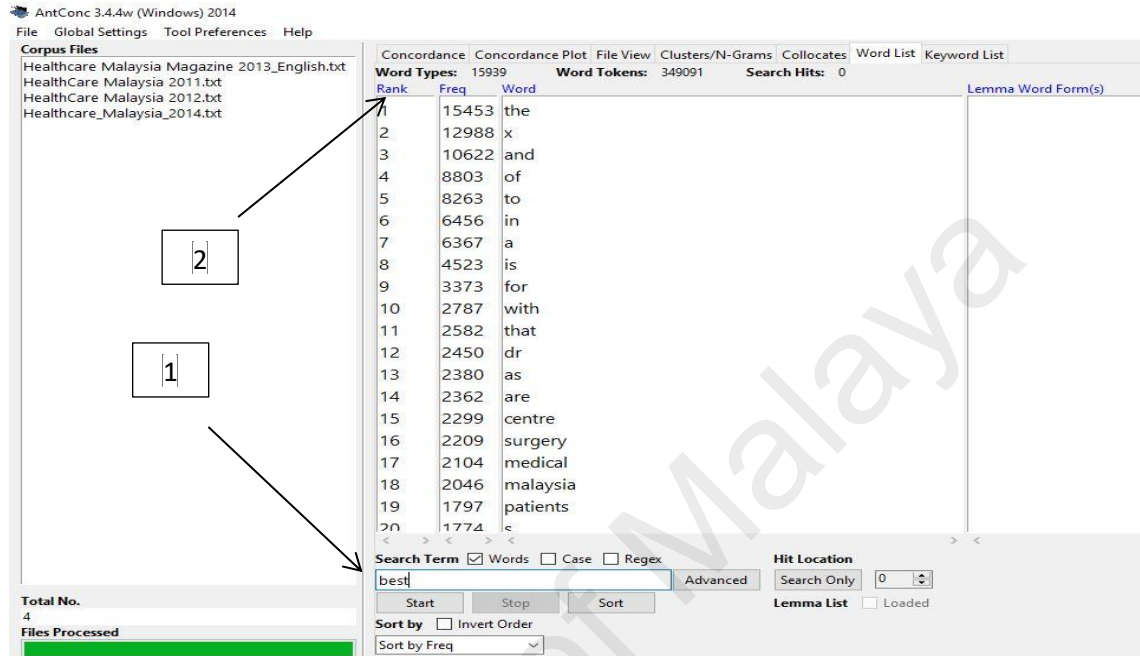


Image 3.9: Concordances of a Word

Image 3.9 shows how the researcher retrieved her data analysing the concordances of each adjective that is found in the findings of the study.

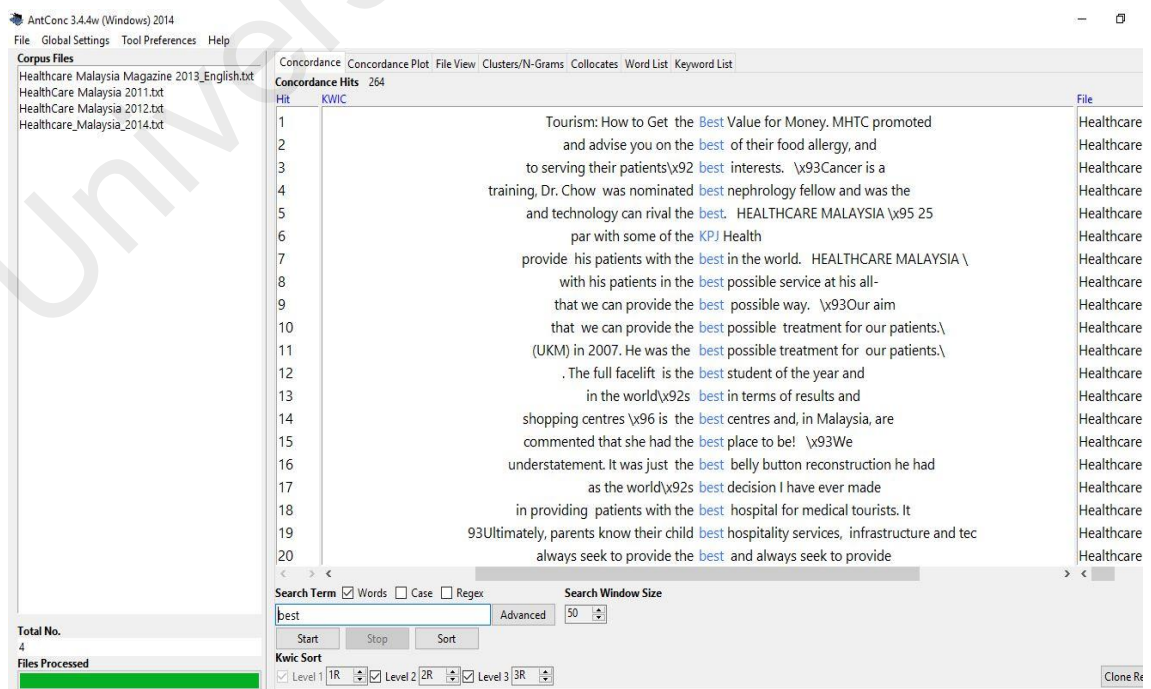


Image 3.10: Parts of Speech Tagger

Image 3.10 shows the CLAWS POS tagger website. To upload the word types that are listed by AntConc, the researcher first opened the CLAWS POS tagger website and uploaded 100,000 words at one time.

Insert word types → Click on “Tag Text Now”



Image 3.11: Appearance of Segregated POS

Image 3.11 shows the parts of speech that are tagged by CLAWS.

The screenshot shows a web browser window with the URL `ucrel.lanacs.ac.uk/cgi-bin/claws72.pl`. The page content includes a thank-you message for using the free CLAWS WWW tagger, instructions on how to view text in different tagsets or styles, and information about an in-house tagging service. Below this, it displays the results for a text sample: 504 words tagged, using tagset 'c5' and a horizontal output style. The text sample is followed by a legend for the tags used:

- NN = nouns**
- PRP = prepositions**
- AJO = *adjectives***
- VV = verbs**

The text sample being tagged is:

----- PUN
According PRP to PRP Dr. NP0 Mohd NP0 . SENT ----- PUN
Hafetz VVB Ahmad NP0 , PUN Consultant NN1 Obstetrician NN1 and CJC
Gynaecologist NN1 , PUN and CJC Medical AJO Director NN1 of PRF VPJ NP0
Dohor NP0 Specialist NN1 Hospital NN1 , PUN advancements NN2 in PRP
medicine NN1 in PRP recent AJO decades NN2 have VVB enabled VVN doctors NN2
to TO0 battle VVI womens NN2 diseases NN2 more AV0 effectively AV0 . SENT
----- PUN
Nowadays AV0 , PUN we PNP have VVB vaccines NN2 available AJO for PRP
cervical AJO cancer NN1 and CJC have VVB seen VVN improvements NN2 in PRP
the AJO screening NN1 process NN1 with PRP liquid NN1 based VVN cytology NN1
, PUN detection NN1 of PRF genital AJO human AJO papillomavirus NN1 (PUL
also AV0 known VVN as PRF HPV NP0 DNA NN1) PUR and CJC most AV0 recently AV0
E6/E7 AJO mRNA NN1 , PUN which DTQ allows VVZ us PNP to TO0 target VVI
high AJO risk NN1 patients NN2 . SENT ----- PUN
There EX0 are VBB also AV0 better AJO emergency NN1 contraception NN1
medications NN2 , PUN which DTQ could VMD help VVI to TO0 cut VVI down AVP
the AJO number NN1 of PRF unwanted AJO pregnancies NN2 ; PUN and CJC
contraceptive AJO pills NN2 that CJT also AV0 treat VVB Premenstrual AJO
Syndrome NN1 and CJC Premenstrual AJO Dysphoric AJO Disorder NN1 . SENT
----- PUN
Menorrhagia NN1 or CJC heavy AJO menstrual AJO bleeding AJO has VHZ often AV0
been VBN treated VVN in PRP the AJO older AJO age NN1 group NN1 with PRP
hysterectomy NN1 , PUN but CJC now AV0 there EX0 are VBB less AV0 invasive AJO
alternative AJO therapies NN2 Intra NP0 Uterine AJO System NN1 (PUL IUS NP0
) PUR , PUN endometrial AJO ablation NN1 and CJC uterine AJO artery NN1
embolisation NN1 (PUL to TO0 shrink VVI fibroids NN2) PUR , PUN which DTQ
can VMD only AV0 be VBI carried VVN out AVP by PRP trained AJO specialists NN2

3.7 Data Analysis

After categorising the most frequent adjectives into five semantic descriptor groups and three semantic classifiers groups, each group has been examined manually. The individual adjectives are analysed using AntConc to determine the concordance from which adjectives appear. Some of the adjectives are mistagged by CLAWS which results in certain parts of speech being tagged as adjectives, however when checked within the concordance, the POS does not function as adjectives. To safeguard against this, the researcher examined each word manually to avoid mistags. The researcher did not report all of the 572 adjectives that were found in the magazines. This is because, not all these adjectives stand out as relevant to the study. Therefore, only a few adjectives were selected and their concordances reported in Chapter 4. The entire list of adjectives found, can be seen in Appendix I. Choosing and placing the adjectives sometimes are a subjective process as stated by Pierini (2009:104), which need careful observation. It is important to note that categorising the descriptors and classifiers is not always simple and straightforward (Maasalmi, 2013). Some adjectives can be suitable to be placed in two similar groups, thus it needs careful observation and justification which may be subjective. As this is a corpus based study, therefore a list of words has been extracted from a specific source, a corpus. As mentioned earlier, AntConc 3.2a corpus analysis software is used in the present study. AntConc provides a function called “Word List” which helps to create list of words from the four magazines published from year 2011 to 2014.

Using the word list function, four word lists are created from the four magazines. In addition to creating these lists, AntConc has been used to examine how certain words are used in different magazines.

After creating the corpus, the words are arranged in descending order of frequency so that the most frequently appearing word is number one in each list. At this point, all articles and numbers are removed from these lists because AntConc tools do not do it automatically. These word lists are then manually examined to identify all adjectives in them. To keep the number of adjectives manageable, the adjectives that occur at least 15 times in total from the four magazines have been collected. A cut off point is set by establishing a minimum significance to the findings (Scott, 1997). Moreover Baker (2004) has mentioned that cut-off points can influence research outcomes. The idea behind this is to be able to handle smaller groups better, and to include adjectives that are used more often in order to get more comparable results. Also, while observing the list of words that appear less than 15 times in order to consider these adjectives as well, it is noticed that these adjectives have not been distributed evenly in all of the four magazines. Some of the adjectives appear more in one magazine and none in the other. And some other adjectives appear in two of the magazines and none in the other two. Therefore, the decisions to omit adjectives that appear less than 15 times have been made by the researcher.

Without this criterion, the total number of adjectives in each group would probably have been over a few thousands and a significant portion of these would have been used only a few times in the magazines.

Figure 3.1 shows Biber et al.'s framework which was used as the basis of this study.

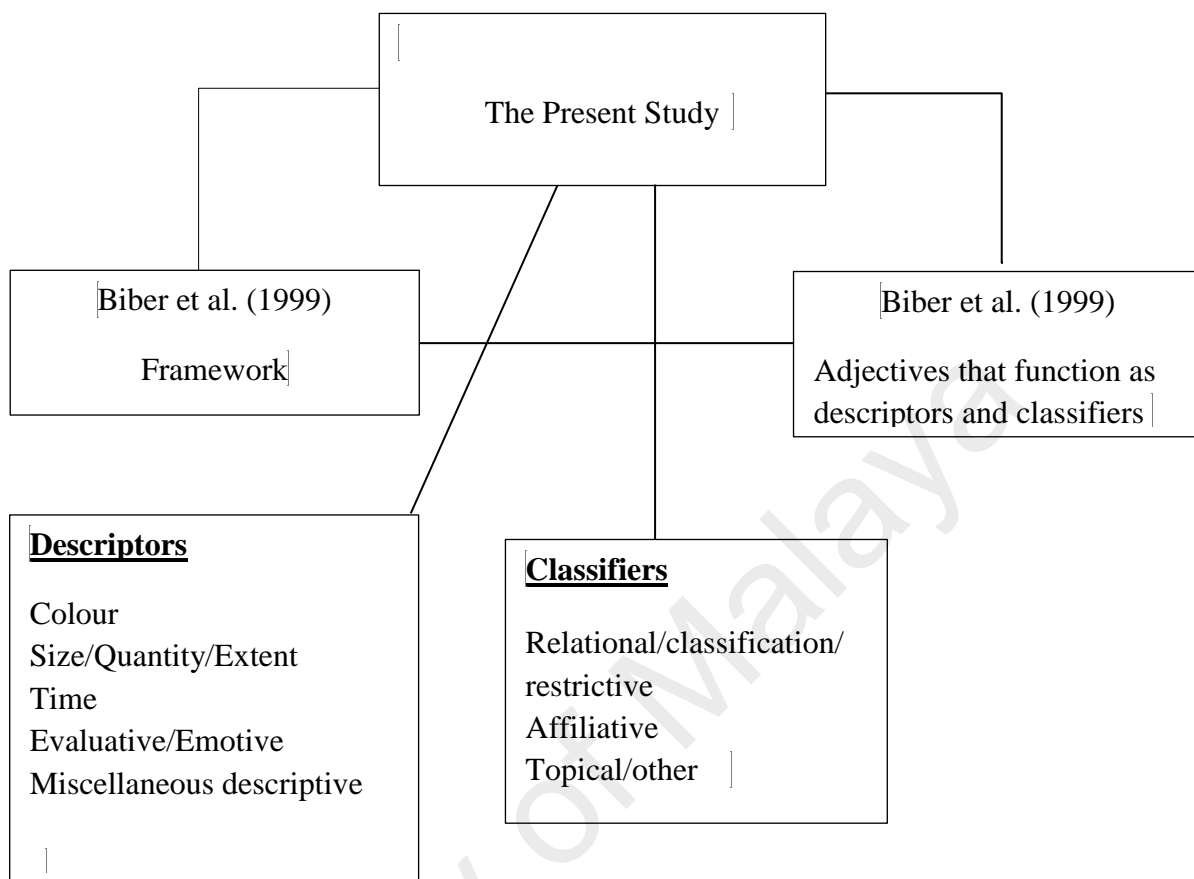


Figure 3.1 Methodological Framework of the Present Study

3.9 Summary of the Chapter

This chapter discusses the methodology and framework that is used in the present study. A detailed description of the framework by Biber et al. (1999) and how it is relevant as the basis of this study is further explained. The chapter also explains the corpus and the data analysis procedures, describing the steps taken to analyse the findings of the four online Malaysian medical tourism magazines. Besides this, detailed steps of the procedures are explained using screen shots.

University of Malaya

CHAPTER 4

FINDINGS AND DISCUSSION

4.1 Introduction

In this analysis chapter, the corpus of Healthcare Malaysia magazines are analysed using a corpus-driven approach (See Section 2.8). This chapter is divided into five sections. Section 4.1 gives a brief introduction to the chapter. Sections 4.2 presents the quantitative results, namely, the overall adjectives found under the descriptors and classifiers categories respectively. Section 4.3 presents the overall results on the adjectives that serve as descriptors and classifiers followed by Section 4.4 which discusses the findings.

Biber et al.'s (1999) semantic categories of adjectives (see Section 3.1) are adopted in the present study which is reflected throughout the results section. Most of the findings from the present study have been referred to studies conducted by Maasalmi (2013), Pierini (2009) and Kotrc (2016) as all of these studies have used Biber et al. (ibid)'s framework as a basis for their semantic groupings. The present study replicates some of their findings with the analysis of frequent adjectives found in Healthcare Malaysia magazines.

4.2 Quantitative Results

Table 4.1 shows the distribution of the word tokens, word types adjective tokens and adjectives types found in all four of the online Malaysian medical tourism magazines.

Table 4.1: Total Adjectives

Issues (Year)	Articles	Word Tokens	Total word types	Total adjective tokens found	Total adjective types found	%
2011	25	78,323	3, 755	12, 981	137	16.6
2012	21	56, 320	2, 079	9744	111	17.0
2013	26	90,323	3, 583	14, 422	199	15.8
2014	21	74,125	2, 222	10, 144	125	13.5
Total	93	250,889	11, 239	45, 989	572	17.8

Table 4.1 reports the overall occurrence of the investigated adjectives found in the corpus. Total word tokens that occur in the Healthcare Malaysia magazines after removing irrelevant sections is 250,889 (See Table 4.1). A total of 137 (16.6 %) types of adjectives are found in Healthcare Malaysia 2011. Healthcare Malaysia magazine 2012 reports the lowest occurrence of adjectives with a total of only 111 (17.0 %). Healthcare Malaysia magazine 2013 reports the highest occurrence of adjectives with a total of 199 (15.8%) and 125 (13.5%) for Healthcare Malaysia magazine 2014. A total of 572 (17.8%) adjectives are found in the four magazines. From the total of 45, 989 adjective tokens, these have been categorised into three main categories, namely descriptors, classifiers and descriptors/classifiers with double function as presented in Table 4.2 below.

Table 4.2: Total Descriptors, Classifiers and Descriptors/Classifiers with Double Functions

TOTAL	Descriptors	%	Classifiers	%	Descriptors/Classifiers	%
		16,330	39.0	22,068	54.0	2,568

Classifying adjectives presents the largest category with a total of 22,068 adjectives (54.0%). This striking finding is similar to Biber et al.'s (1999) study which reveal that classifiers are found to be highly used in academic proses compared to fictions and news corpora. The adjectives under the descriptors category appear with a total of 16, 330 (39.0%). Adjectives that have double function occur only 2,568 times which equals to 7.0%. If the findings are compared, the overall occurrence of classifying adjectives is slightly higher as opposed to the rest. This result coincides with Pierini's (2003) study who state that both descriptors and classifiers are the top two categories that are commonly found in the language of advertisement.

4.3 Overall Results in Each Descriptor Category

The total descriptors found in each sub-category are presented together with its percentage (%) of occurrence in Table 4.3. The adjectives in the evaluative/emotive and miscellaneous descriptive sub-categories respectively are examined and presented first. Then, the remaining groups such as time, colour and size/quantity/extent sub-categories are presented. The reason for such order is because the results consist of high use of adjectives under the first two groups: evaluative/emotive and miscellaneous. The adjectives found under the remaining groups are smaller.

Table 4.3 : Total Descriptors

Sub-category of descriptors	Total	%
Evaluative/Emotive	9,185	56.2
Miscellaneous Descriptors	3,452	21.1
Size/Quantity/Extent	2,300	14.0
Time	1,360	8.3
Colour	33	0.20
Total	16, 330	

Table 4.3 presents the occurrence of descriptive adjectives in the sub-categories. The results show that when it comes to the frequency of occurrence across the corpus, the findings reveal that evaluative/emotive descriptors appear predominantly with a total of 56.2% (9,185 times). Parallel to Biber et al.'s (1999) study, all types of corpora employ great number of evaluative/emotive descriptors. However, Biber et al. (ibid) did not find miscellaneous descriptors in their findings although this sub-category is listed as part of the semantic categorisation framework.

This finding coincides with Marza's (2011: 99) study on tourism language in which it is said that the evaluative are used most because they attract and persuade the potential readers compared to the rest of the descriptor types. Contrastingly, colour group descriptors are used the least with a total of 33 times (0.20%) only. This coincides with Biber et al.'s (1999) findings on fictions, academic and news registers. The miscellaneous group of descriptors appears as the second most frequent group with a total of 3,452 (21.1%) in the magazines; however, in Biber et al.'s corpus (ibid) this class along with the colour group of descriptors is used only marginally compared to other descriptors. The third most frequent group of descriptors found is the Size/Quantity/Extent descriptors with a total of 2,300 (14.0%) followed by Time group of descriptors with a total of 1,360 (8.3%).

4.3.1 Evaluative/Emotive Descriptors

Table 4.4 reveals the ten most frequent adjectives under the evaluative/emotive group of descriptors.

Table 4.4: Types of Evaluative and Emotive Descriptors

Rank	Evaluative/Emotive	Freq	%	Rank	Evaluative/Emotive	Freq	%
1.	better	283	3.00	6	comprehensive	167	1.80
2.	best	264	2.80	7	different	141	1.50
3.	good	258	2.70	8	special	103	1.00
4.	invasive	210	2.20	9	great	99	0.89
5.	latest	181	1.90	10	experienced	95	0.80

Table 4.4 reveals the ten most frequent adjectives found under the evaluative/emotive category. The descriptor *better* appears as the most profoundly used with a percentage of 3.00% (283 times); *best* with a percentage of 2.80% (264 times) *good* with a percentage of 2.79% (258 times); *invasive* with a percentage of 2.20% (210 times); *latest* with a percentage of 1.90% (181 times); *comprehensive* with a percentage of 1.80% (167 times) ; *different* with a percentage of 1.50% (141 times) ; *special* with a percentage of 1.00% (103 times); *great* with a percentage of 0.89% (99 times); *experienced* with a percentage of 0.80% (95 times)

The lines reported in Concordances 4.1 until 4.10 below are the evaluative/emotive descriptors found in the magazines. In order to fulfil the task of analysing the semantic classification according to Biber et al. (1999), the researcher picks and highlights only a few examples of lines from Antconc's concordance list. For example (see Concordance 4.1), the evaluative/emotive descriptor '*better*' collocates with the word *quality* in N3.

Concordance 4.1 reports the use of the descriptor *better* as the most frequent evaluative/emotive descriptor found in the corpus. The descriptor *better* functions as a comparative adjective and it defines as *of a higher standard or more pleasing* (Cambridge Dictionary, 2017). From the table, it can be seen that descriptor *better* collocates with *chance, care, quality, diagnosis* and *results*. Line N1 demonstrates the importance Malaysian Healthcare Tourism Council places upon patients so that they will receive an increased opportunity to survive. Lines N2 and 3 express the importance placed in giving the best care, quality followed by lines N4 and 5 that indicate hospitals that are willing to give improved diagnosis and results.

Concordance 4.1 : Concordance line of *better* (5 out of 283 lines)

N			
1	of recovery. We have a	<i>better</i>	chance of treating cancer
2	a wealth of expertise to provide	<i>better</i>	care, and better clinical outcomes.
3	The implications include a	<i>better</i>	quality of life for people
4	Hospitals to provide	<i>better</i>	diagnosis and management of a tumour
5	improvised method which promises	<i>better</i>	results

Concordance 4.2 shows the evaluative/emotive descriptor *best* that collocates with *treatment, possible, person, healthcare, services, hospital* and *hospitality*. The high occurrence of descriptor *best* in the present study concurs with Biber et al.'s findings (ibid). They found that *best* ranks among the most frequently used adjectives in conversation, fiction, news and academic prose. Biber et al. (1999: 524) also comment that the high frequency of occurrence in all of these registers reflect a focus on the extreme in the interests of attracting readers. Kotrc (2016) who has studied sports reports also have found that the descriptor *best* is among the high frequency descriptors.

Concordance 4.2 : Concordance line of *best* (7 out of 264 lines)

N			
1	Hamidon then brings out the	<i>best</i>	treatment which often is
2	their objective is to achieve the	<i>best</i>	possible chance of survival for critically
3	medical technologies that offer the	<i>best</i>	person for the job is available.
4	look at how to have the	<i>best</i>	healthcare treatments while on vacation.
5	specialists and staff that provide the	<i>best</i>	services to patients.
6	providing patients with the	<i>best</i>	hospital for medical tourists.
7	parents know their child	<i>best</i>	hospitality services, infrastructure and

Concordance 4.3 shows how evaluative/emotive descriptor *good* collates with *treatment, manufacturing, value for money, clinical practices, health, hospital* and *physician*. When the descriptor *good* collates with *treatment, manufacturing, clinical, practices, hospital* and *physician* such as in lines N1, 2, 4, 6 and 7, it describes Malaysian Healthcare Tourism Council's priority that goes to providing good hospitals facilities to patients. Lines N3 and N5 illustrate that, patients will still be able to enjoy a high standard service which is worth the fees they pay for. The high occurrence of the descriptor *good* is also in accordance with Biber et al.'s findings (1999, p. 512) although the type of the corpus used differs from the present study. The use of this particular evaluative/emotive descriptor denotes something to be satisfactory or superior to the average (Kotrc, 2016).

Concordance 4.3 : Concordance line of *good* (7 out of 258 lines)

N			
1	Patients can now achieve a	<i>good</i>	treatment which often is
2	b fully compliant with the common	<i>good</i>	manufacturing practice standards
3	a very high standard and is	<i>good</i>	value for money. He is proud
4	Advisory Committee and other	<i>good</i>	clinical practices committees to
5	private hospitals are providing a	<i>good</i>	product at a price that patients can pay
6	providing patients with the	<i>good</i>	hospital for medical tourists.
7	Providing a	<i>good</i>	physician is a priority.

Concordance 4.4 show that the evaluative/emotive descriptor *latest* collocates with *imaging technique, drugs, technology, advancements, methods, developments* and *equipment*. Observing all the head nouns that this descriptor collocates with, it relates vastly with amenities and services that hospitals provide similar to the collocations in Concordance 4.2 and 4.3. This finding contradicts Maasalmi's (ibid) who found that *latest* was used fewer in the entire investigated corpus. Contradicting to the present study, Biber et al.'s (ibid) findings did not highlight the appearance of this particular descriptor across registers. This suggests that adjectives are not at all equivalent in their meaning and has its own preferred collates, different preferred senses and different distributions across registers (Biber, Conrad, Reppen, 1998: 51).

Concordance 4.4: Concordance line of *latest* (7 out of 181 lines)

N			
1	NATIONAL HEART INSTITUTE	<i>latest</i>	imaging technique which comes with
2	experience new technology and the	<i>latest</i>	drugs in the world. Identified as
3	investigated and managed with the	<i>latest</i>	technology that is comparable to any
4	that are equipped with the	<i>latest</i>	advancements and make themselves
5	are at the forefront of the	<i>latest</i>	methods used to deal with retinal
6	GKL continues to invest in the	<i>latest</i>	developments and advanced
7	the centre is equipped with the	<i>latest</i>	equipment. The 64slice CT scan and

Concordance 4.5 reports the extensive use of the evaluative/emotive descriptor *dedicated* with head nouns like *team, medical consultants, health professional, eye hospital, services, quality, nursing staff, customer care staff, chemotherapy units* and *specialists*. Most of the lines that the descriptor *dedicated* collocates with refer to the professionals in the medical tourism field, namely, doctors, nurses, consultants, specialists and so on. This suggests the quality in the types of staff who work in these participating hospitals. Additionally, it also denotes the high commitment that these medical practitioners practise when it comes to performing in their job.

Concordance 4.5: Concordance line of *dedicated* (10 out of 119 lines)

N			
1	harmony in the body. With a	<i>dedicated</i>	team, GHHS Wellness has
2	ull attention and care from its	<i>dedicated</i>	medical consultants and
3	Mercy, we have a team of	<i>dedicated</i>	health professionals consultant sp
4	nonprofit institution, was the first	<i>dedicated</i>	eye hospital in Southeast Asia and
5	rehabilitation. With such	<i>dedicated</i>	services, patients are sure to leave
6	HEALTH CARE Health Screening	<i>dedicated</i>	quality microsurgery available.
7	support services. Managed by our	<i>dedicated</i>	nursing and paramedical staff in all
8	centres of excellence are	<i>dedicated</i>	customer care staff will be with
9	a set of comprehensive features	<i>dedicated</i>	chemotherapy day-care units,
10	International Patient Centre that	<i>dedicated</i>	specialists and experienced medically
	provides		

Concordance 4.6 reveals the use of the evaluative/emotive descriptor *experienced* which refers to the team of staff, be it, doctors, nurses, non-medical staff, and surgeons and so on. The descriptor *experienced* denotes a person who has knowledge of the job thus refers to the doctors in the medical tourism field. They are recognised as doctors who have skills which makes the medical procedures reliable.

Concordance 4.6: Concordance line of *experienced* (10 out of 98 lines)

N			
1	important to have welltrained,	<i>experienced</i>	medical professionals who have
2	by a team of over 20 highly	<i>experienced</i>	specialist consultants, covering a v
3	location, personalised care and	<i>experienced</i>	medical professionals, Columbia Asia
4	more than 135 qualified and	<i>experienced</i>	consultants. We are proud to announc
5	team of qualified professional and	<i>experienced</i>	doctors at GKL adheres to the
6	with the personal attention of	<i>experienced</i>	medical and nursing staff. KPJ Joho
7	for this surgery. Recognised as an	<i>experienced</i>	surgeon in the field of Less
8	actual therapy is done by an	<i>experienced</i>	hand therapist. This means that the
9	of Beacon\92s team of	<i>experienced</i>	oncologists were trained in the Unite
10	procedures were done efficiently by	<i>experienced</i>	staff, who explained the steps patien

4.3.2 Miscellaneous Descriptors

Table 4.5 reveals the ten most frequent adjectives under the miscellaneous group of descriptors.

Table 4.5 : Types of Miscellaneous Descriptors

Rank	Miscellaneous	Freq	%	Rank	Miscellaneous	Freq	%
1.	local	157	4.4	6.	down	95	2.6
2.	replacement	126	3.5	7.	accredited	81	2.2
3.	interventional	125	3.5	8.	preventive	84	2.3
4.	modern	123	3.4	9.	young	67	1.9
5.	leading	121	3.3	10.	fast	62	1.7

Table 4.5 reveals the ten most frequent adjectives found under the miscellaneous category. The miscellaneous descriptor *local* has the highest occurrence among the rest with a percentage of 4.4% (157 times); *replacement* with a percentage of 3.5% (126 times); *interventional* with a percentage of 3.5% (125 times); *modern* with a percentage of 3.4% (123 times); *leading* with a percentage of 3.3% (121 times); *down* with a percentage of 2.6% (95 times); *accredited* with a percentage of 2.2% (81 times); *preventive* with a percentage of 2.3% (84 times); *young* with a percentage of 1.9% (67 times) and *fast* with the least occurrence with a percentage of 1.7% (62 times) only.

Concordance 4.7 reports lines that show how the miscellaneous descriptor *local* is used in the concordance lines. In tourism discourses, the miscellaneous descriptor *local* is used to relate to the characteristics of a country like *local* attractions, *local* amenities, *local* markets or referring to food such as *local* breakfast, *local* dishes as found in (Pierini, *ibid*). However, the present study does not support this finding. The miscellaneous descriptor *local* here is being used with nouns such as *healthcare establishments*, *local and foreign patients*, *talented people*, *cuisine*, *anaesthesia* and

healthcare travel. Lines N 1, 3 refer to the types of medical team who work in the hospitals and Line 2 refers to patients. Line N4 relates specifically to a type of award that hospitals received, followed by line N 7 denoting the type of food that patients can enjoy in Malaysia. Line N 6 refers to the importance placed by Malaysian Healthcare Tourism Council in attracting local patients aside from international patients. The descriptor *local anaesthesia* in line N 8 is a term used for regional anesthesia produced by direct infiltration of local anesthetic solution into the surgical site. (Dictionary.com, 2017).

Concordance 4.7 Concordance lines of *local* (9 out of 157 lines)

N			
1	good working relations with	<i>local</i>	healthcare establishments, namely
2	cater to the growing expectations of	<i>local</i>	and foreign patients seeking treatment
3	locally, we can also keep our	<i>local</i>	talented people in Malaysia.
4	one in collaboration with more than	<i>local</i>	and international awards.
5	serviced apartments	<i>local</i>	and international speciality stores,
6	the factors that attract patients both	<i>local</i>	and foreign patients.
7	of the dishes prepared are mostly	<i>local</i>	cuisine, with 30 percent incorporating
8	which can be performed under	<i>local</i>	or general anaesthesia. Most IR
9	key industry stakeholders within the	<i>local</i>	and international healthcare travel

Concordance 4.8 reports the miscellaneous descriptor *modern* that collocates with head nouns such as in line N1 *cardiothoracic theatre* which refers to a surgical place where organs inside the thorax (the chest) are treated. Lines N2, 3, 4, 5 and 7 refer specifically to types of facilities, equipment used and medicinal expertise provided by hospitals. The line in N6 denotes different type of collocation, where, *modern* is collocated with *spa management* denoting a place that gives patients both relaxation and treatment at the same time. According to Shah (2008), Malaysia provides *modern* private healthcare facilities and which made Malaysia as a preferred medical tourism destination. Pierini (2009) suggests that, this descriptor denotes *newness*.

Concordance 4.8 Concordance lines of *modern* (7 out of 123 lines)

N			
1	catheterisation laboratory, while	<i>modern</i>	cardiothoracic theatre offers a
2	providing advanced treatments and	<i>modern</i>	facilities, GKL remembers the need to
3	he centre's 24-hour service	<i>modern</i>	equipment and safe vehicles ensure the
4	eastern philosophies, marvels of	<i>modern</i>	medicine and cutting edge technology,
5	medicine centre and a	<i>modern</i>	medicine centre. We talk to Ms.
6	properties. We have combined	<i>modern</i>	spa management with the best of
7	clinical expertise and experience	<i>modern</i>	medical technology and equipment as

Concordance 4.9 reports the miscellaneous descriptor *leading* that collocates with head nouns such as in line N1 *skin experts* which refers to a person with a high level of knowledge or skill relating to a particular subject or activity (Cambridge Dictionary, 2017). Lines N2, 3, 6 and 7 report the miscellaneous descriptor *leading* which collocates with, *healthcare providers*, namely, hospitals. Lines N 4 and 5 refer specifically to surgeons who work in these hospitals. This finding confirms with Biber et al. (ibid) who also found the descriptor *leading* to be one of the frequently used adjectives that end in *-ing* occurring at least ten times per million words across registers.

Concordance 4.9 Concordance lines of *leading* (7 out of 123 lines)

N			
1	October 2010 to meet Asia's	<i>leading</i>	skin experts. Here are some of
2	to be the region's	<i>leading</i>	healthcare provider, the team behind
3	to maintain its position as a	<i>leading</i>	provider of primary healthcare
4	world-class. OF BEAUTY A	<i>leading</i>	plastic surgeon in Malaysia, Dato\
5	three of the country's	<i>leading</i>	hand and microsurgeons.
6	to go abroad. One of the	<i>leading</i>	private healthcare facilities
7	and we pride ourselves as the	<i>leading</i>	health institution that has impacted the

Concordance 4.10 shows lines that miscellaneous descriptor *accredited* collocates with. The types of nouns that this descriptor collocates (see lines N1 – N 10) predominantly relate to the service providers such as hospitals. This proposes that the practicing medical tourism healthcare providers in Malaysia have been *accredited* and *recognised*. Accreditation is a symbol of an organisation’s commitment towards quality and safety. On the other hand, this type of recognition escalates stakeholder and community confidence in the quality of care provided as stated in The Joint Commission (2007). This will indirectly assure people that participating Malaysian hospitals are meeting the acceptable standards for care, treatment and service provided (The Joint Commission, *ibid*). When such standards are practised by organisations, Keller and Aaker (1992, 1998) agree that customers’ needs and wants can be satisfied if the company is willing to deliver products and services as expected. Some of the certified bodies that can be found in the online magazines are Malaysian Society of Quality in Health, ISO 9001, International Society for Quality in Health Care (ISQua) and Joint Commission International (JCI) as stated in Huei (2016). According to MHTC (2012), many Malaysian hospitals pursue accreditation by MSHQ and/or JCI because these organisations promote safety and continuous improvement which are needed in the medical tourism field.

Concordance 4.10 Concordance lines of *accredited* (10 out of 123 lines)

N			
1	every way possible. The hospital is	<i>accredited</i>	internationally and nationally with th
2	a Joint Commission International (JCI	<i>accredited</i>	hospital. To be officially launched in
3	Society for Quality in Health (MSQH)	<i>accredited</i>	hospitals, with another 31 hospitals an
4	Society for Quality in Health (MSQH)	<i>accredited</i>	private hospital.
5	Joint Commission International	<i>accredited</i>	hospital. NMSC has continued to lead
6	first Joint Commission International	<i>accredited</i>	(JCI) hospital in Malaysia and is
7	to sell the idea of an	<i>accredited</i>	facility than one that is not.
8	are also EPPs. The The JCI-	<i>accredited</i>	Gleneagles Kuala Lumpur, is being
9	in Healthcare (ISQua)	<i>accredited</i>	bodies in that expenses for undergoing
10	function without fast, efficient	<i>accredited</i>	Subang Jaya Medical Centre (SJMC)

Concordance 4.11 indicates the use of *fast* with nouns such as *service, cost, healthcare centre, healing, healthcare, services, hospitals* and *accurate results*. The descriptor *fast* suggests something that is done in a very less time consuming way. This result is similar with Kotrc (2016) who also finds that one of the miscellaneous descriptors used in the newspaper genre is *fast*. The descriptor *fast* is used to denote the way players play the game, for example *fast game* or *fast player* which differs in the present study's corpus.

Concordance 4.11 Concordance lines of *fast* (8 out of 62 lines)

N			
1	Thanks to the friendly staff and	<i>fast</i>	service at Ampang Puteri Specialist
2	it is a machine that is	<i>fast</i>	efficient and cost effective.
3	Hospital in Shah Alam is a	<i>fast</i>	growing healthcare centre offering
4	advantages of amputation, including	<i>fast</i>	healing and Ewing's sarcoma,
5	Specialist Hospital Shah Alam is a	<i>fast</i>	growing familycentred healthcare
6	that matter most: quality services,	<i>fast</i>	services and affordable healthcare
7	in tandem with KPJ's	<i>fast</i>	expanding hospital network, the 1
8	medical facilities which will provide	<i>fast</i>	and accurate results in a short

Concordance 4.12, reports miscellaneous descriptor *accurate* which collocates with *diagnosis, images, biopsies, radiation, insights* and *assessment*. Oxford Dictionary (2017) defines *accurate* as information given correctly. Giving such assurance to patients can be idealistic because error free denotes the diagnosis to be perfect without any chance of making mistakes. In fact, Singh et al. (2013) have also mentioned that diagnostic errors can lead to patient harm. However, Healthcare Malaysia magazines have used such descriptors demonstrating that hospitals diagnose illness precisely, showing the amount of confidence these medical tourism experts have in themselves and the medical facilities they provide to patients. Diagnostic accuracy in the medical field relates a lot to the confidence that medical practitioners have in their diagnosis (Meyer et al., 2013).

Concordance 4.12 Concordance lines of *accurate* 10 out of 60 lines

N			
1	facilities, which serve to provide	<i>accurate</i>	diagnosis together with holistic
2	he microscopes are able to show	<i>accurate</i>	images of the blood vessel in
3	he neurosurgeon can obtain	<i>accurate</i>	biopsies using an Image Guide
4	wellness centre providing complete	<i>accurate</i>	safe diagnosis with stateofheart
5	these technologies mean more	<i>accurate</i>	radiation delivery to tumours, minimal
6	The results provide us with	<i>accurate</i>	insights into a patient
7	zoom mode provides an	<i>accurate</i>	assessment of the pathology of the
8	These services provide early and	<i>accurate</i>	diagnosis of diseases, allowing for

4.3.3 Descriptors under Size/Quantity/Extent

Table 4.6 reveals the ten most frequent adjectives under the Size/Quantity/Extent group of descriptors.

Table 4.6 : Types of Size/Quantity/Extent Descriptors

Rank	Size/ Quantity/ Extent	Freq	%	Rank	Size/ Quantity/ Extent	Freq	%
1	high	299	13.0	6	largest	84	3.61
2	various	123	5.32	7	lower	74	3.18
3	long	122	5.24	8	large	72	3.09
4	wide	116	5.00	9	highest	64	2.80
5	several	96	4.13	10	longer	64	2.80

Table 4.6 reports the overall percentage of Size/Quantity/Extent descriptors occurring in the magazines. The descriptor that has the highest value of occurrence is *high* with 299 times (13.0%). This finding contradicts with Kotrc's (2016) study that finds this Size/Quantity/Extent descriptor to stand among the ones occurring less frequently. The descriptor *minimalize* has been used 127 times (5.51%); *various* with a total of 123 times (5.32%); *long* with a total of 122 (5.24%). Findings in Kotrc (ibid) and Biber et al. (ibid) that relate to news registers also found the descriptor *long* to be the most common adjective type found. According to them, it denotes two suggestions,

first one referring to something continuing for a large amount of time, and the other, to a distance that is more than average. Other Size/Quantity/Extent descriptors like *wide* occurs with a total of 116 times (5.00%); *several* with a total of 96 times (4.13%); *largest* with a total of 84 times (3.61%); *lower* with a total of 74 times (3.18 times); *large* with a total of 72 times (3.09%); and *highest* and *longer* with a total of 64 times (2.80%).

Although *largest* in the magazines have occurred among the less frequent types, in Maasalmi's (ibid) findings, it is one of the most frequently occurring adjectives in the Size/Quantity/Extent category. Therefore, this finding is significantly different compared to the present study. The descriptor *highest* occurs the least, however Maasalmi (ibid) found this adjective being used averagely. Both *several* and *largest* are among the vastly occurring descriptor under the Size/Quantity/Extent category in Maasalmi's (ibid) study which coincides with the present study. However the descriptor *lower* appears marginally less based on Table 4.8 which is similar to Maasalmi who found the descriptor *lower* appearing less.

Concordance 4.13 demonstrates the Size/Quantity/Extent descriptor *high* that collates with *quality*, *standards*, *success rate* and *hopes of baby*. Most of the head nouns that these descriptors collocate with, are the quality filled services provided by hospitals. This suggests the importance MHTC places in quality of the healthcare services it provides. This goes in line with the MHTC tag-line that says "Quality for a peace of mind" (MHTC, 2005).

Concordance 4.13 Concordance lines of *high* (9 out of 299 lines)

N			
1	ocused on creating awareness of our	<i>high</i>	quality medical services in the global
2	medical services \x96 which provide	<i>high</i>	quality at a reasonable price
3	s on the importance of maintaining	<i>high</i>	quality healthcare services and urges
4	the hospital is of a very	<i>high</i>	standard and is good value for
5	this minimally invasive surgery's	<i>high</i>	success rate, low risk and low
6	igorous standards. 68	<i>high</i>	international standards, KPJ Ampang
7	good clinical governance, providing	<i>high</i>	quality preventive and therapeutic
8	natural products. The spa has gained	<i>high</i>	quality and safe healthcare delivery
9	and a commitment to	<i>high</i>	hopes of baby success for couples

Concordance 4.14 represents the Size/Quantity/Extent descriptor *long* being used as a compound word *long-lasting*. Lines N 1, 2 and 4 signify the materials used as something that can be used for a long time. Line N 3 shows a person who goes through that specific treatment will get prolonged results and how MHTC understands the difficulties patients go through while fighting cancer. Line N 5 demonstrates results that can stay the same for a longer period probably relating to a treatment. Lines N 6 and 8 denote the increase of chances to survive through treatments and line N 7 suggests an unnecessary requirement of vitamin for patients after a specific treatment is done.

Concordance 4.14 Concordance lines of *long* (8 out of 122 lines)

N			
1	are also made of good, hard,	<i>long</i>	-lasting materials.
2	and sees sustainable growth over the	<i>long</i>	term through development incentives.
3	Fighting cancer can be a	<i>long</i>	and difficult journey; half the battle
4	potentially eliminating the need for	<i>long</i>	term Warfarin therapy
5	into the face but gets good,	<i>long</i>	lasting results.
6	cancer patients by lengthening their	<i>long</i>	term survival and improving their
7	cosmetic bowel) and no need for	<i>long</i>	term vitamin or mineral says
8	patient is important to the	<i>long</i>	term success of bariatric procedures in

Concordance 4.15 reports the use of the Size/Quantity/Extent descriptor *wide* in lines N1, 2, 3, 4, 6 and 7 mostly collocate with the types of amenities provided in different hospitals. However, observing line N4, it shows the types of attractions that

patients can enjoy during their treatments in Malaysia. Line N8 describes the various treatments of a wide range of illness.

Concordance 4.15 Concordance lines of *wide* (8 out of 116 lines)

N			
1	facilities committed to providing a	<i>wide</i>	range of high quality healthcare
2	o that, this cluster offers a	<i>wide</i>	array of endoscopic procedures
3	This offers easy access to a	<i>wide</i>	choice of renowned hospitals
4	the lower currency exchange and	<i>wide</i>	range of tourist attractions.
5	Gleneagles Kuala Lumpur offers a	<i>wide</i>	range of specialist services and
6	notforprofit hospital, Tung Shin has a	<i>wide</i>	range of modern, stateofheart
7	medical practitioners provide a	<i>wide</i>	spectrum of advanced cosmetic
8	prevention, diagnosis and treatment of	<i>wide</i>	range of diseases and medical conditi

Concordance 4.16 reports the use of the descriptor *largest* referring to *healthcare places, surgeries, hospitals, destinations* and *eye care providers*. Lines N1, 3, 4 and 6 show that the descriptor *largest* relate to privatised hospitals and healthcare centres that Malaysia currently has. Line N2 denote the number of laser surgeries a specific hospital conducts. Line N5 specifically promotes Penang as one of the largest medical tourism destinations probably because of its high tourism attractions.

Concordance 4.16 Concordance lines of *largest* (6 out of 84 lines)

N			
1	he affiliated teaching hospital as the	<i>largest</i>	healthcare hub in the region with
2	laser surgery training and performs the	<i>largest</i>	number of laser surgeries in ENT
3	Also known as one of the	<i>largest</i>	private chains of haemodialysis centres
4	Director of KPJ Healthcare Berhad,the	<i>largest</i>	private hospital chain in Malaysia.
5	Penang is currently Malaysia's	<i>largest</i>	medical tourism destination, drawing
6	CT coronary angiograms the	<i>largest</i>	private tertiary eye care provider in

From Concordance 4.17, it can be seen that the descriptor *lower* collocates with the noun *risk*, largely. Cambridge Dictionary (2017) defines *lower risk/low risk* as treatments that are likely to be successful, or unlikely to be connected with danger or problems. The descriptor *lower* is usually associated with the noun *price* when it comes

to advertising a product, however, the same descriptor is used differently in the medical tourism magazines. This result of the present study share similarities to Maasalmi's (2013) in terms of its occurrence. Lines N5, 6 and 7 suggest that MHTC wants to provide treatments for people from the lower financial situation as well.

Concordance 4.17 Concordance lines of *lower* (7 out of 74)

N			
1	treated just as effectively but with	<i>lower</i>	risk, less pain, better functional
2	his procedure has a	<i>lower</i>	risk of complications.
3	Additionally, patients experience a	<i>lower</i>	risk of bleeding or leaks from
4	quicker recovery, less pain,	<i>lower</i>	risk of exposure to infection
5	also being made more accessible to	<i>lower</i>	income groups through packages
6	has spent years helping patients from	<i>lower</i>	socioeconomic backgrounds.
7	able to derive comfort from the	<i>lower</i>	of living as well as

The use of the descriptor *highest* in Concordance 4.18 refers to the assured *standards* provided for patients/customers in terms of qualification, professionals, successful treatments and technology incorporated in the practising hospital(s).

Concordance 4.18 Concordance lines of *highest* (7 out of 64 lines)

N			
1	doctors at GKL adheres to the	<i>highest</i>	ISO standard of quality in attending
2	Congress of Oral Implantology , the	<i>highest</i>	qualification offered by the ICOI
3	and operating theatres are of the	<i>highest</i>	technology. I
4	We strive to maintain the	<i>highest</i>	professional, ethical standards
5	Book of Records for having the	<i>highest</i>	number of IVF babies
6	private medical facility which does the	<i>highest</i>	number of bone marrow transplants
7	comprehensive medical care to the	<i>highest</i>	international standards

4.3.4 Descriptors under Time

Table 4.7 reveals the ten most frequent adjectives under the Time group of descriptors.

Table 4.7 : Types of Time Descriptors

Rank	Time	Freq	%	Rank	Time	Freq	%
1	new	442	31.7	6	continuous	41	2.94
2	early	180	12.9	7	regular	29	2.08
3	recent	59	4.23	8	prior	26	1.86
4	old	56	4.02	9	annual	25	1.79
5	daily	42	3.01	10	rare	25	1.79

Table 4.7 above presents the Time descriptors found in the corpus. From the table, it can be seen that the occurrence of the descriptor *new* tops the rest with 31.7% (442 times). This striking finding concurs with the studies carried out by Maasalmi (2013), Pierini (2009), Traikitsyavet (2010) and Chafai (2010) who all found the descriptor *new* occurring as the highest value across all of these different studies and registers. Kotrc's (2016) results however show dissimilarity when being compared to the present study. The descriptor *new* is not found in Kotrc's (ibid) study on sport register. The descriptor *early* appears with a percentage of 12.9% (180 times) which is also consistent with Maasalmi's (2013) finding who found extensive use of descriptor *early* within the same class. The present study as per the table above shows that the descriptor *recent* occurs with a total of 59 times (4.23%) although it is among the top ten listed descriptors in the class. This occurrence is slightly higher compared to Maasalmi's (ibid) findings as the same descriptor only appears 16 times in the total corpus size of 845,696 words which is two times lesser than the corpus size of the present study.

The descriptor *old* occurs 56 times (4.02%); however it is one of the most frequent descriptors in the category in Maasalmi's study on tourism. *Daily* occurs only

42 times (3.01%); in the present study which is inconsistent with Maasalmi's study that has high appearance of the same descriptor. Descriptor *continuous* appears 41 times (2.94%) in the corpus while in Maasalmi's (2013) findings this descriptor appears minimally; *regular* appears 29 times (2.08%); *prior* 26 times (1.86%). The descriptors *annual* and *rare* both occur only 25 times (1.79%) in the present study. This is a contradicting finding because in Maasalmi's study, the descriptor *annual* appears greatly, while the descriptor *rare* appears averagely.

Concordance 4.19 reports 10 of the lines that use the Time descriptor *new*. This descriptor collocates with *milestones in healthcare industry, five star hospitals, technology, therapies, surgical techniques, treatments, surgeons and opportunities*. Lines N1, 2, 3, 4, 5, 6 and 9 denote, equipment related to medical procures that have been recently created and could treat illnesses. Line N 7 gives patients choices to pick treatments suitable for their necessities while Line N8 expresses that there have been new less aggressive types of treatments that have been implemented in the specific field. Line N9 denotes there have been newly trained surgeons in Malaysia and line N10 shows recently added opportunities in the field of microsurgery for patients to try.

Concordance 4.19 Concordance lines of *new* (10 out of 442)

N			
1	here today to witness a	<i>new</i>	milestone in our healthcare travel sector.
2	UCSI International School and a	<i>new</i>	fivestar UCSI Hotel Springhill which wil
3	people would be able to experience	<i>new</i>	technology and the latest drugs in
4	with young scientists in developing	<i>new</i>	therapies.
5	targeted radiotherapy services. One such	<i>new</i>	technology is the PET/CT
6	attached to the clinical group for	<i>new</i>	surgical techniques, devices, implants
7	changes rapidly, leading to exciting	<i>new</i>	treatment options being available.
8	cardiologists have now found	<i>new</i>	minimally invasive ways to close the
9	closely involved with the training of	<i>new</i>	surgeons in the country.
10	and and microsurgery brings	<i>new</i>	opportunities to people with hand

Concordance 4.20 demonstrates the Time descriptor *early* which collates with *detection, diagnosis, stage, identification, warning signals* and *detection*. Lines N1, 2, 3, 4, 5, 6, 8, 9 and 10 relate to the importance of early detection of an illness. This also suggests that early diagnosis gives higher chances of survival among patients and that is why MHTC hospitals prioritises and encourages patients to come for an early check-up as a measure to prevent the spreading of a disease, particularly invasive ones, such as, *cancers* which can be *curable* as claimed in the corpus. Line N 7 denotes that there are possible treatments that assure early recovery period.

Concordance 4.20 Concordance lines of *early* (10 out of 180)

N			
1	aster diagnostic processes and	<i>early</i>	detection of diseases, which have all
2	medical examinations that enable	<i>early</i>	detection of common chronic
3	ave successfully treated patients with	<i>early</i>	stage pancreatic cancer at PCMC
4	noticeable during the disease	<i>early</i>	stages, resulting in delayed diagnosis
5	secondary joint pain as well as	<i>early</i>	identification of joint deformities
6	precancerous lesions and detecting	<i>early</i>	and curable cancers,
7	success of your surgery during the	<i>early</i>	recovery period as imbalances between
8	them on how to recognise the	<i>early</i>	warning signals of a stroke and
9	treat an existing disease in its	<i>early</i>	stages, tertiary prevention aims to
10	important health screening is in the	<i>early</i>	detection and subsequently

Concordance 4.21 reports the Time descriptor *recent* collocates with *healthcare achievements, procedures, addition, research, technological breakthroughs, techniques, developments* and scientific studies.

Concordance 4.21 Concordance lines of *recent* (7 out of 59 lines)

N			
1	Malaysia's private healthcare facilities	<i>recent</i>	healthcare achievements in the country
2	Here are some of the	<i>recent</i>	procedures, surgeries and programs
3	ome common heart conditions and	<i>recent</i>	technological breakthroughs
4	tional radiology (IR) is a relatively	<i>recent</i>	minimally-invasive medical procedure
5	horacic medicine, some of the	<i>recent</i>	procedures, surgeries, services
6	motherly embryologist.	<i>recent</i>	techniques in embryology
7	have benefited from MIS techniques,	<i>recent</i>	developments have mainly been
8	A	<i>recent</i>	addition is an Aesthetics Centre.
9	Medical Centre in Kuala Lumpur, but	<i>recent</i>	research shows a strong link to
10	According to	<i>recent</i>	scientific studies published in the

Concordance 4.22 displays seven lines of the Time descriptor *continuous* that collocates with *improvement, development, commitment, quality, growth* and *dedication*. All of the lines denote an on-going progress towards the betterment of something. In the context of manufacturing firms, Continuous Improvement (CI) is a process to determine quality improvement (Hyland, Mellor, O'Mara and Kondepudi, 2000).

Concordance 4.22 Concordance lines of *continuous* (7 out of 41 lines)

N			
1	expectations with a commitment to	<i>continuous</i>	improvement.
2	fortifications and squares. Melaka	<i>continuous</i>	development as a tourist attraction
3	with a professional commitment to	<i>continuous</i>	commitment in investing
4	there is an emphasis on	<i>continuous</i>	quality improvement built
5	With a philosophy that focuses on	<i>continuous</i>	growth is a testament
6	courtesy, integrity, professionalism and	<i>continuous</i>	improvement in the safety and
7	of quality healthcare and ensuring	<i>continuous</i>	dedication to both patients

4.3.5 Descriptors under Colour

Table 4.8 reveals most frequent adjectives under the Colour group of descriptors.

Table 4.8: Types of Colour Descriptors

Rank	Colour	Frequency	%
1	Gold	20	50.0
2	green	20	50.0

The descriptors under the Colour sub-category have the least occurrence compared to all of the other descriptors mentioned in the above sections. Therefore, only two types of descriptors are presented in Table 4.8. The Colour descriptors *gold* and *green* have occurred in Maasalmi's (2013) study as the highest value in the class although the Colour descriptors are also the least appearing descriptor among the rest under Biber et al.'s (199) semantic categorisation. Nonetheless, both of these

descriptors have been used to describe destinations in Maasalmi's (2013) study and such descriptors are common in tourism registers. A study conducted by Manca and Bianci (2013) confirms the use of the colour group of descriptors such as *colourful* and *green* describing different destinations which is analogous to the present study. However, both studies do not find the Colour descriptor *gold* which is varying compared to the present study. Both the Colour descriptors *gold* and *green* appear 20 times (50%) in the present study. Therefore, this difference that occurs in these medical tourism magazines, is noteworthy.

Concordance 4.23 reports the use of Colour descriptor *gold* relating to the noun *standard* in lines N1, 2, 3 and 4. *Gold standard* is defined as something that has a benchmark or something that serves as a standard by which others may be measured or judged. Line N5 denotes that the beautiful colourful Koi fish found at one of the hospitals will relief stressful patients.

Concordance 4.23 Concordance lines of *gold* (5 out of 20 lines)

N			
1	the prostate (TURP) has been the	<i>gold</i>	standard surgical procedure for the
2	The echocardiogram remains the	<i>Gold</i>	standard but we have to deal
3	a trend setter internationally, setting the	<i>Gold</i>	standard in global healthcare.
4	amma Knife treatment plan. is the	<i>Gold</i>	standard in stereotactic radiosurgery.
5	of beautiful koi fish displaying bright	<i>Gold</i>	orange and white costumes,

Lines N1, 2, 4, in Concordance 4.24 denote hospitals that have a *green* environment neighbouring the hospitals which provides tranquillity and amity for patients who get treated in these hospitals. Lines N5 and N6 denote an environmentally friendly technology that the hospitals provide.

Concordance 4.24 Concordance lines of *green* 6 out of 18

N			
1	to unwind and relax. The lush	<i>green</i>	environment surrounding the hospital
2	excellent amenities in an elegant and	<i>green</i>	environment which gives you peace of
3	Bhd, the iconic project will adopt	<i>green</i>	technology throughout its construction
4	o make Mines Wellness City a	<i>green</i>	sanctuary for local and foreign
5	an organic garden, vast areas of	<i>green</i>	golfing land.
6	abroad, and the establishment of a	<i>green</i>	hospital will further strengthen the

4.4 Overall Results in Each Classifier Category

Table 4.9 reveals the total number of classifier adjectives under each sub-category.

Table 4.9: Total Classifiers

Classifiers	Total	%
Topical	18,102	82.0
Relational	2,895	13.1
Affilative	1,071	4.90
Total	22,068	

Table 4.9 reports the total number of classifiers found under each sub-category. The most prominent difference is discovered in the classifier group as Biber et al.'s (1999) findings on news, fiction and news registers report the Relational group of classifiers as the most frequent of both classes. A wider range of the classifier group of adjectives are found in the online medical tourism magazines with a total of 22,068 from which the highest occurrence relies on the Topical group of classifiers which contrasts to Biber et al. (1999). Biber et al. (ibid) find that the use of the Relational classifiers has been extreme in the academic prose compared to news and fictional narrative proses. In contrast, the magazines contain fewer Relational group of classifiers with a percentage of 13.1% (2, 859 times) and Topical group of classifiers with a percentage of 4.90 % (1071 times).

4.4.1 Classifiers under Relational

Table 4.10 reveals the total number of classifier adjectives under the Relational sub-category.

Table 4.10: Types of Relational Classifiers

Rank	Relational	Freq	%	Rank	Relational	Freq	%
1	specialist	900	3.92	6	left	100	0.43
2	side	183	0.79	7	normal	81	0.35
3	right	111	0.48	8	occupational	75	0.32
4	six	106	0.46	9	tertiary	50	0.21
5	public	103	0.44	10	chief	47	0.20

Table 4.10 reports the list of classifiers found under the Relational group of classifiers category. The three most highly occurring Relational group of classifiers in the corpus are *specialist* with a total of 900 times (3.92%); *side* with a total of 183 times (0.79); *right* with a total of 111 times (0.48%). The three least occurring Relational group of classifiers in the corpus are *occupational* with a total of 75 times (0.32%); *tertiary* with a total of 50 times (0.21%) and *chief* with a total of 47 times (0.20%). None of the Relational classifiers above can be compared to Biber's (1999) or Kotrc (2016) due to the different genres of corpora used as data in their studies than the present study. Besides, Maasalmi (2013) completely omits classifying adjectives from the study quoting that these types of adjectives do not attract readers because of its restrictive form. However, the researcher is keen in stating that classifiers can also function to attract readers although their major role is to inform and give additional information of the product and not persuade.

Concordance 4.25 reports the classifier *specialist* which collocates with a few nouns such as *Eye Centre*, *hospitals*, *practitioners* and *Hospital KPJ* respectively. A *specialist* hospital is a general term for a privately owned treatment centre (Medical

Dictionary, 2017). It suggests that MHTC wants to promote specialist centres that treats specific illness given the fact that the medical practitioners in these hospitals are experts in a particular medicinal field.

Concordance 4.25 Concordance lines of *specialist* (7 out of 900 lines)

N			
1	University College, International	<i>specialist</i>	Eye Centre (ISEC), Kumpulan
2	nvesting in the establishment of two	<i>specialist</i>	hospitals, the Sime Darby Medical
3	Surgeon at University of Malaya	<i>specialist</i>	Centre University of Malaya S
4	At the International	<i>specialist</i>	Eye Centre (ISEC), a Joint
5	facilities for health screenings and	<i>specialist</i>	practitioners from China
6	an internal medicine and cardiovascular	<i>specialist</i>	Hospital KPJ Johor Specialist
7	alaya, Dr. Hafetz joined KPJ Johor	<i>specialist</i>	Hospital undergo continual

Concordance 4.26 demonstrates the use of relational classifier *right* relating to *diagnosis, ingredients, technology, treatment* and *condition*. Line N1 denotes that patients should have the *right* diagnosis and the lines N4, 5, 6 and 7 denote that practising hospitals offer the correct type of treatment for patients. Line N2 explains that chemists in participating hospital(s) use special ingredients product customisation in order to treat patients.

Concordance 4.26 Concordance lines of *right* (7 out of 111 lines)

N			
1	In general, with the	<i>right</i>	diagnosis and treatment, sarcomas
2	with our chemist to identify the	<i>right</i>	ingredients to customise the products
3	appropriate achieved by bringing in the	<i>right</i>	technology orthopaedic surgeons,
4	B is completely curable with the	<i>right</i>	treatment and compliance to therapy
5	ability to diagnose the	<i>right</i>	condition for treatment,
6	is equally important as giving the	<i>right</i>	treatment for happy patients
7	TB is completely curable with the	<i>right</i>	treatment and compliance to therapy.

Concordance 4.27 represents the Relational classifier *normal* that collocates with *lifestyle, pain free life, quality of life* and *activities*. This finding suggests assurance given to patients who can go back to their usual day to day lifestyle even after treatments.

Concordance 4.27 Concordance lines of *normal* (5 out of 81 lines)

N			
1	order to reduce pain and restore	<i>normal</i>	function in daytoday activities.
2	enable patients to return to their	<i>normal</i>	lifestyle.
3	procedure can help them live a	<i>normal</i>	painfree life. More importantly, in
4	ow he can now lead a	<i>normal</i>	quality of life.
5	Most patients will return to	<i>normal</i>	activities within a few days.

Concordance 4.28 reports the Relational classifier *occupational* that collocates with *therapists, medicine, and health physician*. Lines N1, 4 and 5 denote a type of job that helps patients achieve a fulfilled and satisfied state in life through the use of "purposeful activity or interventions (Wikipedia, 2017). Line N2 denotes the branch of medicine that deals with the health of people in their workplace or in relation to their job (Collins Dictionary, 2017). Line N3 denotes a type of therapy that incorporates the engagement of meaningful daily life activities despite patients' impairment (Merriam Webster, 2017).

Concordance 4.28 Concordance lines of *occupational* (5 out of 75 lines)

N			
1	rehabilitation physician, physiotherapists,	<i>occupational</i>	therapists and speech language
2	concentration from family medicine to	<i>occupational</i>	medicine,
3	Xray, surgery, rehabilitation,	<i>occupational</i>	therapy and physiotherapy.
4	s also used for rehabilitation with	<i>occupational</i>	therapists and physical therapists
5	herapists and physical therapists	<i>occupational</i>	health physician can be divided

Concordance 4.29 reports the Relational classifier *tertiary* which collocates with nouns such as *referral centre, care, prevention and medical centre*. Line N1 describes one of the doctors who has worked as a respiratory physician in a well-known US hospital that specialises in a medical condition which relates to respiratory. Other lines such as in N2, 4, 5 and 6 explain *tertiary care*. The term *tertiary care* can be related to the medical treatment provided at a specialist institution. (Oxford Dictionary, 2017).

Concordance 4.29 Concordance lines of *tertiary* (6 out of 51 lines)

N				
1	Respiratory Physician in Papworth Hospital, a leading	<i>tertiary</i>	referral centre for respiratory	
2	stands tall with its world-class	<i>tertiary</i>	care and specialities.	
3	existing disease in its early stages,	<i>tertiary</i>	prevention aims to reduce the	
4	Medical Centre (TMC) is the flagship	<i>tertiary</i>	care facility of TMC Life	
5	Georgetown, Penang, providing	<i>tertiary</i>	care for both inpatients and	
6	Specialist Centre (UMSC) is a private	<i>tertiary</i>	medical centre which is	

4.4.2 Classifiers under Affiliative

Table 4.11 reveals the total number of classifier adjectives under the Affiliative sub-category.

4.11: Types of Affiliative Classifiers

Rank	Affiliative	Freq	%	Rank	Affiliative	Freq	%
1	Malaysian	262	1.14	6	American	42	0.18
2	Asia	167	0.72	7	Asian	31	0.13
3	Chinese	132	0.57	8	English	27	0.11
4	foreign	116	0.50	9	eastern	27	0.11
5	western	59	0.25	10	northern	26	0.10

Table 4.11 reports the top ten of the most frequent Affiliative classifiers found in the corpus. Among them, the highest ranked Affiliative classifier is *Malaysian* appearing 262 times (1.14%). This salient result matches Kotrc's (2016) study on sports register in World Cup reports which has found that the highest number of Affiliative classifier in the results is *English*. This is because Kotrc (ibid) investigates articles found in *English* national newspapers thus the report was majorly on the performance of the English national team in the World Cup 2014 in Brazil. Looking back at the corpus from which the data above is taken, it is not surprising to find the Affiliative classifier *Malaysian* because the corpus magazines are of Malaysian medical tourism. The second highest number of Affiliative classifier found is *Asia* with a total of 167 times (0.72%) followed by *Chinese* with a total of 132 times (0.57%). The three least occurring

classifiers are *English* with a total of 27 times (0.11%); *eastern* with a total of 27 times (0.11%) and *northern* with a total of 26 times (0.10%).

Concordance 4.30 reports the Affiliative classifier *Malaysian* which collocates with *Quality, healthcare travel, Medical Council, hospitals, Business Leadership Award, accreditation, doctors* and *Orthopaedic Association*. Based on the lines below, it can be seen how these areas interrelate with MHTC. Line N1 on Malaysian Society of Quality in Health is a type of accreditation given to improve the quality of healthcare in Malaysia. Line N4 denotes that MHTC also works with the Malaysian Medical Council (2015) which is a body that establishes legal powers and all policy decision related to the Medical Act (1971). Line N6 assures that KPJ hospitals are recognised by the Malaysian Business Leadership Award.

Concordance 4.30 Concordance lines of *Malaysian* (10 out of 262 lines)

N			
1	We are a flagship in	<i>Malaysian</i>	Quality in Health (MSQH)
2	events and launches. The	<i>Malaysian</i>	healthcare travel related enquiries
3	were appointed as spokespersons for	<i>Malaysian</i>	Healthcare Travel.
4	accreditation by the	<i>Malaysian</i>	Medical Council to ensure the
5	strictly monitored and regulated by	<i>Malaysian</i>	hospitals seek accreditation from
6	KPJ hospitals accredited by the	<i>Malaysian</i>	Business Leadership Award
7	omen CEO of the Year from	<i>Malaysian</i>	accreditation may be well and
8	dedicated Call Centre to answer any	<i>Malaysian</i>	healthcare travel related enquiries
9	medical tour packages with several	<i>Malaysian</i>	doctors who are well established
10	Adeeb was also the first ever	<i>Malaysian</i>	Orthopaedic Association from,

Concordance 4.31 exhibits the lines that use the Affiliative classifier *Chinese* which collocates with *medicine, physicians, medical centre, herbs* and *diagnosis*. Lines N1 to N6 demonstrate a traditional culture, namely, *Chinese*, being related to a type of medicine used for treatment purposes. This proposes that not only *modern* medicine is being used but hospitals under the MHTC umbrella incorporate traditional methods of

treatments as well. This gives an option that respective hospitals provide for patients who want to stick to traditional treatment methods. It is important to note that these magazines have incorporated culture specific vocabulary i.e *Chinese*. According to Solomon (2010)'s study, he points that foreign patients who travel for medical tourism purposes to India feel a sense of gratitude when advertisers use ethnographic approach which shows great amount of sentimental values. This can also demonstrate the importance placed by MHTC in continuing with traditional treatment methods to attract certain target group. Culture publicized in advertisement plays an important role in promoting particular product of a company (Kannan and Tyagi, 2013).

Concordance 4.31 Concordance lines of *Chinese* (6 out of 167 lines)

N			
1	Here we explore how traditional	<i>Chinese</i>	medicine, aromatherapy, physiofitness,
2	square feet, which offers traditional	<i>Chinese</i>	physicians, a tuinalogist, reflexologist
3	in 1881 to provide traditional	<i>Chinese</i>	Medical Centre. Given its long history
4	Malaysia only issues work permits for	<i>Chinese</i>	herbs, Huang says, the haemorrhoids
5	include traditional pulse reading and	<i>Chinese</i>	diagnosis, TCM chiropractic care, traditi
6	anaesthesiology to urology while the Traditional	<i>Chinese</i>	Medicine division includes treatments

Concordance 4.32 elaborates further on the use of the classifier *foreign* being used with the noun *patients, languages, health tourists* and *bodies*. This recommends that Malaysian medical tourism invites and welcomes foreign nationals from all over the world. This signifies the importance placed upon every foreigner who seeks medical tourism in Malaysia. According to Pemandu (2013), Malaysia's vision in this industry is to hit the RM 9.6 billion revenue from 1.9 million foreign patients. In addition, the Malaysian government established the Malaysia Healthcare Travel Council to promote health and medical tourism, while the Malaysia Industrial Development Authority promotes investments in healthcare from foreign investors (Dahlui and Aziz 2011).

Concordance 4.32 Concordance lines of *foreign* (6 out of 116 lines)

N			
1	he growing expectations of local and	<i>foreign</i>	patients seeking treatment here. I encoura
2	always accessible; and translators for	<i>foreign</i>	languages such as Korean, Japanese,
3	a green sanctuary for local and	<i>foreign</i>	health tourists who seek to enhance
4	provides transportation services for	<i>foreign</i>	patients as well as internet consultation
5	a few conduct training certified by	<i>foreign</i>	bodies. These programs are specially tail
6	Malaysia, the largest number of	<i>foreign</i>	patients coming from USA and the UK.

Concordance 4.33 presents the classifier *western* that collocates with *countries*, *medicine*, *therapies*, *preventive methods*, *nations* and *modern technology*. Lines N1, 2, 3, 4 and 6 typically show that MHTC provides *Western* medicine as one of the choices that patients can opt for or maybe one of the types of medicine that doctors use for treatment. The term *western* medicine is defined as a type of medical treatment that is popular in North America and Western European countries (MacMillan Dictionary, 2017). The researcher sees this type of classifier as a type of language/word that can function as a persuasive and attractive language because of the culture specific classifier used here i.e *Western*. Line N5 also shows that Malaysian medical tourism is interested in catering the needs to western nations as well.

Concordance 4.33 Concordance lines of *western* (6 out of 59 lines)

N			
1	We import these medicines from	<i>western</i>	countries but they are sold at
2	medicine is put to work alongside	<i>western</i>	medicine at two medical institutions in
3	the combination of both Eastern and	<i>western</i>	medicinal therapies, explains Lee.
4	wellness needs that infuses Eastern and	<i>western</i>	preventive methods. A complete health
5	side from catering well to the	<i>western</i>	nations, Mandarin and Cantonese are
6	Traditional Eastern Medicine Meets	<i>western</i>	Modern Technology

The lines in Concordance 4.34 below show that the use of *English* language is a priority in the Malaysian hospitals that are involved in medical tourism. This is to cater easily towards the needs of patients who come from various nationalities assuming that

they are able to speak English as it is an international language. In Malaysia, according to Aniza , Aidalina, Nirmalini, Inggit, Ajeng (2009) English language is widely used thus making it easier for tourists to communicate with health professionals. An article by an international journalist, Harris (2007) of the magazine Malaysian Business states that

“...Another advantage in Malaysia's favour is language, With English being the lingua franca and doctors who are Able to converse in Bahasa Malaysia, Mandarin and Tamil, Thus catering to visitors from Indonesia, China and India...”

Concordance 4.34 Concordance lines of *English* (4 out of 27 lines)

N			
1	They are all experienced and	<i>English</i>	speaking.
2	They are able to converse in	<i>English</i>	Chinese, Bahasa Malaysia and Bahasa
3	Ms. Arabic, Japanese, Bengali,	<i>English</i>	MHTC Lounge while waiting for the
4	of course, a population that speaks	<i>English</i>	well. Malaysia is also already a

4.4.3 Classifiers under Topical

Table 4.12 reveals the total number of classifier adjectives under the Topical sub-category.

Table 4.12: Types of Topical Classifiers

NO	Topical	Freq	%	Rank	Topical	Freq	%
1	medical	2,004	12.6	6	cardiac	280	1.47
2	healthcare	1,336	7.00	7	paediatric	266	1.40
3	international	494	2.67	8	surgical	264	1.39
4	clinical	321	1.69	9	laser	251	1.32
5	orthopaedic	294	1.54	10	skin	238	1.25

Table 4.12 offers results on classifiers that fall under the Topical sub-category. As can be seen in the table, all of the classifiers here demonstrate an obvious

relationship to the medicinal field because of the nature of the present study's corpora. Among all of the classifier categories, topical appears most frequently in Healthcare Malaysia magazines. The Topical classifier that appears the most in the corpora is *medical* with a total of 2,004 times (12.6%), followed by *healthcare* with a total of 1,336 times (7.00%) and *international* with a total of 494 times (2.67%) which was also found as one of the top ranked T classifier in Kotrc's (2016) study. The three least types of Topical classifier that appear in the online magazines are *surgical* with a total of 264 times (1.39%); *laser* with a total of 251 times (1.32%) and *skin* with a total of 238 times (1.25%). From the table above, among the widely used Topical classifiers that the researcher wants to highlight are *orthopaedic*, *cardiac* and *paediatric*. These classifiers have been used very frequently in the magazines probably because as how Azizan (2015) stated that MHTC is trying to sell Malaysia's medical specialities like *orthopaedic*, *fertility*, *ophthalmology*, *cardiology*, *oncology* and *dentistry* largely to health tourists.

The lines below represent the use of Topical classifier *medical* in the Concordance 4.35. Observing all of the lines in this concordance, they collocate with *equipment*, *services*, *tourism offerings*, *ecosystem*, *practitioners*, *community*, *technology*, *developments*, *specialists* and *services*. Line N 1 describes the medical equipment used in a medical centre. Lines N2 and N10 describe quality medical services that are being provided to the community. Line N3 explains on some of the services that medical tourism Malaysia offers. Lines N5 and N9 further elaborate that medical practitioners in Malaysia are on the increase. Lines N7 and N8 denote that latest medical technology is being incorporated in the healthcare industry and there is growing number of medical specialists being trained in University Malaya Specialist Centre, UMSC.

Concordance 4.35 Concordance lines of *medical* (10 out of 2,004 lines)

N			
1	Medical Centre's latest state-of-the-art	<i>medical</i>	equipment and technology include the
2	creating awareness of our high quality	<i>medical</i>	services in the global community. Man
3	familiarise themselves with Malaysia's	<i>medical</i>	tourism offerings.
4	products such as healthcare education,	<i>medical</i>	ecosystem, which will be located on
5	our country and the growth of	<i>medical</i>	practitioners, pharmacologists, engineers
6	institution located in Sime Darby	<i>medical</i>	community, patients are referred by
7	are equipped with the latest in	<i>medical</i>	technology, all led by a team
8	UMSC train the highest number of	<i>medical</i>	Specialists.
9	heading the Health Metropolis, a huge	<i>medical</i>	specialists in the country. T
10	ffering multidisciplinary specialist	<i>medical</i>	services supported by warm and friendly

Concordance 4.36 reports the use of classifier *healthcare* which collocates with *services, travel destinations, diagnostics chain, practises, branding, system, destination* and *professionals*. Lines N1 and N4 denote variety type of healthcare services provided by MHTC hospital(s). Lines N2 and N10 promote Malaysian hospitals as one of the leading providers of healthcare destination. Line N6 depicts that KPJ hospitals do healthcare branding.

Concordance 4.36 Concordance lines of *healthcare* (10 out of 1,336 lines)

N			
1	to provide a comprehensive range of	<i>healthcare</i>	services of Shuwen Tan reports.
2	MHTC a significant agency in	<i>healthcare</i>	travel destination. I am very grateful
	promoting		
3	alliances and niche marketing under	<i>healthcare</i>	diagnostics chain
4	UMSC provides a unique approach to	<i>healthcare</i>	services it provides one of
5	teaching hospital as the largest	<i>healthcare</i>	practices meet Western medical t
6	KPJ	<i>healthcare</i>	branding can be seen in many
7	that Malaysia has a well-structured	<i>healthcare</i>	travel.
8	as the nation's preventive	<i>healthcare</i>	system in Malaysia has improved
9	topnotch specialists and services.	<i>healthcare</i>	professionals and rheumatologists spec
10	KPJ Healthcare, the leading provider	<i>healthcare</i>	destination... we cooperate profession
	of		

Concordance 4.37 reports how the classifier *international* collocates with *standard, transportation hubs, patients, accreditation, news and award*. Lines N1, 4, 5, 7, 8, 9 denote the various international awards received by MHTC. One of the

prominent organisations that do this is the ISO known as International Organisation for Standardisation. Some of the certified bodies that are highlighted in Healthcare Malaysia magazines are Malaysian Society of Quality in Health, ISO 9001, International Society for Quality in Health Care (ISQua) and Joint Commission International (JCI). According to MHTC (2012), many Malaysian hospitals pursue accreditation by MSHQ and/or JCI because these organisations promote safety and continuous improvement which is needed in the medical tourism field. These organisations are also accredited under ISQua. Line N2 denotes logistical information about one of the hospitals which allows easy access from both local and international transportation hubs. Line N6 describes that Malaysia is being talked about internationally probably referring to Malaysian medical tourism.

Concordance 4.37 Concordance lines of *international* (10 out of 494 lines)

N			
1	of high quality and of an	<i>international</i>	standard. By being at the centre
2	easy access from all local and	<i>international</i>	transportation hubs. With facilitie
3	region, and specialises in service to	<i>international</i>	patients. Malaysia is today
4	aalso heading towards Joint Commission	<i>international</i>	(JCI) accreditation.
5	range of healthcare services of	<i>international</i>	standard. SunMed is poised to set
6	Malaysia made	<i>international</i>	news in 2000 when Dato Dr. V.
7	a Joint Commission	<i>international</i>	accredited healthcare facility, wha
8	stem cell treatment has received	<i>international</i>	Award and it is now patented
9	pathology labs that live up to	<i>international</i>	standard in healthcare

The lines in Concordance 4.38 demonstrate the use of the Topical classifier *Orthopaedic* collocating with *surgery, vascular, surgeons, specialists* and *practitioners*. It is a type of surgery that involves deformity, disorder or injury of the skeleton (Cambridge Dictionary, 2017). This suggests that MHTC extensively advertises *orthopaedic surgery* in the magazines to promote the specialities it offers.

Concordance 4.38 Concordance lines of *orthopaedic* (7 out of 294 lines)

N			
1	with the establishment of the first	<i>orthopaedic</i>	surgery was sparked during a
2	explains Medical Director and leading	<i>orthopaedic</i>	vascular and plastic surgeons, there
3	significantly improve the outcome of	<i>orthopaedic</i>	Surgeons who are qualified and exp
4	new developments in the field of	<i>orthopaedic</i>	specialists to share their knowledge
5	in the ever-challenging field of	<i>orthopaedic</i>	surgeon treats.
6	patients who come to him for	<i>orthopaedic</i>	practitioners on surgical practices fo
7	Malaysia has less than 10	<i>orthopaedic</i>	practitioners

The lines in Concordance 4.39 demonstrate the use of classifier *Orthopaedic* collocating with *intensive unit, imaging, technologies, specialists, medicine* and *treatment*. Cardiac relates closely to the treatment of injuries or diseases related to heart (Cambridge Dictionary, 2017). This suggests that MHTC extensively advertises cardiac surgery in the magazines to promote the specialities it offers.

Concordance 4.39 Concordance lines of *cardiac* (6 out of 280 lines)

N			
1	comprehensive diagnostic screening, complex	<i>cardiac</i>	specialists and surgeons are based in
2	cardiac dysrhythmia and various other	<i>cardiac</i>	Intensive Care Unit (CICU)
3	also provides advanced medical and	<i>cardiac</i>	medicine. To d
4	set of medical services including	<i>cardiac</i>	Technologies
5	Advanced	<i>cardiac</i>	treatment, however, patients can
6	is the availability of non-invasive	<i>cardiac</i>	imaging techniques that are painless

4.5 Adjectives that Serve as Both Classifiers and Descriptors

This section reports adjectives that can function as both classifiers and descriptors (Biber et al., 1999: 509) at the same time that occur in the medical tourism magazines. Table 4.13 reports a few of the adjectives that have double functions.

Table 4.13: Types of Adjectives that Function as Descriptors and Classifiers

Rank	Descriptor	Total	%	Classifier	Total	%	Grand Total
1.	Private	20	3.41	Private	566	96.6	586
2.	Quality	492	95.1	Quality	25	3.92	517
3.	Healthy	154	87.5	Healthy	22	12.5	176
4.	traditional	40	25.8	Traditional	115	74.2	155
5.	Golden	2	1.88	Golden	104	98.1	106
6.	Standard	27	34.6	Standard	51	65.4	78
7.	top	60	80.0	Top	15	20.0	75
8.	Primary	30	78.9	Primary	8	21.0	38
9.	Promotional	23	95.8	Promotional	1	4.2	24
10.	White	15	83.3	White	3	16.7	18

Table 4.13 reports ten adjectives that have double function in sentences. The descriptor *private* appears with a total of only 20 times (3.41%) but the classifier *private* appears with a total of 566 times (96.6%). The descriptor *quality* appears 492 times (95.1%) compared to 25 times (3.92%) as a classifier. The descriptor *healthy* appears 154 times (87.5%) but the classifier *healthy* appears 22 times (12.5%). Among the least occurring adjectives are the descriptor *primary* which appears 30 times (78.9%) but as a classifier, this adjective appears only 8 times (21.0%) as a classifier. The descriptor *promotional* appears 23 times (95.8%) but as a classifier it only appears 1 time (4.2%) as a classifier. The descriptor *white* appears 15 times (83.3%) but as a classifier it appears 3 times (16.7%).

Concordance 4.40 reports the use of the descriptor *private* that collocates with *tertiary care*, *environment* and *gardens*. Lines N1, 2 and 3 denote a setting provided by hospitals that gives confidentiality for patients during their treatment in Malaysia. On the other hand, Concordance 4.41 of the classifier *private* in lines N1, 2 and 3 denote a type of hospital which treats only private patients, and which is not funded by the State or a public body.

Concordance 4.40 Concordance lines of descriptor *private* (3 out of 20 lines)

N			
1	Gleneagles Medini, the 300-bed	<i>private</i>	tertiary healthcare complex
2	strict confidence in a comfortable and	<i>private</i>	environment.
3	environment for patients to have a	<i>private</i>	gardens)

Concordance 4.41 Concordance lines of classifier *private* (3 out of 566 lines)

N			
1	nown as one of the largest	<i>private</i>	specialist cancer centre in Malaysia
2	Hospital & Specialist Clinics), is a pioneer	<i>private</i>	hospital, strategically located
3	belongs to the largest chain of	<i>private</i>	medical centre with uptodate

The descriptor *quality* in lines N1, 2, and 3 of Concordance 4.42 denote the importance of quality in the services provided by medical tourism hospitals. Quality of service, safety and level of friendliness are examples of common psychological characteristics of advertisement (Jorgensen, 2004). According to Mueller and Kaufmann (2000), the importance for wellness services is to maintain quality and provide comprehensive facilities by including health information, individual care, and cultural relaxation programmes. In Concordance 4.43, the classifier *quality* used in line N1 demonstrates a type of certification known as Quality Certification, line N2 denotes a type of medical tourism related body called Malaysian Society of Quality, and line N3 denotes a type of recognition known as Quality Assurance.

Concordance 4.42 Concordance lines of descriptor *quality* (3 out of 492 lines)

N			
1	accredited. Our hospitals provide	<i>quality</i>	services, and many have set up
2	rising middle class that will demand	<i>quality</i>	private hospitals
3	While many private hospitals provide	<i>quality</i>	treatment

Concordance 4.43 Concordance lines of classifier *quality* (3 out of 25 lines)

N			
1	itself on providing the utmost in	<i>Quality</i>	certification / accreditation
2	these are the Malaysian Society of	<i>Quality</i>	in Healthcare
3	re providers also had internationally- recognised	<i>Quality</i>	Assurance

Concordance 4.44 reports the descriptor *top* that collocates with *medical centres*, *hospital* and *hospitals* denoting these hospitals are of the highest rank. Concordance 4.45 reports the Relational classifier *top*. Line N1 denotes the location of a person's teeth while line N2 denotes that patients will be given additional epidural during treatment for pain reliefs and line N3 denotes an upper part of a roof garden.

Concordance 4.44 Concordance lines of descriptor *top* (3 out of 60 lines)

N			
1	Being one of the	<i>top</i>	medical centres in Asia,
2	o make sure that only the	<i>top</i>	notch hospitals and facilities are allowed
3	would dispute the fact that a	<i>top</i>	hospital would be one that has

Concordance 4.45 Concordance lines of classifier *top* (3 out of 15 lines)

N			
1	rehabilitate my own teeth, including my	<i>top</i>	teeth.
2	complaint at all about pain, we	<i>top</i>	up the epidural.
3	the pleasant environment of our roof	<i>top</i>	garden and in the Rehab Centre

Concordance 4.46 demonstrates the descriptor *healthy* which collocates with *lifestyle*, *skin* and *cells*. Line N1 shows if patients who go through treatments in this specific hospital will be able to receive a healthy lifestyle. Line N2 denotes the importance of having a healthy skin and line N3 demonstrates the emphasis that people should have through healthy cells in their body. Finally, Concordance 4.47 denotes the classifier *healthy* used in line N1 to denote a name of a type of World Congress that talks about Healthy Aging, line N2 denotes a health screening centre that provides Healthy Meal Bar as one of the facilities and line N3 denotes a name of a society related to medical tourism, which is in Malaysia.

Concordance 4.46 Concordance lines of descriptor *healthy* (3 out of 154 lines)

N			
1	Centre will lead you to that	<i>healthy</i>	lifestyle you have always dreamed o
2	Dr. Karen Po, speaks about unveiling	<i>healthy</i>	and radiant skin with the
3	medical care we emphasise wellness and	<i>healthy</i>	cells and surrounding tissue.

Concordance 4.47 Concordance lines of classifier *healthy* (3 out of 15 lines)

N			
1	reports on the 1st World Congress On	<i>Healthy</i>	Aging
2	Health Screening Centre provides	<i>Healthy</i>	Meal Bar
3	The event, organised by the Malaysian	<i>Healthy</i>	Ageing Society (MHAS)

4.6 Discussion of the Findings

The present study reveals similarities with Kotrc's (2016) study with great use of descriptors in the corpus mainly from the evaluative and emotive groups. Kotrc (2016) also analyses the semantic categorisation based on Biber et al. (1999) which is also similar to the present study. Kotrc (ibid) includes both descriptors and classifiers in the study while categorising the adjectives that occur in his study.

A few of the findings from the present study are similar to Kotrc's (2016) study although the data from which the corpus is taken from is of a sports register which is completely dissimilar to the present study. Some of the striking resemblances between both the studies are, firstly, the high occurrence of similar types of adjectives in both studies such as *best* (Concordance 4.2), *good* (Concordance 4.3), *fast* (Concordance 4.11), *long* (Concordance 4.14), use of nationality origins type of affiliative classifier i.e the present study: *Malaysian* (Concordance 4.30), Kotrc (2016) study: *English* and topical classifier: *international* (Concordance 4.35).

However, there are more differences reported in the findings of the present study. To begin with, Kotrc's (2016) findings are based on a corpus of sports register therefore, the adjectives used in this type of register differs from the medical tourism register. Kotrc (2016) does not report any findings on adjectives that have double

functions i.e classifiers and descriptors which the present study has incorporated. However, the study looks into syntactic roles of adjectives, namely, attributive and predicative and the formation of adjectives namely, affixes, compounding and participial adjectives. The present study finds most of the adjectives are collocates with medical nouns because of the nature of the corpus. The occurrence of Size/Quantity/Extent descriptor *high* is found to have appeared less in Kotrc (2016) findings which contradicts to the present study. One of the most striking differences is that, Kotrc's study did not use the Time descriptor *new* in the entire sports register which occurs predominantly in the present study. However all of the studies reports in Chapter 2, Section (2.3) i.e Maasalmi (2013), Pierini (2009), Traikitsyavet (2010) and Chafai (2010) have mentioned that one of the common types of adjectives used in most discourses is *new*. More of the striking findings of the present study will be discussed in the following chapter.

4.7 Summary of the Chapter

This chapter presents an analysis on the findings from all of the four online Malaysian medical tourism magazines. The quantitative results present the adjectives found under descriptors and classifiers categories. These adjectives are then presented under each sub-category according to Biber et al.'s (1999) semantic categorisation. Then, the researcher reports the highest and lowest occurring adjectives and relates them to several studies, namely, Biber et al.(ibid), Kotrc (2016), Maasalmi (2013) and Peirini (2009). This chapter also presents a discussion of findings to highlight significant findings from the corpus.

CHAPTER 5

CONCLUSION

5.1 Introduction

In this chapter, the researcher concludes her research on the types of adjectives used in a corpus of four online medical tourism magazines known as “Healthcare Malaysia”. The study uses corpus linguistics methodology to examine the types and frequencies of adjectives found in the corpus. In the following sections of this chapter, the researcher presents a summary of significant findings (Section 5.2) and implications of the study (Section 5.3). This is followed by reflections on the research and limitations of the study (Section 5.4), followed by suggestions for future research (Section 5.5).

5.2 Significant Findings

The summary of significant findings of the present study is discussed in the following sections.

5.2.1 Descriptor Adjectives

The results on descriptor adjectives confirm a high occurrence of descriptor adjectives with a percentage of 35.5% from the overall adjectives found in the Healthcare Malaysia magazines. The researcher finds most of the adjectives fall under the evaluative/emotive with a percentage of 56.1% which indicates more than half of the total descriptors. The second most highly occurring descriptors are from the miscellaneous descriptors group of adjectives followed by Size/Quantity/Extent descriptors, Time descriptors and finally color descriptors. Some of the adjectives that are found under the evaluative/emotive category are *better*, *best*, *good*, *special*. and

great conforming with other studies. For example, Maasalmi (2013) has found *great*, *best*, *good* and *special* to be among the most frequently occurring descriptors in tourism brochures. Pilatova (2015) finds the descriptors such as *best*, *better* and *good* in fast food advertising. Ke and Wang (2013) on the other hand finds the descriptors *good*, *real*, *better*, *great*, *perfect*, *best* and *pure* appearing in magazines, internet, and books while Kotrc (2016) finds *best* and *good* in sports registers. The existence of these descriptors also in the medical tourism register implies that these descriptors are frequently and commonly used across registers despite how these registers are written in their own style. Besides this, the time descriptor *new* has the highest occurrence under this sub-category. Lapsanska (2006), Surin (2005), Chafai (2010) and Pilatova (2015) also find that the descriptor *new* occurring regularly in their findings.

In general, all of the descriptor adjectives highlighted in Chapter 4 (see Section 4.3) of the present study confirm the role of descriptive adjectives to make sentences more interesting and attractive for the readers. Their functions are to convince, reason, and narrate and they have a strong interpersonal dimension (Marza, 2011) that can be seen in the results of the present study. This also proves that adjectives are highly evaluative including positive features of the product/service (Dann, 1996; Gotti, 2006; Marza, 2011).

Most of the concordances mentioned under the descriptors category, demonstrate that the descriptors are used as a major persuasive appeal to promote facilities, hospitals, treatment techniques, diagnosis, surgeons, therapies, technology, medical procedures, recent developments, accreditations and medical practitioners. This

appears to show the effort MHTC makes to advertise their ‘products’ and ‘services’ to everyone.

5.2.2 Classifier Adjectives

The results show that there are more classifiers used with a percentage of 48.5% compared to descriptors with a lesser percentage of 35.5%. This finding coincides with Biber et al.’s (1999) study that finds similar results in an academic prose compared to fictional narratives and news reports. Classifiers appear more probably because these online magazines function as both promoting and informative tool, therefore, more classifiers (informative adjectives) are used to give reliable, up to date, abundant and detailed information about the product (Marza, 2011). In addition, Marza (2011) states that the two common adjectives found in the tourism language are descriptors and classifiers. Therefore, although the magazines used as corpus in the present study are from the medical tourism register, the findings are parallel to these.

Secondly, although Maasalmi (2013) claims that classifiers do not play a high role in attracting readers, the researcher discovers that classifiers are able to function as descriptors in terms of attracting the readers’ attention. A few examples related to this claim are discussed. Concordance 4.26 (see Section 4.4.1) denoting the classifier *right* (see lines N1, N4, N6 and N7) collocates with *diagnosis* and *treatment*, exemplifies that hospitals participating under MHTC provide precise medical care for their patients wellbeing. Concordance 4.29 denoting the classifier *tertiary* (see lines N2, N4 and N5) collocates with *care* displays the type of attention that patients will be getting for a certain period of time during treatment(s). Concordance 4.32 denoting the classifier *foreign* (see lines N1, N4 and N6) collocates with *patients* illustrates that MHTC wishes

to cater for the best needs of foreigners as well. Concordance 4.31 denoting the classifier *Chinese* (see lines N1 and N4) collocates with *medicine* and *herbs* implies that the traditional method of treatment is being used for patients who need or choose them.

The use of this type of classifier attracts the Chinese market and other races due to its traditional technique of treatment. The dominant use of herbs in a variety of ways is naturally due to the fact that Malaysia is diverse in ethnicity that still follows generations of traditional healing practices supported by vast natural resources (Dahlui and Aziz, 2012: 80).

These examples (Concordance 4.26, 4.29, 4.31 and 4.32) have clearly shown that when classifiers are used in a sentence in a way it can attract readers, they can function as equally as descriptors too.

5.2.3 The Importance of Risk Related Information

Thirdly, one of the imperative highlights found after reading several journals related to medical tourism is that most advertisers tend to not reveal “risks” related information as found in Penny et al. (2011), Mason et al. (2011), Lee et al. (2013), Kumar et al. (2012), Crooks et al. (2011) and Mason, Kevin, Wright (2011). However, it is found otherwise in these Healthcare Malaysia magazines (see Concordance 4.27). There is a lot of information that informs readers’ risks in the treatments they sought after.

The omission of risks related information in the medical field shows inefficiency as it can lead to misunderstanding among travelling patients. Although “risks” connote a negative impression, it is only fair to readers to know the risks that they will be taking while going through certain treatments whether major or minor. Because Healthcare Malaysia magazines have included all the necessary risks, it makes the magazines reliable and trustworthy. This gives patients time to think and reflect before making a decision to travel for treatment.

5.2.4 Adjectives that Describe *Quality* and *Brand*

The study finds many of the adjectives are used to depict branding, and the quality services that health tourism hospitals under MHTC provide. It also projects how MHTC keeps to their tagline known as “*Quality for a peace of mind*” which can be found in their website. Some of the examples in the concordances indicate the verity in this claim. Concordance 4.1 line N3 of *best quality life*, concordance 4.5 line N6 of *dedicated quality*, concordance 4.13 lines N1, 2,3,7,8 of *high quality of medical services*, concordance 4.15 in N4 of *wide range of quality healthcare*, concordance 4.22 lines N4, 6, 7 of *continuous quality*, concordance 4.27 line N4, of *quality of life*, concordance 4.33 line N2 of *quality medical services* and 4.35 line N1 on *high quality international standard*. The evaluative/emotive descriptor *quality* appears 492 times and the topical classifier *quality* appears 25 times in the findings. These findings are consistent to Huei’s (2016) study (see Section 2.6.4) that highlights the importance of branding Malaysia as a medical tourism destination. He also states that the quality Malaysia has in medical tourism can also be shown through branding the image of the country which will automatically receive patients’ trust. Huei (ibid) added that hospitals

should either create or maintain a positive image to improve quality of the provided services.

The importance of brand image is also vital when it comes to promoting medical tourism Malaysia to other countries. Gayathiri (2009) states that hospitals form their brand image towards their target audience (medical tourists) through the hospital's website, patient testimonials, accreditation and certifications, facilities, and past achievements. In addition, hospital brand image can strategically assist hospitals to outreach their target market in the most effective and efficient manner (Cham et al., 2015; Gayathri, 2009; Wu, 2011).

A few of the concordances use adjectives that help to brand the image of Malaysia as a trusted medical tourism brand. This includes Concordance 4.3 in line N2 of *manufacturing practice standards*, concordance 4.13 in lines N4 and N6 of *high standards*, concordance 4.18 of lines N1, 4 and N7 of *high standards* and concordance 4.23 of *gold standards* in lines N1, 2, 3, 4.

5.2.5 Adjectives that Describe Cost Benefit Factors

A low cost medical travel is what everyone expects when they travel for treatment. This can be supported by studies mentioned in Chapter 2 (see Section 2.6.2) of the present study on patients' behavioral and motivational factors when it comes to medical tourism. Some of these studies are by Bristow & Yang (2015), Smith and Forgione (2007), Caballero-Danell and Mugomba (2007), Doshi (2002) and Solomon (2010). Besides lower costs, quality, accreditation, physician specialist, and reputation,

comprehensive facilities are among the factors that contribute to patients travel and repeated travel behavior.

Previous research studies consistently mean that the central drive for patients from developing nations to search for medical treatments beyond their national border is mainly due to the expensive costs incurred in their home country (Han, Kim, Kim, & Ham, 2015; Singh, 2014; Zhan, 2014) as cited in Huei (2016: 6). Therefore, some information related to cost benefits is very important in the Healthcare Malaysia magazines. Malaysia indeed provides a lower cost treatment and affordable one to cater for people from all financial backgrounds. According to Huei (2016), Malaysia's pricing for medical treatments are cheaper compared to Singapore and other neighboring countries. An example taken from Concordance 4.17 (see Section 4.3.3) in lines N4, 6, and 7 shows that lower income groups can also enjoy a budgeted medical treatment in Malaysia without having to pay too much.

5.3 Implications of the Thesis

Advertising language is indeed a persuasive one and therefore the significant word must be used appropriately to attract readers. Based on the definition given by Bhatia (1993), a text containing a persuasive communicative purpose is considered as a promotional genre. The importance of studying advertising language in the tourism field has been mentioned and analyzed by many researchers. Researchers have argued that there are different types of persuasive appeals that attract readers and should not conclude to just one specific appeal. Adjectives are one of the most productive classes of words in advertising language as mentioned by Morales and Cozarla (2008). Besides this, while using adjectives profoundly for the purpose of advertisement, Ke and Wang

(2013) state that they portray to consumers good images of the products and cause them to buy the products or services.

Medical tourism involves tourists who travel away from their country of origin, for at least an overnight stay, for the purpose of paid medical care (Altes, 2005; Hall, 1992, 2003; Whittaker, 2008), it is important for advertisers to lure potential patients to travel to specific countries for treatments. While looking at medical tourism, many look into the areas other than language to be specific. Thus, this thesis gives an implication in the area of language as a persuasive appeal in the medical tourism field.

5.4 Limitations

It is found that although AntConc helps to tabulate lists of words and POS Tagger segregates the parts of speech so that adjectives can be extracted, not all words that are tagged, function as adjectives. Therefore, the context in which the words are drawn out has to be analysed carefully.

Besides adjectives, there could be other means of persuasive appeals in a Healthcare Malaysia magazine, for example the images, other parts of speech, headlines, slogans and so on. Therefore, it may not be clear cut that readers are attracted to the advertisements only because of the adjectives that are used. Other researchers may use other types of persuasive appeals to attract readers. The researcher also focusses on a small number of adjectives which are the most frequent ones. This does not signify that the least frequent ones are of lesser importance as they may also provide interesting insights.

Another variable that is beyond the researcher's control is the choices of words being used in the magazines. The editors have full control therefore the interviews or testimonies that have been presented in the magazines are carefully worded and they may not represent the original words that are used by the doctors, patients and others involved.

5.5 Suggestions for Further Research

To compensate for the limitations, it is recommended that future studies be conducted with varying types of advertising platforms such as websites, interviews, social media, and newspapers and so on. This is to give strong evidence to the results gained in the current research.

It would also be interesting to interview patients, doctors or other medical practitioners to support the quantitative findings. Finally, further research in this area could also look into other types of persuasive appeals or persuasive languages besides adjectives only.

5.6 Summary of the Chapter

This chapter highlights the significant findings as reported in chapter 4. This chapter also states the implications that this thesis provides and suggestions for future research.

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