

# English Noun Phrases Used in Online Smartphone Advertisement

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## ABSTRACT

This study aims to survey the frequency of vocabulary used in English smartphone advertisements and analyze the structures of English noun phrases found in online smartphone ads. It is a qualitative study based on data from the top electronic stores ranked by total revenue growth in first-party net sales in 2022, as reported by ecommerceDB.com. Two websites, Walmart.com and Amazon.com, were identified and ranked as the top two electronic stores, with 200 smartphone products analyzed from each. The word frequency was determined using the AntConc program, and the nouns were categorized to analyze the structures of premodifier noun phrases. The results show that the most frequent nouns in English smartphone advertisements are 'phone,' 'camera,' and 'battery.' There are two main types of premodifier noun phrase structures: premodifiers and mixed premodifiers. The most common premodifier structure is adjective + noun (1,120 instances), while the most frequent mixed premodifier is noun + noun (767 instances). Students studying business and English language acquisition can benefit from this research by creating, analyzing, and refining advertising language.

**Keywords:** English Noun Phrases, Smartphone Advertisement

## 1. Introduction

Languages are our primary means of communication, and one of the most widely used languages in the world is English. A growing number of people are investing time in learning English as a second language. Smith and Johnson (2020) explain that English is becoming an increasingly important global language for communication and education, emphasizing the benefits of English proficiency in personal and professional growth. Anderson and White (2021) highlight how learning English as a second language can significantly contribute to personal and professional development, making it a valuable asset in various career paths. Additionally, Lee and Martinez (2022) discuss the correlation between learning English as a second language and career progression.

Noun phrases are groups of words that function as nouns. According to Cambridge University Press & Assessment (2023), noun phrases can refer to specific examples of something or to a whole class of people or things. Brown and Wilson (2019) emphasize the universality of noun phrases as fundamental linguistic units that function as nouns. Smith and Johnson (2018) provide a comprehensive analysis of the structure of noun phrases in English, discussing two main categories: those with premodifiers and those with postmodifiers.

British Council (2020) explains the details and examples of premodifiers and postmodifiers as follows:

Premodifiers: They go before the noun.

1. Determiners: **Those** houses are very expensive.
2. Quantifiers: I've lived in **a lot of** houses.
3. Numbers: My brother owns **two** houses.
4. Adjectives: I love **old** houses.
5. Mixed-modifiers: **All those six young** children.

Postmodifiers: They go after the noun. Postmodifiers can be:

1. Prepositional phrases: the house **on the corner**.
2. *-ing* phrases: the man **standing over there**.
3. Relative clauses: the woman **who discovered radium**.
4. *that* clause: He's still very fit, in spite of **the fact that he's over eighty**.
5. *to* infinitives: I've got no decent shoes **to wear**.

Advertising is an industry used to draw public attention to something, typically a product or service (Oxford Dictionary, 2023). In other words, advertising involves making something public, such as a notice, picture, or film, that informs people about a product, job, or service, often highlighting its positive qualities. Adjust (2023) discusses how advertisements come in many forms, from written copy to interactive videos, and have evolved into a crucial feature of the app marketplace.

This study focuses on the importance of the English language and noun phrase structures, particularly in online smartphone advertisements. The corpus-based approach, popularized by advances in computer technology, allows learners to access authentic language data from large databases, aiding language education. Technology can be applied in various areas like language descriptions, classroom analysis, and course design (Lieungnapar et al, 2022). While this approach can increase student motivation through self-discovery of language patterns, it can be time-consuming and may lead to misinterpretation of rules (Bunchutrakun et al., 2016).

## 1.2 Research Objective

- 1) To examine the frequency of vocabulary used in English smartphone advertisements.
- 2) To analyze the structures of English noun phrases found in online smartphone advertisements.

## 2. Methodology

- 1) Survey the top electronics stores by total revenue growth in first-party net sales for 2022, based on data from ecommerceDB.com. The top two ranked websites were Walmart.com and Amazon.com.
- 2) From these top two electronics stores, collect 200 smartphone advertisements.

- 3) Identify and categorize the frequency of nouns in the ads using the AntConc program (version 4.1.3).
- 4) Analyze the structures of noun phrases found in online smartphone advertisements using the tool available at <https://shorturl.asia/ohF4a>.
- 5) Analyze the data, then summarize and discuss the results.

### 3) Results

#### 1. Frequency of nouns in online smartphone advertisements

From the top 20 nouns, the most frequent noun is *phone* (468), the second word is *camera* (406) and the third one is *battery* (328) as shown in Table 1 below.

*Table 1 Frequency of nouns in online smartphone advertisements*

No	Noun	Number	No	Noun	Number
1	phone	468	11	Time	138
2	camera	406	12	Card	126
3	battery	328	13	storage	122
4	mobile	259	14	Ram	118
5	screen	218	15	life	116
6	display	206	16	features	115
7	smartph one	177	17	power	113
8	experien ce	165	18	day	106
9	sim	151	19	mode	106
10	photo	148	20	video	100

From those nouns, they can be categorized into two groups: an accessory and others.

2. Accessory - phone (smartphone), camera, battery (power), mobile, screen, display, sim (sim card), card, storage, ram, features, mode,

3. Others - experience, time, life, day, photo, video

4. The structures of noun phrases used from online smartphone advertisements

From the structure of noun phrases; It found that: there are two main structures: Premodifier noun phrases as 1) determiners, 2) quantifiers, 3) numbers, and 4) adjectives and mixed-premodifier structure.

### 3.1 The structure of premodifier noun phrases

It found that there are 1,752 premodifier noun phrases: there are 1) adjectives + noun (1,120), 2) determiners + noun (477), and 3) number + noun (453) as shown in Table 2.

Table 2 The structure of premodifier noun phrases

Premodifiers of NP	Numbers	Structure of Premodifier NP	Examples
determiners + noun	478	det+n (285) det+n+n (160) det+n+n+n (22) det+n+n+n+n (2) det+det+n (8) det+det+n+n (1)	a phone the camera function The AI camera system a pro-level content creator all the products an all-day battery
quantifiers + noun	2	q+n (1) q+n+n (1)	any subsidiary any phone glass
numbers + noun	452	num+n (289) num+n+n (131) num+n+n+n (23) n+num+n (4) num+num+n+n (2) n+n+num+n+n (1)  n+num+n+n (1)  num+num+n (1)	5,000 mAh smartphone 2 SIM cards 20MP night vision camera Galaxy S23 Ultra Two 2MP Macro Cameras Face Recognition 4G mobile phone  standard 3.5mm headphone jack  1.07 billion colors

adjectives + noun	1,120	adj+n (718) adj+n+n (239) adj+adj+n (44) n+adj+n (40) adj+n+n+n (28)  n+adj+n+n (16)  adj+adj+n+n (15) adj+n+adj+n (4) n+n+adj+n (4) adj+adj+adj+n (2) adj+adj+n+n+n (2)  n+adj+n+n+n (2)  adj+n+adj+n+n+n (1)  adj+n+n+n+n (1)  n+adj+adj+adj+n (1)  n+adj+adj+n (1)  n+adj+adj+n+n (1)  n+n+adj (1)	beautiful photos Wide-angle camera large full screen Pocket small phone High-performance camera combination  ultra-high-resolution pictures  smooth real-time gaming dual card dual standby task card rear flash extra large tactile buttons powerful triple camera AI imaging  crystal-clear night mode pics  Dual SIM Dual Standby Android Phone  triple camera AI configuration level  Feature excellent protective military grade ultra-long standby technology  ultra-high rear camera resolution  selfies hands-free
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### 3.2 Mixed-premodifier of noun phrase structure

From mixed-premodifier of noun phrase structures, it found as follows:

#### 3.2.1 Noun + noun structure

There are 4 structures with 767 noun phrases as the examples:

- 1) n+n (665) : android smartphone
- 2) n+n+n (90) : mobile network providers
- 3) n+n+n+n (10) : portrait AI beauty function
- 4) n+n+n+n+n (2) : light aerospace-grade titanium design

#### 3.2.2 Determiner + adjective +noun

There are 19 structures with 623 noun phrases frequencies as the examples:

- 1) det+adj+n (400) : an amazing camera
- 2) det+adj+n+n (115) : a smooth entertainment experience
- 3) det+adj+adj+n (35) : a vivid natural color
- 4) det+adj+n+n+n (14) : This big button seniors phone
- 5) det+n+adj+n (13) : an ultra-wide lens
- 6) det+adj+adj+n+n (9) : a super small punch hole
- 7) det+det+adj+n (9) : the most advanced chipset
- 8) det+n+adj+n+n (7) : an ultra-efficient user experience
- 9) det+adj+n+adj+n (5) : this simple mobile flip phone
- 10) det+adj+n+adj+n+n (3) : a high-quality Rear Camera Selfie
- 11) det+adj+adj+adj+n (2) : a lightweight visual aesthetic design
- 12) det+det+adj+n+n (2) : a more professional shooting experience
- 13) det+det+adj+adj+n+n (2) : the all-new dual-camera system
- 14) det+n+adj+adj+n (2) : a crystal-clear external LCD
- 15) adj+det+n+n+n (1) : amazing all-day battery life
- 16) det+adj+adj+adj+n+n (1) : a new advanced dual-camera system
- 17) det+adj+adj+n+n+n (1) : a classic right-angle frame design
- 18) det+det+adj+adj+n (1) : a more realistic audiovisual experience
- 19) det+n+adj (1) : All hands-free

### 3.2.3 Number + determiner +noun

There are 57 structures with 594 noun phrases as the examples:

- 1) num+adj+n (185) : 64MP main camera
- 2) det+num+adj+n (55) : This 2G dual card
- 3) num+adj+n+n (54) : 5G-friendly battery life
- 4) det+num+n (53) : the 6.5" screen
- 5) det+num+n+n (51) : the 5G network world
- 6) det+adj+num+n (18) : a primary 50MP sensor
- 7) det+num+adj+n+n (16) : the 50MP high-resolution camera
- 8) det+num+n+n+n (16) : the 7MP FaceTime HD camera
- 9) det+num+n+adj+n (15) : the 24MP AI front camera
- 10) num+n+adj+n (15) : 50 megapixel rear camera
- 11) num+adj+adj+n (12) : 5MP dual real camera
- 12) adj+num+n (10) : global 4G network
- 13) num+n+adj+n+n (9) : 3-Card independent slots design
- 14) det+adj+n+num+n (7) : a high capacity 5500mAh battery
- 15) adj+n+num+n (5) : High-capacity 4510mAh battery
- 16) det+adj+num+n+n (5) : a large 5.5" HD+ touchscreen
- 17) num+adj+n+adj+n (5) : 24MP High Resolution Front Camera
- 18) det+num+adj+adj+n (4) : the 5MP super-wide lens
- 19) num+adj+n+n+n (4) : 5MP dual-lens combination lens
- 20) adj+n+num+adj+n (3) : high-quality 8MP rear camera
- 21) adj+num+n+adj+n (3) : Real 6.7inch HD Full Screen
- 22) adj+num+n+n (3) : new 100x Space Zoom
- 23) det+num+adj+n+n+adj+n (3) : a 13 MP dual image-fusion rear camera
- 24) num+n+adj+adj+n (3) : 64MP ultra-clear main camera
- 25) adj+adj+num+n (2) : super-smooth 8K video
- 26) adj+num+adj+n (2) : New 6.4 inch Smooth Display
- 27) det+adj+num+adj+n (2) : a powerful 4500mAh big battery
- 28) det+n+num+adj+n (2) : the Pixel 3s adaptive battery
- 29) det+n+num+n+n (2) : the Titan M2 security chip
- 30) det+num+n+n+n+n (2) : a 6.39" HD+ punch hole display

- 31) det+adj+n+n+num+n (2) : the perfect entry-level 5G phone  
 32) adj+adj+adj+num+n (1) : Super Fast Charging 5,000mAh battery  
 33) adj+n+num+adj+adj+n (1) : high-definition 64MP Main Rear Camera  
 34) adj+n+num+n+adj+n+n (1) :High-resolution 8 Megapixel rear-facing camera  
 35) det+adj+adj+n+num+n (1) : a front high-resolution 16MP camera  
 36) det+adj+adj+num+n (1) : The triple rear 13MP camera  
 37) det+adj+num+adj+n+n (1) : a scientific 2.5D curved touchscreen design  
 38) det+adj+num+n+adj+n (1) : The classic nine-grid large button  
 39) det+det+adj+num+n (1) : the most affordable 5G phones  
 40) det+n+adj+num+n (1) : a hassle-free 3-month  
 41) det+num+adj+n+adj+n (1) : a 6.58" Full HD+ vivid screen  
 42) det+num+adj+n+n+n (1) : The 13MP front-facing selfie camera  
 43) det+num+n+adj+adj+adj+n+n (1) : The 50MP AI-powered triple rear camera system  
 44) det+num+n+adj+adj+n (1) : The 48MP ultra-clear main camera  
 45) det+num+n+adj+n+n (1) : a five-hole rear camera design  
 46) det+num+n+adj+n+n+n (1) : a one-year limited US manufacturer warranty  
 47) det+num+n+n+adj+n (1) : an 8-megapixel ultra-wide lens  
 48) det+num+n+n+adj+n+n (1) : a 2-year worry-free warranty service  
 49) det+num+num+n (1) : the 4.3-inch N6000 screen  
 50) n+adj+num+n (1) : Ultra-fast 5G performance  
 51) num+det+n+n (1) : 10800mAh All Day Battery  
 52) num+n+adj (1) : 8MP Ultra-Wide  
 53) num+n+adj+adj+adj+n+n (1) : 50MP AI -Powered Rear Triple Camera System  
 54) num+n+adj+n+n+n (1) : 48MP Ultra-Clear AI Camera phone  
 55) num+n+n+adj+n (1) : 5x folded telephoto rear lens  
 56) num+n+n+adj+n+n (1) : one button LED strong light flashlight  
 57) num+num+adj+n (1) : 8.95mm 3D slim body

### 3.2.4 Determiner + adjective + possessive + number + noun

There are 14 structures with 420 noun phrases as the examples:

- 1) poss+n (243) : your style  
 2) poss+adj+n (106) : Your favorite content  
 3) poss+n+n (39) : your mobile phone



- 4) poss+adj+n+n (10) : your small mobile phone
- 5) poss+adj+n+n+n (7) : Your Own Device program compatibility
- 6) poss+n+n+n (5) : your SIM card operator
- 7) poss+n+adj+n (2) : your RAM-intensive games
- 8) poss+num+n (2) : your 5G speed
- 9) det+adj+poss+n (1) : the further your zoom
- 10) det+poss+n (1) : all your daily
- 11) num+poss+n (1) : all your memories
- 12) poss+adj+adj+n (1) : your quiet alone time
- 13) poss+adj+prep+n (1) : Our best of Galaxy
- 14) poss+det+adj+n (1) : your most-used accessory

### 3.2.5 Determiner + adjective + number + v (participle -ing, ed) + noun

There are 27 with 66 noun phrases as the examples:

- 1) det+adj+v+n (11) : the large cover screen
- 2) det+num+v+n (8) : a 120Hz refresh rate
- 3) num+v+n (7) : 90Hz refresh rate
- 4) adj+v+n+n (4) : new Focus Mode App
- 5) det+v+n (4) : a cover screen
- 6) adj+v+n (3) : adaptive refresh rate
- 7) num+adj+v+n+n (3) : 120Hz adaptive refresh rate display
- 8) poss+v+n (3) : your dance moves
- 9) det+adj+prep+v+n (2) : the easy-to-use cameras
- 10) det+v+n+n (2) : an optimized user experience
- 11) num+v+adj+n (2) : 2X delivers vibrant color
- 12) num+v+n+n (2) : 4. 5-inch touch screen display
- 13) adj+(pt.pp)+n (1) : Added Durability
- 14) adj+n+n+v+n (1) : Viral video group-watch parties
- 15) adj+n+prep+v+n (1) : easier ways to manage conversations
- 16) det+adj+adj+v+n (1) : a blazing-fast refresh rate
- 17) det+adj+num+adj+v+n (1) : a speedy 120 Hz adaptive refresh rate
- 18) det+adj+prep+v+n+n (1) : an easy-to-use color interface
- 19) det+n+prep+det+n+v+n (1) : those spur-of-the-moment dance parties

- 20) det+n+v+n (1) : a peak refresh rate
- 21) det+v+n+num+n (1) : the certified Titan M2 chip
- 22) n+v+adj+n (1) : record share-worthy video
- 23) n+v+n (1) : Game Focus Mode
- 24) n+v+n+n (1) : Auto Focus Video Stabilization
- 25) num+adj+n+v+n (1) : three rear cameras exude minimalism
- 26) num+adj+v+adj+n (1) : 8MP fixed focus front camera
- 27) poss+n+v+n (1) : your epic dance moves

### 3.2.6 Determiner + possessive + number + noun + 's + adjective + noun

There are 19 structures with 51 noun phrases as the examples:

- 1) det+n+'s+n (12) : the user's privacy
- 2) poss+n+'s+n (8) : your heart's content
- 3) n+'s+adj+n (6) : life's best moments
- 4) poss+n+'s+n+n (5) : your account's business representative
- 5) det+n+'s+adj+n (2) : the phone's slim design
- 6) n+'s+det+adj+n (2) : life's most important moments
- 7) n+'s+n (2) : life's scrapes
- 8) num+'s+n+n+n (2) : 5G's quad lens camera
- 9) det+n+'s+n+n (2) : the carrier's service area
- 10) n+num+n+num+n (1) : Galaxy S23 Ultra's 200MP camera
- 11) det+n+'s+adj+adj+n (1) : your device's newest available version
- 12) det+n+'s+adj+n+n (1) : the device's overall power efficiency
- 13) det+n+'s+det+n+n (1) : the world's first Infinity Screen
- 14) det+n+'s+n+adj+n (1) : The phone's AI visual enhancement
- 15) det+num+'s+n+n (1) : The phone's intelligent system
- 16) n+'s+adj+adj+n+n (1) : Pixel's triple rear camera system
- 17) n+'s+adj+num+n (1) : smartphone's reliable 3,000mAh battery
- 18) poss+n+'s+adj+n (1) : your life's best moments
- 19) poss+n+n+'s+n (1) : Your SIM Card's Compatibility

### 3.2.7 Determiner + adjective + preposition + noun

There are 17 structures with 27 noun phrases as the examples:

- 1) adj+prep+n+n (4) : true-to-life color
- 2) n+prep+n+n (3) : edge-to-edge screen
- 3) adj+n+prep (2) : romantic night out
- 4) det+num+n+prep+n+n (2) : an 86% screen-to-body ratio
- 5) det+prep+n+n+n (2) : the in-display fingerprint sensor
- 6) num+n+prep+n+n (2) : 93% screen-to-body ratio
- 7) n+n+prep+n (2) : experience rocket-like speed
- 8) adj+n+prep+n+n (1) : Professional tools like Magic Eraser
- 9) adj+prep+n (1) : Serious about security
- 10) adj+prep+n+n+n (1) : true-to-life color accuracy
- 11) adj+prep+n+n+n+n (1) : Ultrasonic in-display fingerprint ID
- 12) det+adj+det+prep+num+n (1) : a built-in all-in-one computer
- 13) det+adj+prep+poss+n (1) : the best of our Galaxy
- 14) det+n+n+prep+n (1) : a movie theater-like experience
- 15) det+n+prep (1) : a night out
- 16) det+n+prep+n (1) : the speed of life
- 17) prep+n (1) : across devices

### 3.2.8 Determiner + adverb + adjective + noun

There are 8 structures with 11 noun phrases as the examples:

- 1) adv+adj+n (2) : Stunningly smooth video
- 2) adv+v+n (2) : newly released video
- 3) det+adv+adj+n (2) : an impossibly slim form
- 4) adj+n+adv+v+n (1) : adaptive screen automatically optimizes color
- 5) adv+n (1) : bright display
- 6) det+adv+adj+adj+n (1) : a slightly convex rear camera
- 7) det+adv+adj+n+n (1) : a fully charged cell phones
- 8) det+adv+n+n (1) : an impromptu photo op

### 3.2.9 quantifiers + adjective + noun

There is one structure with 3 noun phrases as the examples:

- 1) q+adj+n (3) : any heavy app

#### 4. Conclusion and Discussion

i. The most frequent nouns found in English smartphone advertisements are "phone," "camera," and "battery." Two groups of premodifier structures are identified in English noun phrases: premodifiers and mixed premodifiers. The most common premodifier structure is adjective + noun (1,120 instances), while the most frequent mixed premodifier is noun + noun (767 instances). According to Suran Rush (1998), premodification in noun phrases is characterized by the abundant use of comparative and superlative adjectives, as well as colorful compounds. Similarly, Cheryl Wei-Yu Chen (2006) notes that noun phrases in English advertisements often enhance the colorfulness and appeal of the ad. Students studying business and English language acquisition can benefit from this research by learning to create, analyze, and refine their advertising language.

#### ii. Acknowledgment

I would like to express my gratitude to Suan Sunandha Rajabhat University for the generous financial support, which made this research possible. The funding provided by the university has enabled me to access necessary resources and tools, and I deeply appreciate the university's commitment to advancing academic research and scholarship.

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