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## BAKALÁŘSKÁ PRÁCE

Užití adjektiv v online reklamách na zdravé a nezdravé potravinové produkty

The use of adjectives in online food advertising with the focus on healthy and  
unhealthy products

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## Poděkování

Děkuji paní doktorce Zuzaně Nádrské za odborné vedení mé bakalářské práce a za čas, který mi věnovala. Její připomínky a podněty mi významně pomohly při tvorbě této práce.

## **ABSTRAKT**

Tato bakalářská práce analyzuje užití adjektiv v diskurzu online reklam na potraviny, konkrétně porovnává reklamy na zdravé (ořechy, mléčné výrobky, sušené ovoce) a nezdravé produkty (čokoláda, sušenky, sladkosti). Teoretický rámec vychází z konceptu propagačního diskurzu (Hosseinizade, Flergin, Vasiloaia, Tsochantaridou A et al.) a zkoumá adjektiva z hlediska jejich sémantických (vyjadřování vlastností, stavů a postojů), morfologických (forma, stupňování) a syntaktických (atributivní, predikativní) vlastností, opírajíc se o poznatky autorů jako jsou Quirk a kol., Huddleston a Pullum, Biber a kol. Pomocí korpusového přístupu a softwaru #Lancsbox X 5.0.3 byla provedena kvantitativní a kvalitativní analýza. Kvantitativní analýza odhalila významné rozdíly ve frekvenci a klíčivosti adjektiv v reklamách na zdravé a nezdravé potraviny. Adjektiva propagující nezdravé produkty často zdůrazňují smyslový požitek, potěšení a emocionální přitažlivost, zatímco adjektiva v reklamách na zdravé produkty kladou důraz na výživovou hodnotu a zdraví. Kvalitativní analýza ukázala specifické morfologické a syntaktické vzorce; adjektiva v reklamách na zdravé potraviny nejčastěji vyzdvihují nutriční hodnotu a atributy zdraví, zatímco adjektiva v reklamách na nezdravé potraviny kladou důraz na smyslové prožitky a požitkářství. Studie tak identifikuje jasné jazykové strategie, které online reklamy používají k cílení na odlišné spotřebitelské chování a preference.

## **KLÍČOVÁ SLOVA**

online reklama na potraviny, adjektiva, zdravé a nezdravé produkty, morfologie, syntax, registr

## **ABSTRACT**

This bachelor thesis analyses the use of adjectives in the discourse of online food advertising, specifically comparing advertisements for healthy (nuts, dairy products, dried fruits) and unhealthy products (chocolate, biscuits, sweets). The theoretical framework draws upon promotional discourse theory (Hosseinizade, Flergin, Vasiloiia, Tsochantaridou A. et al.) and explores adjectives from semantic (expressing properties, states, and attitudes), morphological (form, gradation), and syntactic (attributive, predicative) perspectives, grounded in the theoretical insights of Quirk et al., Huddleston and Pullum, Biber et al. A corpus-based approach using the #Lancsbox X 5.0.3 software facilitates both quantitative and qualitative analysis. The quantitative analysis reveals significant differences in adjective frequency and keyness between advertisements for healthy and unhealthy foods. Specifically, adjectives promoting unhealthy food products frequently emphasize sensory pleasure, indulgence, and emotional appeal, while those in healthy food ads often stress nutritional benefits, healthiness, and positive lifestyle associations. The qualitative analysis uncovers distinct morphological and syntactic patterns, showing how adjectives in healthy food advertisements predominantly highlight nutritional value and wellness attributes, whereas adjectives in unhealthy food advertising underscore sensory experiences and indulgence. Overall, this study identifies clear linguistic strategies in online food advertisements targeting distinct consumer behaviours and preferences.

## **KEYWORDS**

online food advertising, adjectives, healthy and unhealthy products, morphology, syntax, register

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## **1 Introduction**

This thesis aims to explore the use of adjectives in food advertising, specifically comparing their use in marketing discourse for healthy and unhealthy food products. By analysing the linguistic strategies employed in food advertisements, this study investigates whether the lexical choices, morphological structures, and syntactic patterns of adjectives differ depending on the marketed product's health perception. The research relies on quantitative and qualitative data to establish the most frequently used adjectives in each category and compares them across morphological, semantic, and syntactic perspectives.

The study is based on three corpora: the Healthy Food Corpus and the Unhealthy Food Corpus, both compiled for this research, and the British National Corpus 2014 (BNC 2014), which serves as a reference corpus for comparison. The frequency of adjectives in healthy and unhealthy food advertising is analysed quantitatively to determine their distribution, relative frequency, and statistical significance. The study further examines these adjectives qualitatively by analysing their morphological variations (comparatives, superlatives, affixation, and compounding), their syntactic roles (attributive, predicative, postpositive, and coordinated adjectives), and their semantic categorization (taste, texture, health-consciousness, appearance, size, and marketing appeal).

The thesis consists of two main components: a theoretical part and a practical part. The theoretical part outlines key linguistic concepts relevant to adjectives, including their classification, morphological properties, and syntactic functions. It draws upon linguistic frameworks from *A Comprehensive Grammar of the English Language* (Quirk et al., 1985), *The Cambridge Grammar of the English Language* (Huddleston & Pullum, 2002), *Longman Grammar of Spoken and Written English* (Biber et al., 1999). Additionally, it considers research on register and discourse analysis, particularly Register, Genre, and Style (Biber & Conrad, 2009), to provide insights into how adjectives contribute to persuasive marketing strategies in food advertising. Additionally, promotional discourse is analysed with the help of Hosseinizade (2013), Flergin A. (2014), Vasiloaia M. (2009), Tsochantaridou A. et al. (2023), etc.

The practical part consists of both quantitative and qualitative analyses. The quantitative analysis identifies the most frequently used adjectives in each corpus and compares their frequency distributions, log-likelihood values, and log ratios. The qualitative analysis then examines the identified adjectives in depth, focusing on their morphological patterns (affixation, compounding, conversion), syntactic functions (attributive, predicative, postpositive, and coordinated use), and semantic roles in shaping consumer perception. The primary tool used for corpus analysis is #Lancsbox X 5.0.3.

The main question this thesis seeks to answer is how adjectives function in food advertising and whether their morphological, syntactic, and semantic patterns differ in the marketing of healthy versus unhealthy food. By addressing this question, the study aims to contribute to the broader understanding of language use in advertising and the persuasive power of adjectives in shaping consumer choices.

## 2 Theoretical background

### 2.1 Adjectives

Based on Huddleston & Pullum (2002: 527), adjectives may be defined as a syntactically distinct class of words whose most characteristic function is to modify nouns. They typically denote properties – most centrally in the domains of size, shape, colour, worth, and age. Biber et al. (2021: 502) point out that the most common uses of adjectives are to modify nouns, thus adding to the informational density of expository registers such as academic prose, advertising and news.

To further illustrate the functional role of adjectives within sentences, the adjectives have been highlighted in bold:

*Thus HIV is **likely** to remain with us for the **foreseeable** future. The **full** impact of HIV infection will be felt over decades. The virus does not need to spread rapidly in a population to have a very **marked** and gradually **expanding cumulative** effect. The two **major** factors influencing the risk of **individual** infection are the prevalence of HIV infection and **individual** behaviour.*

*(Biber et al., 2021:502)*

According to Quirk et al. (1985: 402-403), four criteria are characteristic of adjectives. The first two pertain to their syntactic properties, namely attributive and predicative functions. In the attributive function, adjectives premodify a noun by appearing between the determiner (including the zero article) and the head of a noun phrase. For example, in phrases such as *an ugly painting*, *the round table*, and *dirty linen*, the adjectives *ugly*, *round*, and *dirty* respectively modify the nouns *painting*, *table*, and *linen* (Quirk et al., 1985: 402).

The predicative function enables adjectives to act as either subject complements or object complements. For example, in the sentence *The painting is ugly*, the adjective *ugly* serves as a subject complement, describing the subject *painting*. Similarly, in *He thought the painting ugly*, the adjective *ugly* functions as an object complement, providing additional information about the object *painting*.

Adjectives can also be premodified by intensifiers such as *very*. For instance, in the sentence *The children are very happy*, the intensifier *very* enhances the adjective *happy*, emphasizing the degree of the children's happiness.

Lastly, adjectives can take comparative and superlative forms to express varying degrees of a quality. For example, in *The children are happier now*, the comparative form *happier* indicates a greater degree of happiness compared to before. In *They are the happiest people I know*, the superlative form *happiest* denotes the highest degree of happiness among all the people known. Similarly, in *These students are more intelligent*, the comparative form *more intelligent* shows a higher level of intelligence compared to others, while in *They are the most beautiful paintings I have ever seen*, the superlative form *most beautiful* emphasizes the exceptional beauty of the paintings relative to all others.

According to Huddleston and Pullum (2002: 528), adjectives can also have dependents, which are elements that modify or complement the adjective itself. These dependents characteristically include adverbs, which serve as modifiers to enhance or qualify the meaning of the adjective. For instance, in *remarkably happy* and *surprisingly good*, the adverbs *remarkably* and *surprisingly* intensify the adjectives *happy* and *good*, adding a nuanced degree of emphasis to their meanings.

Adjectives also have negative properties that distinguish them from other categories: no inflection for number and tense, no modification by other adjectives, with a very small number of exceptions, they do not take NPs as complement (Huddleston & Pullum, 2002: 528).

Central adjectives are defined by their morphological, syntactic, and semantic characteristics. They are descriptive in meaning, gradable, inflected morphologically, and can be used in both attributive and predicative roles (Biber et al., 2021: 505). Peripheral adjectives are those which do not satisfy one or more of these conditions. For example, *old* can be either a central adjective or an adjective restricted to attributive position. In that *old man* (the opposite of that *young man*), *old* is a central adjective, and can thus also be predicative: *That man is old*. On the other hand, in the usual sense of an old friend of mine *a friend of old*, *a long-standing friend*, *old* is restricted to attributive position and cannot be related to *My friend is old*. In this case, *old* is the opposite of *new* (recently acquired). The

person referred to is not being identified as *old*.: it is his friendship that is *old*. Outside such well-established phrases as *old friend*, *new friend*, the contrast old/new requires the adjective to be stressed.

## 2.2 Morphological properties of adjectives

### 2.2.1 Inflectional and analytic grade

Adjectives have unique syntactic characteristics related to comparison. Gradable adjectives, those that can express degrees of a quality, participate in a system of grade. This grade can be marked either inflectionally (using suffixes) or analytically (using separate words). As Huddleston & Pullum (2002: 533-534) explain, analytic comparatives and superlatives are formed with the degree adverbs *more* and *most* before the adjective, like in *more useful* and *most serious*.

Biber et al. (2021: 520) elaborate on this by noting that gradable adjectives with one syllable typically use the inflectional suffixes *-er* and *-est*, with exceptions like *right*, *wrong*, and *real*. Longer adjectives generally use phrasal comparison with *more* and *most*, such as *more difficult* and *most important*. Interestingly, some monosyllabic adjectives can use both inflectional and phrasal marking. Biber et al. (2021: 520) provide examples like *Wouldn't that be more fair?* and *I think this is the one she is most proud of* where *fair* and *proud* are monosyllabic adjectives taking phrasal marking.

Disyllabic adjectives vary considerably in occurrence with inflectional and phrasal comparison, depending on phonological or morphological characteristics. Disyllabic adjectives ending in the unstressed vowel *-y* are usually inflected for degree (as with *easy*, *easier*, *easiest*). Common examples usually taking *-er*, *-est* include *angry*, *empty*, *funny*, *healthy*, *pretty* (Biber et al. 2021: 520).

Trisyllabic adjectives in *-y* sometimes take inflectional comparison; forms such as *almightiest* and *unhappiest* are attested (Biber et al. 2021: 520).

Adjectives ending with the suffix *-ly*, on the other hand, are more variable. For example, *earlier* is much more common than *more early*, whereas *more likely* is much more common than *likelier*. Adjectives in *-ly* taking both types of comparison, with varying degrees of frequency, include *costly*, *deadly*, *friendly*, *lively*, *lonely*, *lovely*, *lowly*, *ugly* (Biber et al. 2021: 520).

There are also repeated comparative adjectives that state that two identical comparative adjectives are sometimes conjoined by *and*, forming a structure that denotes an ever-increasing degree of the adjective. To exemplify: *His own need for food grew slighter and slighter. Her visits to the country to see her son became rarer and rarer* (Biber et al. 2021: 533).

#### **2.2.1.1 Doubly marked comparatives and superlatives**

Biber et al. (2021: 523) state that adjectives are occasionally doubly marked for degree, carrying both inflectional and phrasal markers, as seen in examples such as *This way, it's more easier to see* and *It's much more warmer in there*.

#### **2.2.1.2 Adjectives with superlative or absolute meanings**

With adjectives that have inherently superlative meanings – such as *dead*, *true*, *unique*, and *perfect* – degree marking can be considered redundant and even inappropriate. Thus, prescriptive opinion criticizes comparative or superlative marking with these adjectives, or their modification by *very*, *rather*, *so*, etc., claiming that they are non-gradable. However, degree marking with inherently superlative adjectives is not at all unusual in conversation; for example *That's very [true]. <...> the most unique transportation and distribution system for time sensitive inventories*. (Biber et al. 2021: 523)

#### **2.2.2 Formation of adjectives**

New adjectives can be formed with **derivational affixes** and **compounding**. In addition, participial forms can be used as adjectives (Biber et al. 2021: 527). Downing et al. (2006: 477) say that the most frequently used adjectives in English are monosyllabic or bisyllabic

words of native origin such as *good, bad, big, small, little, tall, short, black, white, easy, hard*, which have no distinctive form to mark them as adjectives.

#### **2.2.2.2 Derived adjectives**

According to Biber et al. (2021: 527), many adjectives are derived by affixing an adjectival suffix *-less, -ous* to a base form. Denominal and deverbal adjectives are derived from nouns *cordless* and verbs *continuous* respectively. The derivational suffix *-ive* marks adjectives related to nouns or verbs, although in many cases the derivations are no longer transparent: the noun *mass* becomes *massive*, the verb *elude* becomes *elusive* (Biber et al. 2021: 528)

Derived adjectives are formed by adding suffixes to existing words. Some common suffixes include *-al, -ent, -ive, -ous, -ate, -ful, -less, -like, and -type*. The *-al* suffix often creates adjectives related to nouns, such as *annual* (from *annum*, meaning year) and *international* (from *nation*). The *-ent* suffix frequently forms adjectives that describe a state or quality, like *recent* and *persistent*. The *-ive* suffix often indicates a tendency or capability, as seen in *negative* and *aggressive*. The *-ous* suffix often describes a characteristic or property, with examples like *anxious* and *continuous*. The *-ate* suffix can denote a particular state or condition, such as *accurate* and *adequate*. The *-ful* suffix often means *full of* something, like *helpful* (full of help) and *peaceful* (full of peace). The *-less* suffix indicates an absence or lack of something, as in *endless* (without end) and *homeless* (without a home). The *-like* suffix indicates similarity to something, with examples like *dreamlike* (similar to a dream) and *childlike* (like a child). Finally, the *-type* suffix indicates a specific category or kind, often used in phrases like *textbook-type* and *Hollywood-type* (Biber et al. 2021: 528-529). Similarly Downing et al. (2006: 477) say that many adjectives are derived from nouns, other adjectives, and verbs by the addition of certain characteristic suffixes. Some of these are of native origin, as in *greenish, hopeful, handsome, handy, foremost*, while others are formed on Greek or Latin bases, as in *central, secondary, apparent, civic, creative*, and yet others via French, such as *marvellous* and *readable*. Most adjectival prefixes are added to words that are already adjectives: *unhappy, insecure, discourteous, abnormal, irrelevant*. Some adjectives are formed by adding the prefix *a-* to a verb or adjective (*asleep, awake, ablaze, alone*).

## Participle forms

Both *ing-* and *ed-* participle forms can be used as participial adjectives. Most of these such as *promising*, *surprised*, and *determined* can serve as main verbs as well as predicative and attributive adjectives. In most cases, then, participial adjectives can be analysed as being derived from verbs (e.g. *following*, *working*, *alleged*, *frightened*). In some cases, though, nouns rather than verbs provide a more convincing base form, as with *interested* and *crowded*. In other instances, as with *uninteresting* or *unemployed*, a negative prefix attaches to the derived participial adjective (*interesting*, *employed*) rather than directly to the verb. In still others, the correspondence with a verb or adjective is more indirect, as with *outstanding*, *ashamed*, or *disabled* (Biber et al. 2021: 527).

Participial adjectives vary greatly in how far they possess all the defining characteristics of adjectives. Examples such as *surprised* or *interesting* are gradable and can occur predicatively with a range of copular verbs (*become*, *seem* etc.). Others, such as *following* or *alleged*, are much more restricted; although they occur freely attributively, they are non-gradable and occur predicatively mainly with *be*, where they are often hard to distinguish from main verbs (Biber et al. 2021: 527).

Downing et al. (2006: 478-479) say that many present and past participles of verbs perform grammatical functions typical of adjectives and are recognized as adjectives having the same form as participles or derived from participles. We indicate them here by the symbols *-ing* and *-en*, and recognize the following classes:

Participial adjectives seldom used in VGs:

This is a small set of forms never or rarely used as part of a Verbal Group but only as modifiers in NGs or Complements (Cs and Co) in a clause, for example:

*-ing*: *interesting*, *amazing*, *charming*, *disappointing*, *pleasing*

*-ed*: *animated*, *ashamed*, *assorted*, *sophisticated*

Pseudo-participial adjectives:

An increasing number of adjectives are coined by adding *-ing* or *-ed* not to verbs but to nouns. These are termed pseudo-participial adjectives, such as:

*-ing*: *enterprising*, *neighbouring*, *appetising*

*-en*: *talented*, *skilled*, *gifted*, *bearded*, *detailed*

Participial adjectives commonly used as VGs

Many participial adjectives derived from transitive verbs can be used as modifiers in a NG and Complements in a clause, while also functioning as part of a VG:

*-ing: annoying, exciting, frightening, surprising, boring, distressing, satisfying, tiring*

*-en: annoyed, excited, frightened, surprised, bored, distressed, satisfied, tired*

In their attributive and predicative functions, these participial adjectives can be graded and intensified:

*Attributive: very distressing news; rather frightened tourists.*

*Predicative: the news is most distressing; the tourists seemed quite frightened.*

Participial modifiers

To distinguish *-ing* adjectives from participial modifiers such as *rising prices*, the criterion is whether the *-ing* form can be graded or intensified (*a more/very horrifying story* versus *a more/very sleeping child*).

### 2.2.2.3 Adjectival compounds

Compounds used as adjectives lend themselves to a compact and integrated expression of information. Formally, adjectival compounds take many shapes. Many adjective compounds involve participial forms (Biber et al. 2021: 530).

Downing et al. (2006: 477) say that many adjectives have compound forms composed of various classes of words, for example:

- noun + adjective: *tax-free (goods)*
- determinative + noun: *all-American (girl)*
- number + noun: *four-wheel (drive)*
- adverb + participle: *well-balanced (character)*
- adverb + adverb: *well-off (people)*

Additionally, Downing et al. (2006: 479) state that many participial forms are compounded with nouns, adjectives, or adverbial prefixes, relating to the verbal participle as Subject, Object, or Adjunct:

*-ing: heart-breaking news; good-looking girl; fast-selling magazines*  
*-en: well-paid workers; sun-tanned legs; well-known brands.*

Compound forms are common in English and often coined daily, as illustrated by G. B. Shaw's *ankle-twisting* and *toil-broken*

Biber et al. (2021: 531) identify several ways to form compound adjectives. These include combining an adverb with an adjective, such as *hissingly-hot* or *critically-ill*. Another pattern involves an adverb followed by an -ed participle, like *lavishly-produced* and *well-fed*. Adverbs can also combine with -ing participles, creating compounds like *rapidly-growing* and *slowly-sinking*. Reduplicative compounds like *okey-dokey* and *easy-peasy* also exist. Furthermore, adjectives can be combined with other adjectives, including color adjectives. This results in forms like *dark-blue* and *gray-white*, or more specialized terms like *abdomino-perineal* and *infinite-dimensional*. Compound adjectives can also be formed by combining an adjective with an -ed participle, such as *ready-made* and *soft-textured*, or with an -ing participle, like *biggest-selling* and *good-looking*. Nouns can also contribute to compound adjectives. A noun can be followed by an adjective (*grease-free, battle weary*), an -ed participle (*health-related, king-sized*), or an -ing participle (*eye-catching, life-prolonging*). Finally, an adjective can be combined with a noun to form compounds like *fast-food* and *free-market*. Participles can also join with adverbial particles, resulting in compounds like *left-over* and *paid-up* (Biber et al. 2021: 532).

## **2.3 Syntactic Properties of Adjectives**

### **2.3.1 Attributive function**

Adjectives are attributive when they premodify the head of a noun phrase: *a small garden, popular ballads* (Quirk et al., 1985: 417).

According to Quirk et al. (1985: 428), there are adjectives that are attributive only. In general, adjectives that are restricted to attributive position, or that occur predominantly in attributive position, do not characterize the referent of the noun directly.

Biber (2021: 516) explains that postposed adjectives are those found within a noun phrase, but unlike typical adjectives, they appear after the noun they modify. In other words, they act as postmodifiers. An example of this is the phrase *something cold and refreshing* where *cold and refreshing* come after the noun *something*. Quirk et al. (1985; 418) calls them postpositive adjectives. They can immediately follow the noun or pronoun they modify: *something useful*.

Downing et al. (2006: 482-483) say that central adjectives primarily fulfil the *attributive function*, acting as modifiers in the nominal group. These adjectives provide essential descriptive or evaluative information about the noun they modify. They can be grouped into several types:

1. Restrictive classifiers: These specify the role or unique characteristic of the noun. For example, *the chief reason*, *sole responsibility*, or *an only child* emphasize exclusivity or importance.
2. Time/space classifiers: These situate the noun in time or space. Examples include *the previous page*, *my old school*, *a new baby*, or *your left leg*. These adjectives add contextual relevance to the noun.
3. Associative classifiers: These describe a relationship or association with another concept or field. Examples are *an agricultural college*, *foreign affairs*, or *a nuclear weapon*. Such adjectives connect the noun to specific domains or functions.
4. Degree emphasisers: These intensify the attribute of the noun, such as *sheer nonsense*, *utter rubbish*, or *an outright lie*. These adjectives highlight the extreme nature of the noun's quality.
5. Process-oriented classifiers: These describe habitual actions or tendencies associated with the noun. Examples include *a big eater*, *a hard worker*, *a light sleeper*, or *a slow reader*. They illustrate the subject's relationship with a particular process.

Interestingly, peripheral adjectives, while fulfilling the attributive role, often have additional restrictions. They typically cannot be graded or intensified. For instance, constructions such as *very main*, *extremely chief*, or *more utter* are ungrammatical. Similarly, some classifying adjectives resist intensification, such as *a very nuclear weapon*, *a rather Egyptian mummy*,

or *fairly prehistoric remains*. However, certain classifying adjectives can shift to descriptor roles and allow grading, as in *a very British attitude*.

#### 2.4.1.1 Ordering of adjectives in premodification

According to Quirk et al. (1985: 437), when there are two or more adjectives cooccurring in attributive position, the order of the adjectives is to a large extent determined by their semantic properties. In the premodification structure of the noun phrase, adjectives are placed between the determiners and head.

##### 1. precentral

Peripheral, nongradable adjectives, in particular intensifying adjectives, are placed after the determinatives.

##### 2. central

This zone is the place of the central adjectives, ie the 'most adjectival items', which satisfy all four criteria for adjective status. Examples of this zone are *hungry, ugly, funny* (see page 8/9).

##### 3. postcentral

This zone includes participles, eg: *retired, sleeping*, and colour adjectives, eg: *red, pink*.

##### 4. prehead

Quirk et al. (1985: 437) say that this zone includes the “least adjectival and the most nominal” items, such as denominal adjectives denoting nationality, ethnic background, eg: *Austrian, Midwestern*, and denominal adjectives with the meaning *consisting of, involving, relating to*, eg: *experimental, statistical, political, statutory*.

In these examples, the numbers mean the numbering of the terms above.

1. + 2. = certain important people

2. + 3. = a funny red hat

1. + 2. + 3. = certain rich American producers

1. + 4. = your present annual turnover

(Quirk et al. 1985: 437)

*That tough brave little old fellow* Wells shows how multiple adjectives can function as premodifiers to a noun. (Biber et al., 2021: 508).

### 2.3.2 Predicative function

Adjectives are predicative when they function as subject complement or object complement.

There is a copular relationship between subject and subject complement:

*The children are happy. He seems careless* (Quirk et al. 1985: 417). Predicative adjectives have two syntactic roles: subject predicatives and object predicatives. Subject predicatives complement a copular verb, characterizing the nominal expression in subject position: *She seems quite nice really. I'm afraid that's impossible*. Object predicatives follow a direct object, making a predication about that noun phrase: *I said you've got all your priorities wrong. She has since declared [herself] bankrupt* (Biber et al. 2021: 513).

According to Quirk et al. (1985:432), there are predicative only adjectives that are restricted, or virtually restricted, to predicative position are most like verbs and adverbs. They tend to refer to a (possibly temporary) condition rather than to characterize. Perhaps the most common are those referring to the health (or lack of health) of an animate being: *He felt ill/poorly*.

However, many people use such adjectives as attributives too, for example (Quirk et al. 1985: 433): *A well person need see a doctor only for a periodic checkup*.

According to Downing et al. (2006: 482-483), the predicative function of adjectives is central to their role as Subject Complements in clauses. In this function, adjectives describe or evaluate the subject of a clause, often adding significant detail to the discourse. These adjectives are classified as central when they fulfill the predicative role effectively, enriching the description of people, places, and things. Some adjectives, particularly those expressing a temporary state, can only function predicatively. For example, *afraid, asleep, ablaze, afloat, alive, alone, alike, aware, and averse* cannot be used attributively but serve as complements to the subject. Examples include: *The child is asleep, The house was ablaze,*

and *They are alike*. These adjectives contribute to the subject's state or condition, forming an integral part of the clause's semantic structure.

Interestingly, central adjectives also play a significant role as descriptors in predicative constructions, offering both subjective and objective evaluations. For example, in the sentence *The meal was delicious*, the adjective *delicious* evaluates the subject *meal* in a predicative context, enhancing its descriptive richness.

Peripheral adjectives, such as classifiers, degree emphasisers, and process-oriented adjectives, are typically less common in the predicative function. They often have constraints that limit their usage outside attributive roles. For instance, classifiers like *main* or *chief* cannot function predicatively (*The reason is chief* is ungrammatical), demonstrating their peripheral nature in predicative contexts.

### 2.3.3 Structure and characteristic uses of the adjectival group

Downing et al. (2006: 476-477) say that the adjectival group (*AdjG*) consists of three potential structural elements: a *head (h)*, a *modifier (m)*, and a *post-head element*, which can be either a *modifier (m)* or a *complement (c)*. The head, always an adjective, is the central element, while modifiers and complements expand the phrase's complexity and specificity.

In its simplest form, the *AdjG* comprises only the head, as in *good*. Adding a complement creates phrases like *good at chess*, where the complement *at chess* is controlled by the head adjective. When a modifier such as *very* intensifies the adjective, the result is *very good*. A combination of two modifiers and the head produces more elaborate phrases like *very good indeed*. The full structure of the *AdjG* integrates modifiers, the head, and a complement, as in *very good indeed at chess*.

Other examples of full *AdjG* structures include:

- *extremely hot for this time of the year* (mhm),
- *very glad that you won the match* (mhc),
- *quite fond of music* (mhc).

The distinction between a post-modifier and a complement lies in their relationship to the head. Complements, such as *at chess* in *good at chess*, are controlled by the adjectival head, whereas post-modifiers are not.

The head of an AdjG may function alone to represent the entire phrase. For instance, in *You couldn't call it a bang or a roar or a smash; it was a fearful, tearing, shattering, enormous sound like the end of the world* (G. B. Shaw), the AdjGs include *fearful*, *tearing*, *shattering*, and *enormous*, each characterizing the noun *sound*.

#### **2.3.4 Syntactic functions of the adjectival group**

According to Downing et al. (2006: 481-482), adjectival groups (AdjGs) can fulfill various syntactic functions within group and clause structures. Within groups, AdjGs can serve as (pre-)modifiers in a noun group (NG), as in *a very good actor*, *heavy rain*, or *an old friend*. They can also act as (post-)modifiers in a NG, such as in *something cheap* or *the person responsible*. In certain contexts, AdjGs can serve as the head of a NG, as in *the French*, *the sick*, or *the most expensive*. Additionally, they may function as the complement of a preposition, illustrated by *at last*, *for good*, or *in short*. AdjGs can also modify other AdjGs, as in *bright red*, *pale blue*, or *red hot*. Within clauses, AdjGs frequently serve as a Subject Complement, as in *The acting was brilliant*, or as an Object Complement, as in *I consider that offensive*. Peripheral AdjGs can perform specialized functions. As Stance Adjuncts, they provide an evaluative comment on the entire clause, such as *Strange, I never suspected him*. Other examples, such as *More important still*, can also act as connectives between clauses. Detached predicative supplements are another important function. These units, such as *angry and tearful* in *Angry and tearful, Susan walked out*, are non-restrictive supplements that provide additional contextual information. They are syntactically independent of the unit they modify and are typically found in initial positions. This construction is common in written genres but rarely used in conversation. Adjectives also function as exclamations, like *Fine!* or *Great!*, which can be interpreted as ellipsed copula clauses (*That's great!*). Similarly, adjectives appear in exclamative structures introduced by *how*, such as *How dreadful it was!*, which can be ellipsed to *How dreadful!* Among adjectives used as

modifiers, a specific type occurs in expressions like *a good actor*, *a slow reader*, *a hard worker*, or *a big eater*. This usage is sometimes referred to as the *process-oriented* use because the adjective modifies not just the noun but also the manner of performing the action. Over time, such expressions may describe characteristic traits of the entity; for example, *I'm a sound sleeper* implies *I always sleep soundly*.

## **2.4 Semantic Properties of Adjectives**

According to Quirk et al. (1985: 434), there are three semantic scales that are applicable to adjectives: stative x dynamic, gradable x nongradable and inherent x noninherent. In addition, Biber et al. (202: 507) add that it is useful to primarily distinguish two broad semantic group of adjectives: descriptors and classifiers.

Quirk et al. (1985: 429) also categorize attributive-only adjectives into several subcategories. One subcategory is intensifying adjectives, which have a heightening or lowering effect on the noun they modify. This category includes emphasizeers, amplifiers, and downtoners. Emphasizers have a heightening effect and are always attributive. Examples include "real" in "a real hero" and "sheer" in "sheer arrogance." Amplifiers scale upwards from an assumed norm. They can be central adjectives if they are inherent and denote a high degree, like "complete" in "a complete victory," which can also be expressed as "The victory was complete." However, when they are noninherent, they are attributive only, such as "complete" in "a complete fool," which cannot be expressed as "The fool is complete." Downtoners have a lowering effect, scaling downwards. Examples include "slight" in "a slight effort" and "feeble" in "a feeble joke." Another subcategory is restrictive adjectives, which restrict the reference of the noun exclusively, particularly, or chiefly. Examples include "certain" in "a certain person" and "same" in "the same student."

### **2.4.1 Stative/Dynamic**

Adjectives are characteristically stative. A stative adjective denotes a quality over which possessor has little to no control. Many adjectives, however, can be seen as dynamic. A general semantic feature of dynamic adjectives seems to be that they denote qualities that are thought to be subject to control by the possessor and hence can be restricted temporally.

Adjectives that can be used dynamically include *abusive, adorable, dull, faithful, hasty, impudent* (Quirk et al. 1985: 434).

To exemplify, stative adjectives, such as *intelligent* or *tall*, describe permanent states or qualities. They are typically not used in progressive tenses as they denote inherent characteristics that do not change over time. For instance, *The woman is intelligent* conveys a stable quality.

In contrast, dynamic adjectives, like *silly* or *careful*, describe temporary states or qualities that can change. They can be used in progressive tenses to indicate ongoing actions or behaviours. For example, *She is being silly* suggests a temporary behaviour.

#### **2.4.2 Gradable/Nongradable**

Adjectives capable of representing degrees of a characteristic are said to be gradable and can be modified by degree adverbs. Most common adjectives, particularly from the descriptor semantic domains, are gradable, as in example *They are so difficult to diagnose*. (Biber et al. 2021: 519).

According to Biber et al. (2021: 519), gradable adjectives can also be specially marked to denote comparative and superlative degree. Whereas the base form of an adjective is formally unmarked for degree (e.g. *strong, famous*), these levels of degree can be marked either inflectionally or phrasally. Inflectional marking uses suffixes like "-er" for comparative (e.g., "stronger") and "-est" for superlative (e.g., "softest"). Phrasal marking uses "more" for comparative (e.g., "more difficult") and "most" for superlative (e.g., "most famous").

All dynamic and most stative adjectives (eg: *tall, old*) are gradable; some stative adjectives are not, principally denominal adjectives like *atomic scientist* and *hydrochloric acid* and adjectives denoting provenance like *British* (Quirk et al. 1985: 435).

Non-gradable adjectives cannot be marked for comparative or superlative degree or modified by degree adverbs, such as *\*more previous, \*very motionless, and \*most continuous*. They

can, on the other hand, often be modified by emphatic adverbs, as in *quite motionless, really tremendous, absolutely continuous*.

Some non-gradable adjectives, however, cannot be modified even by emphatic adverbs, as in the ungrammatical *absolutely utter* or *quite previous*. (Biber et al. 2021: 519)

### 2.4.3 Inherent/Noninherent

The attributive adjective in the wrong candidate does not refer to the wrongness of the person but to the mistake in identifying the person as candidate. Adjectives that characterize the referent of the noun directly (that old man, my friend is old) are termed inherent, those that do not (an old friend of mine) are termed noninherent (Quirk et al., 1985: 429).

Let us consider the adjective *big*. When used attributively as in *a big dog* and predicatively as in *the dog is big*, the core meaning of the adjective remains consistent. The dog's size is inherently large in both cases.

Conversely, consider the adjective "wooden." While "a wooden table" implies that the table is made of wood, "the table is wooden" sounds awkward and unnatural. This disparity arises because "wooden" primarily denotes a material composition rather than an inherent quality of the table. Thus, its meaning is not preserved when shifted from an attributive to a predicative position.

### 2.4.4 Descriptors/classifiers

Descriptors are prototypical adjectives denoting such features as color (*brightness: black, white, dark, blue, bright*), size (*weight, extent: big, heavy, deep, little, short*) and weight, chronology (*time, annual, daily, weekly*) and age (*old, young*), emotion, and a wide range of other characteristics. They are typically gradable. In contrast, the primary function of classifiers is to delimit or restrict a noun's referent, by placing it in a category in relation to other referents. They are typically non-gradable. Classifiers can be grouped into subclasses, including relational (delimiting the referent of a noun, particularly in relation to other referents: *additional, average, chief, complete, different*), affiliative (designating the national or religious group to which a referent belongs: *American, Chinese, Christian*,

*English*), and a miscellaneous topical class (giving the subject area or showing a relationship with a noun: *chemical, commercial, environmental, human, industrial*) (Biber et al., 2021: 506-507). Furthermore, according to Downing et al. (2006: 480-481), adjectives can be broadly categorized as descriptors and classifiers, each serving a unique role in modifying nouns. Descriptors are adjectives that provide details about the size, weight, or extent of a noun, often appearing in pairs of opposites such as *big/little, large/small, heavy/light, long/short, tall/short, wide/narrow, and deep/shallow*. They also describe colours, including *black, white, red, blue, green, and yellow*. Time-related meanings are conveyed through adjectives like *young, old, new, recent, early, late, weekly, and daily*. Evaluative adjectives, such as *pretty, beautiful, good, bad, nice, awful, dreadful, and shocking*, express subjective judgments. Some descriptors indicate active or passive processes, as seen in participial adjectives like *frightening, surprising, soothing, tired, exhausted, and refreshed*. Additionally, they can highlight general qualities like *hot, cold, full, empty, sweet, sour, hard, soft, strong, weak, bright, and dull*. Temporary states, such as *asleep, alone, awake, and ajar*, are often used only in the predicative position, such as in *The child is asleep*.

Classifiers, on the other hand, serve to categorize or restrict the reference of a noun. Restrictive classifiers narrow the noun's scope in relation to another referent, as in *an only child, the standard size, the main reason, the entire novel, the previous page, his former boss, my old school, her current boyfriend, your left leg, or my right hand*. These classifiers can also specify relationships in terms of time or place, using adjectives like *previous, former, current, old, right, and left*. Another group of classifiers relates nouns to nationalities, religions, or politics, as in *Greek sculpture, the Western powers, and African music*. Finally, classifiers can convey category-specific meanings tied to specialized fields like culture, technology, or science. Examples include *a nuclear plant, a medical student, and parliamentary debates*. In addition to classifiers, Halliday et al. (377-378) say that The Classifier indicates a particular subclass of the thing in question, e.g., *electric trains, passenger trains, toy trains*. Sometimes, the same word may function either as an *Epithet* or as a *Classifier*, with a difference in meaning. For instance, *fast trains* can mean either "trains that go fast" (*fast* = Epithet) or "trains classified as expresses" (*fast* = Classifier). The distinction between *Epithet* and *Classifier* is not sharply defined, but there are significant

differences. Classifiers do not accept degrees of comparison or intensity; for example, one cannot say *a more electric train* or *a very electric train*. Furthermore, Classifiers tend to belong to mutually exclusive and exhaustive sets. For example, a train can only be *electric*, *steam*, or *diesel*. Adjectives functioning as Classifiers embody various semantic relations, including material, scale, scope, purpose, function, status, rank, origin, or mode of operation. Examples include: *electric shock stun guns*, where *electric* classifies the type of gun; *famous organists*, where *famous* classifies a subset of organists; and *19th century organs*, where *19th century* categorizes the historical origin of the organs.

#### **2.4.5 Degree emphasizeers and non-adjectival words**

Certain adjectives serve as degree emphasizeers, carrying a strongly emotive undertone. Among these, *mere* and *utter* are exclusively used for emphasis without having any other meaning as adjectives. Others, such as *sheer*, *true*, and *pure*, can also function as descriptors in different contexts. For instance, degree emphasizeers are commonly used in expressions like *sheer nonsense*, *mere repetition*, *utter rubbish*, *a real mess*, *a true genius*, *absolute folly*, *a perfect fool*, and *pure ignorance*. It is important to note that adjectives like *sheer*, *mere*, *utter*, *only*, *previous*, *main*, *chief*, and *sole* cannot function as predicative complements; for example, one would not say, *The nonsense is utter*. However, words like *real*, *true*, *absolute*, *perfect*, and *pure* can be used predicatively when they convey qualitative meanings rather than emphatic or restrictive ones, as in *pure water* or *This water is pure*.

Additionally, non-adjectival words often function as modifiers in noun groups without requiring reclassification as adjectives. For example, in phrases like *the then president*, *velvet curtains*, and *rising prices*, the words *then*, *velvet*, and *rising* are traditionally classified as an adverb, noun, and verb, respectively. These words act as premodifiers in noun groups to denote temporal circumstances, substances, or active processes, but their original word class remains intact. There is no grammatical issue in acknowledging that an adverb, noun, or verb can serve as a modifier (epithet or classifier) in a noun group or, with the exception of verbs, as a subject complement in a clause. To illustrate this distinction, compare *velvet curtains* and *a stone path* with *velvety fur* and *a stony path*. In the first pair, *velvet* and *stone* are nouns that classify the head noun, indicating the substance of the curtains and the path. In the

second pair, *velvety* and *stony* are adjectives derived from the nouns and serve to modify the head noun by describing its qualities. This distinction highlights the flexibility of English in allowing various word classes to perform modifying functions without altering their fundamental classification.

#### 2.4.6 Epithet

Halliday et al. (2004: 376-377) state that The *Epithet* indicates some quality of the subset, e.g., *old, long, blue, fast*; since qualities are denoted by adjectives, Epithets are often realized by adjectives.

(i) The quality of the subset may be an objective property of the thing itself, construed as a depiction of the experience of the entity that it represents; or (ii) it may be an expression of the speaker's subjective attitude towards it, e.g., *splendid, silly, fantastic* (see Poynton, 1996). These are referred to as (i) experiential Epithets and (ii) interpersonal, or attitudinal, Epithets, respectively. Examples include:

(i) *Experiential Epithets:*  
*Naval authorities believe the boat may have capsized because it was carrying a heavy load of construction materials in choppy waters. Then he saw it – a large red feather barely sticking out of the straw mat. New numbers also will be inserted between the new area code and the old phone number. It is spring, moonless night in the small town, starless and bible-black, the cobblestreets silent and the hunched, courtiers'-and-rabbits' wood limping invisible down to the sloeblack, slow, black, crowblack, fishingboat-bobbing sea.*

(ii) *Interpersonal Epithets:*  
*Oh God Maitland was a really cute little town. I knocked on the door and an awfully sweet lady came. He lives in what Alec Guinness has called "a stately pleasure dome," a 17th-century "pavilion" with splendid gardens in the depths of Buckinghamshire. So I've seen more of prisons and children's institutions than most people – And they really are horrendous; I mean they're ugly scary places, which you wouldn't put anybody; I mean they really are just such awful places, you know. There is no hard and fast line between these*

two; but the former are experiential in function, whereas the latter, expressing the speaker's attitude, represent an interpersonal element in the meaning of the nominal group (thus contributing to *appraisal*, in the sense of Martin & White, 2005). The principal difference is that experiential Epithets are potentially defining, whereas interpersonal ones are not. For example, take the adjective *long* in *long train*. If one says *a long train*, the specific train cannot be identified because the Deictic *a* is non-specific; however, if one says *the long train*, the specific Deictic *the* implies that the necessary information is contained in the experiential Epithet *long*. This train is defined by its length relative to some norm. In contrast, if an attitudinal Epithet such as *mighty* is used, as in *along there came a mighty train*, it does not become defining even when following the specific Deictic *the*. In *the mighty train came thundering down the track*, the word *mighty* does not identify this train in contrast to some *unmighty* trains. Even in the superlative, where experiential Epithets are almost always defining (e.g., *ours was the longest train*), an attitudinal Epithet remains non-defining, as in *he said the silliest things*. Here, *silliest* is equivalent to *some very silly things*. However, in contexts such as *the silliest things of all were said by the chairman*, *silliest* adopts an experiential function. In general, the same word may act as either experiential or interpersonal Epithet. For instance, adjectives of size, quality, or age, such as *lovely*, *little*, *old*, can function as either. Examples include: *I've been writing this old novel so long I can't wait*. *I saw it in this dinky little magazine*. Since expressions of attitude are often distributed prosodically throughout the clause, rather than being tied to one place, few words serve solely an attitudinal function. Interpersonal Epithets tend to precede experiential ones. Many also appear as post-Deictic, referring to or constructing a shared experience, e.g., *a miserable few dishes of peanuts*. However, with experiential adjectives, the difference between Epithet and post-Deictic is clearer (e.g., *the three famous musketeers*, *the famous three musketeers*), whereas with interpersonal ones, the distinction is subtler (e.g., *those lovely two evenings in Bali*, *those two lovely evenings in Bali*). Interpersonal Epithets are often reinforced by other features such as synonyms (*a horrible ugly great lump*), intensifiers, swear-words, specific intonation contours, or voice quality features.

## **2.5 Promotional discourse**

### **2.5.1 Introduction to advertising**

According to Kamandulytė-Merfeldienė et al. (2015: 174), advertising is a powerful phenomenon that shapes consumers' opinions and instils a sense of value. It also reflects the peculiarities of the modern world, people's thinking, and natural characteristics of human traits. The benefits of advertising are obvious: it enables people to learn about new developments on the market, to compare and choose the goods and services they like. It is also undeniable that advertising shapes our opinions and needs and encourages consumption. In addition, Harris (2004: 94) states that advertising is a form of persuasive communication that seeks to influence people to behave in a desired way, i.e. ultimately to buy the product or service advertised. The aim of advertising is not always to get the consumer to buy immediately, but can also influence attitudes. Increasingly the most direct aim of advertising has become to build a good image of what is being offered, rather than to sell it directly. Cook (2005: 7) says that, not all ads, however, sell products or services: as well as product ads, there are also non-product ads, including, for example, those for charities and political parties.

Another possible means of categorization of advertising is by technique. One well-worn and long-established distinction is between the hard sell and the soft sell. Hard selling makes a direct appeal. The prototype of a hard-sell ad involves a man in a suit, standing in front of a pile of carpets, talking loudly and directly to the camera about low cost, limited availability and guaranteed reliability. Soft selling relies more on mood than on exhortation, and on the implication that life will be better with the product (Cook 2005: 7).

Researchers have identified three components of attitudes. The cognitive (persuasive or affective) aspect of attitudes relates to the informational content of attitudes. This is the part of attitudes that helps consumers to choose a product because of the characteristics of the product about which they have received information in an advertisement. The affective or emotional aspect refers to liking the product. The behavioural aspect is the translation of attitude into behaviour. The latter aspect is the most important ultimate goal for advertisers: they hope that consumers will behave as desired as a result of the message (Harris 2004: 95).

### **2.5.2 Advertisement functions and AIDCA**

According to Wang and Ke (2013: 276), advertising performs a variety of functions for any business with a product or service to sell. One of the most basic functions of advertising is to identify products and differentiate them from others. Another is called informational function. Advertising is used to communicate information about the product or service advertised, to inform, report, and describe the features and its location of sale. Directive function is typical of advertising. Language, pictures, or other devices are employed to influence the audience's action, emotions, beliefs and attitudes, and to persuade, advise, recommend, and induce consumers to try new products and to suggest reuse.

There is no doubt that the ultimate aim of advertising is to sell the commodity or increase the sale. To be more specific, AIDCA formula is worth discussing.

A stands for Attention: to attract attention. When a product comes to the market, the advertising goal may be to get people to notice it.

I stands for Interest: to arouse interest. Once the reader's attention has been caught, the advertisement should also hold their attention and convince him that the subject of the advertisement is of interest to them.

D stands for Desire: to stimulate desire. The advertisement has to convince the reader that the commodity or service will satisfy some need or create a need which they have not felt before.

C stands for Conviction: to create conviction. The customer is convinced that the particular brand advertised is superior to other similar brands.

A stands for Action: to get action. The advertisement may argue the customer to try or buy what is advertised directly or indirectly.

This formula plays an incredible effect on every aspect of advertising including its structure and language. In other words, the verbal message, the visual and audio elements of an advertisement all aim to achieve these objects. (Ke and Wang, 2013: 276)

According to Trehan, the constituents of an advertisement are: headlines, subheads, illustrations, slogans, text or body-copy, blurbs, boxes or panels, identification marks.

### 2.5.3 Kinds of food advertising

According to Tsochantaridou et al. (2023: 1-2), food advertising targeting adolescents employs a variety of methods designed to influence their choices and behaviours. Traditional television advertising remains a key channel, using techniques such as vibrant visuals, emotional appeals, and engaging characters to capture attention. Social media has become a dominant platform, where advertisements are often integrated into everyday content through influencer marketing, interactive features, and peer-shared posts, making them more relatable and engaging. Advergaming, where branded products are incorporated into video games, create prolonged brand interaction, while product placements subtly integrate food items into movies, TV shows, and online videos. Cross-promotions with popular media franchises use recognizable characters to appeal to younger audiences, and in-store promotions utilize bright packaging and mascots to drive impulse purchases. Additionally, strategies like athlete and celebrity endorsements, app-based ads, and charitable sponsorships further expand the reach and impact of food advertising on adolescents, fostering brand loyalty and influencing long-term consumption patterns.

### 2.5.4 The role of advertising language

Advertising language is generally informal and colloquial. Sentences are usually simply constructed and short. Imperative clauses are frequent. The prospective customer is continually exhorted: *Buy X, Discover Y, Find out about..., Try it today, 'You'll feel better for it', 'Don't ask a man to drink and drive', 'Don't be vague. Ask for Haig'*. As an example of direct and colloquial speech consider this copy: *Let's face it, isn't it worth considering? Of course it is and there's no time like the present—so get that pen right away and fill in the coupon in this week's TV Times . Or call in at your nearest branch and talk things over with the branch manager* (Dyer 1982: 113)

Dyer (1982: 115) addresses that of course, not all advertising consists of direct exhortation or direct address where the advertiser seems to be communicating directly with the audience.

Vasiloaia (2009) says that advertising language often employs techniques similar to those found in poetic texts, utilizing mnemonic devices such as rhyme, rhythm, alliteration, and assonance. These devices provide a mnemotechnical effect, ensuring that the receiver better remembers the text and recalls it at the right moment. Rhyme, for instance, is a pattern of

sound identity between words or verse-lines, extending from the last fully accented vowel. Unlike spelling, rhyme focuses on sounds and is commonly used in jingles, slogans, and headlines, as illustrated by the example, “*Eukanuba gives their teeth the strength they need.*” Similarly, rhythm plays a key role in making advertisements catchy and memorable. Copywriters achieve this by employing prosodic features such as intonation, rhythm, and lexical stress, which have an emotional and mnemonic effect. The rhythmic arrangement of language often goes unnoticed by the listener or reader, but it leaves a subconscious impact, rendering the text both memorable and linguistically neat. Regularity in rhythm, known as metre, comprises patterns of stressed and unstressed syllables, referred to as metrical feet. Common types include the iamb (*x /*), trochee (*/ x*), dactyl (*/ x x*), spondee (*/ /*), pyrrhic (*x x*), and anapest (*x x /*). Advertisement slogans frequently benefit from such regularity, as seen in “*Flatter your figure with Dietrim,*” which follows a rhythmic structure composed of three dactyls.

Alliteration, defined as a literary technique where successive words or stressed syllables begin with the same consonant sound or letter, is another widely used stylistic device in advertising. An example is “*Performance. Prestige. Passion for Innovation.*” In contrast, assonance refers to the repetition of vowel sounds in successive stressed syllables, creating a subtle harmony that enhances the text’s appeal. For instance, “*How much reality can you handle?*” demonstrates the use of assonance.

The graphic aspect of the text also contributes significantly to its effectiveness. Printed advertisements often capitalize on visual elements to enhance their impact. Decisions regarding script selection, color, type, and size play a crucial role in creating a compelling layout. Beyond these choices, other possibilities include unpredictable spelling, such as “*Beanz Meanz Heinz*” or “*4ever*”; the use of low-frequency letters like *X* for its standout quality, as in “*Xerox*” or “*Botox*”; and unexpected letter prints, where shapes resemble objects, adding an innovative touch. Acronyms and initialisms also receive graphic elaboration to draw attention, as seen in “*XTROVERT. XPLOSIVE. LOVE THE COLOUR. COLOR XXL.*”

Transliteration, though less common, is another strategy that can positively attract the reader's attention. Transliteration involves transforming foreign words into English while

maintaining their pronunciation. A notable example is *BE COINTREAUVERSIAL*, where the French drink brand *Cointreau* is cleverly integrated into an English expression to create a memorable impact.

Flergin (2014) also adds that advertising language effectively engages readers and delivers persuasive messages by combining interaction and creativity. Questions, such as *Why would we encourage this lady to make people breathless?* create a pseudo-dialogue, drawing readers into the text. Pronouns like *you* build a direct connection, while *we* fosters trust and alignment, as in *"We believe that pushing people to their limits makes them indestructible leaders."* Imperatives like *"Find the Crusoe inside you"* prompt action, and repetition of key words such as *holiday* and *offer* reinforces core ideas.

Creativity is essential, with rhyme *Hit the beach, beat the heat*, metaphors *Forests—Our Green Lungs*, and suspenseful phrasing *The holiday destination is nowhere but 'paradise'* ensuring messages are memorable. Cohesion through exophoric references *you* and coherence markers *view, holiday* guides readers seamlessly.

Ideological alignment, as seen in *Values stronger than steel*, connects emotionally with the audience, while visuals enhance the overall impact. By combining these features, advertising language captures attention, persuades, and leaves a lasting impression.

### **2.5.5 Adjectives in advertising**

Nouns and verbs denote the names of things and actions, while adjectives describe them. They are not essential for communication: they are acquired late in childhood and difficult to learn when learning a foreign language (Kamandulytė 2009). Adjectives are rarely used in spoken language, where they account for 2.8% of all parts of speech (Savickienė et al. 2009, Kamandulytė et al. 2009). In written language, adjectives are used more frequently - 7.3% on average. Ramunė Čičirkaitė's (2005) research has shown that adjectives account for about 10 % of words in Lithuanian advertising (12 % in journalistic-style ads), nouns for 38 % and verbs for 23 % (34 % and 20 % in journalistic-style ads respectively). Comparing these data, it is clear that advertising is an exceptional communicative act in which adjectives are of great importance. They describe the product or service and the best qualities that

encourage people to choose the product. Adjectives distinguish a product or service from other similar and analogous products (Kamandulytė-Merfeldienė et al. 2015: 178).

When we come across the semantic features of food ads, we can observe the frequent use of superlative and comparative adjectives. Repetition of all types of words especially nouns and adjectives are very typical in ads' discourse. Creating a rhyme through the use of phonological aspect of language is a privilege for advertisers. They can combine words together and form a rhyme. This rhyme can turn into a song. Songs are easy to remember and hard to forget and hence they would stay in the mind of audiences for a long time. Adjectives like "new", "tasty", and "delicious" are recurrent in food ads. (Hosseinzade 2013: 9-10)

Dyer et al. (1982: 118-119) point out that if you listen to any commercial or glance at advertisements in magazines, you will be subjected to a liberal sprinkling of adverbs and adjectives. These are the key parts of speech for advertisers. They are the trigger words because they can stimulate envy, dreams and desires by evoking looks, touch, taste, smell and sounds without actually misrepresenting a product. Words like *big*, *small* and *long* are relatively easy to imagine in connection with a product, but *elegant*, *superb*, *enchanting*, *discreet*, *sheer*, *intriguing*, *captivating* are vague, cannot easily be checked upon and are often a matter of opinion rather than of fact. Adjectives often substitutes for clear and reasonable description in advertising (adjectives are in bold): *More than a **peppery-potent** fragrance—Aramis is a **complete action-oriented master** plan of more than forty **grooming** essentials—from shampoos to **shaving** needs, **bath** soap to **muscle** soaks. Aramis is the **only** collection of men's **grooming** specifics that really works with authority, speaks with eloquence and communicates success* (Dyer 1982: 119). Advertising researchers refer to such words which are typical of all advertisements and have become characteristic of the advertising lexicon, as keywords or keywords of the advertisement (see Dyer 1982: 149; Põhjala 2010: 204). These are often adjectives, especially superlative adjectives, which primarily express a positive quality. Such adjectives evoke envy, dreams and desires, distorting the actual qualities of the product. Their content is usually vague, e.g. *elegant*, *excellent*, *genuine*. The validity of such attributes in relation to a particular product cannot be easily verified and they are judgements rather than actual attributes (Dyer 1982: 149)

### **Fact- and emotion-based influencing**

Teun A. van Dijk has pointed out (2005: 132-135) that social beliefs can be either factual or estimated. On this basis, two basic types of influence are distinguished in language use: fact-based and feeling-based reasoning, which have also been referred to as logical and emotional reasoning (Laanemets 2012: 109)

Fact-based arguments present the reader or listener with information that can be proven and on which there is no disagreement. Evidence is one of the techniques of persuasion. Proofs usually consist of factual statements, quantitative information (e.g. statistics), narrative reports, and evidence or the opinions of others. Examples always indicate objective physical characteristics (colour, size, age, shape, time etc): (adjectives are in bold) *3 **white** light regimes, **silver-plated**, wide range of **cotton** and **linen** fabrics for sale, in **1,5 litre** plastic bottle, **Frozen** stewed cabbage, **Pre-Christmas** surprises, Cabin **dry** cleaning **Industrial adhesives and bonding agents** **Dangerous** goods* (Laanemets 2012:111).

Emotional messages use language or statements that play on the emotions of the recipients. Such claims may include repetition of the brand name, emphasis on emotions, broad generalisations, and other means designed to have an emotional impact (Bettinghaus 1973: 160; Laanemets 2012:110). Examples such as (adjectives are in bold) ***Good** deals up to -60%, **New** Nivea Volume Spray, **All-new** Subaru Legacy, **Effective** lash curl with every stroke, **Cosy** home furnishings from Home Salon, **Perfect** volume for your lashes* (Laanemets 2012:113-114)

### **Adjectives referring to values**

Adjectives are then analysed thematically, looking at the different positively perceived thematic areas and values with which the advertised product is associated through the adjectives. These adjectives are used to describe the positive qualities of the product that are expected to appeal to the consumer. Examples of adjectives that can be categorised in this group are *fast, light, (super)powerful, tasty, durable, fast-acting, energy-saving, anti-wrinkle, accurate, long-lasting* (Laanemets 2012: 116). Consumers seem to believe that natural ingredients add value to a product, examples such as *natural, plant, nature-centred, healthy, economical, ecological, clean* and the prefix *bio-* (Laanemets 2012: 117). Positive personality traits such as *passionate, fun, cheerful, adaptable, intelligent, sensible, smart,*

*respectable, elegant, voluble, flexible, dignified, stylish* have been used to describe advertisers (Laanemets 2012: 117). Adjectives create the impression of longevity and durability of the product being advertised. The adjectives *traditional, familiar, classic, timeless, ancient, timeless* allude to tradition and the resulting expertise (Laanemets 2012: 118). Adjectives that refer to modernity and the (high) technological nature of modernity represent the opposite value. Examples are *modern, contemporary, innovative, innovative, mobile, high-tech, scientific* (Laanemets 2012: 118).

### **Use of deference**

Consumers are also influenced by the authority of the advertiser. Examples of adjectives used to establish the advertiser's credibility and expertise are *leading, official, expert*. Credibility is also established by adjectives referring to the advertiser's experience: *long-standing (experience), polished (experience), 10 years (experience), forestry (experience)*. Consumers may not know the exact meaning of such adjectives, because of its lexical difficulty, but it can add credibility to an advertisement. Examples of such adjectives are *dermatological, aesthetic, bioactive, rheumatic, hypertonic, ergonomic, progressive, rational*. The adjectives *popular, most readable, well stocked* are used to refer to circulation. In addition, there are adjectives indicating a wide range of choice: *plentiful, wide, large, abundant (choice)* (Laanemets 2012: 120-121).

### 3 Material and Method

#### 3.1 Material

The analysis in this thesis is based on two distinct corpora: the <sup>1</sup>Healthy Food Corpus and the <sup>2</sup>Unhealthy Food Corpus, which collectively represent the language of online food advertising. These corpora were designed to capture a broad and representative sample of promotional texts used in digital marketing campaigns for food products. The data consist of product descriptions and promotional messages sourced from official websites and online platforms of major food brands. The textual content associated with each product underwent analysis. The Healthy Food Corpus contains 55 advertisements and 6,269 words. The Unhealthy Food Corpus contains 77 advertisements and 6,240 words.

The Healthy Food Corpus file features a variety of products from different food categories. In the nuts section, you can find almonds, peanuts, pistachios, cashews, pecans, and walnuts. The dried fruit section includes mango, apricots, banana, cherries, pineapple, and peaches. The dairy section offers a range of products, including Activia Probiotic Drinks, Danimals Smoothies, Danonino Yogurt, Oikos Greek Yogurt, and Silk Unsweetened Cashewmilk.

The Unhealthy Food Corpus file features a variety of products from different confectionery categories. The chocolate section includes Aero, KitKat, Milkybar, and Smarties. The ice cream section contains Häagen-Dazs, Snickers, and Twix. Other products mentioned include Nutella, M&M's, and Skittles.

The third corpus, the BNC2014, serves as the reference corpus for general English usage. This allows for a comparative analysis, highlighting how the language of food advertising deviates from standard English to achieve its persuasive goals. The 11.5-million-word

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<sup>1</sup><https://www.healthysupplies.co.uk/>, <https://nutspick.co.uk>, <https://nuts.com>, <https://www.activia.us.com>, <https://danimals.com>, <https://www.oikosyogurt.com>, <https://www.danone.com>, <https://silk.com>, <https://www.bordencheese.com>, <https://cassclay.com>, <https://countryfresh.com>

<sup>2</sup> <https://www.nestle.com>, <https://www.aerochocolate.co.uk>, <https://www.kitkat.co.uk>, <https://www.milkybar.co.uk>, <https://www.smarties.co.uk>, <https://www.haagen-dazs.co.uk>, <https://www.mars.com>, <https://www.snickers.com>, <https://www.maltesers.co.uk>, <https://www.twix.com>, <https://www.dovechocolate.com>, <https://www.kinder.com>, <https://www.nutella.com>

spoken component of the BNC2014 contains transcripts of recorded conversations, gathered from members of the UK public between 2012 and 2016. The conversations were recorded in informal settings (typically at home) and took place among friends and family members. An innovative aspect of the corpus is that the speakers recorded their conversations using the built-in audio recording device in their smartphones. The corpus comprises 1,251 conversations, featuring a total of 672 speakers.

## **3.2 Method**

### **3.2.1 Quantitative analysis**

The quantitative analysis aims to identify the most frequently used adjectives in food advertising and compare their occurrence across the three corpora. The software #Lancsbox X 5.0.3 (<https://lancsbox.lancs.ac.uk/>) is used for corpus analysis, enabling the extraction and examination of linguistic patterns efficiently.

Next, keyness analysis is performed using the Keywords tool in #LancsBox X, which determines which adjectives are statistically more significant in HFC (Healthy Food Corpus) and UFC (Unhealthy Food Corpus) compared to BNC2014.

### **3.2.2 Qualitative analysis**

The qualitative analysis employed a combined morphological and syntactic approach to examine the use of adjectives in food advertising. The morphological analysis focused on identifying and categorizing the various morphological processes applied to adjectives, such as affixation, compounding, conversion, and inflection, as well as the use of intensifiers, diminutives, and other morphological features. This allowed for a detailed examination of the structure and formation of adjectives and how these features contribute to their descriptive and persuasive functions. The syntactic analysis examined the various syntactic roles that adjectives play in sentences, such as attributive and predicative functions, their use in comparative constructions, and other syntactic features like coordination, prepositional phrases, and absolute constructions. This analysis provided insights into how adjectives are positioned and employed within sentences to convey specific meanings and create persuasive effects. By combining these two levels of analysis, the study aimed to provide a

comprehensive understanding of how adjectives are employed in food advertising to shape consumer perceptions and promote different types of food products.

## **4 Analytic part**

### **4.1 Quantitative Analysis**

A quantitative analysis utilizing #Lancsbox software compared the "UNHEALTHY FOOD" corpus to the BNC2014 reference corpus to discern distinctive vocabulary patterns in unhealthy food advertising. The analysis employed several keyness metrics, including focus relative frequency in both corpora, simple maths calculations, log-likelihood scores, percentage difference, and log ratio.

To ascertain the distinctive lexical characteristics associated with unhealthy food discourse, a corpus-based analysis was conducted, employing several key metrics. The 'Focus Rel. Freq.' quantifies the prevalence of a given term within a corpus specifically compiled to represent language pertaining to unhealthy foods. This measure serves as an indicator of a term's prominence within the specific domain of interest. Conversely, the 'Reference Rel. Freq.' gauges the frequency of the same term within a generalized corpus (NBC2014), providing a comparative baseline against which to assess the term's specificity to the unhealthy food domain.

The 'Log Likelihood' statistic plays a crucial role in this analysis by enabling us to determine the statistical significance of observed differences in term frequencies between the two corpora. This measure helps to mitigate the potential influence of random variation, ensuring that the identified terms are indeed characteristic of unhealthy food discourse.

Finally, the 'Log Ratio' metric offers a nuanced comparison of term frequencies, employing a logarithmic scale to accentuate substantial differences. A high log ratio value signifies a strong association between the term and the unhealthy food corpus, indicating its distinctiveness within that particular domain.

#### **4.1.1 Quantitative Analysis of Unhealthy Food**

Prior to examining the specific adjectives employed in the unhealthy (and subsequently, healthy) corpus, a preliminary analysis of their general frequency in both the target corpus

and the reference corpus (BNC) is essential. This initial comparative analysis serves to underscore the significance of these adjectives, thereby establishing a robust foundation for subsequent investigations.

For instance, Table 1 elucidates this significance by juxtaposing the relative frequency of various adjectives in a corpus of unhealthy food advertisements with their frequency in the BNC. This comparative approach reveals the extent to which certain adjectives are disproportionately employed in healthy food advertising, thus highlighting their salience within this particular discourse.

An analysis of relative frequencies of “delicious” and "special" in unhealthy food advertisements reveals significant insights regarding their usage compared to general English corpora. "Silky-smooth" exhibits a notably high focus relative frequency of 10695.19, indicating its prevalent usage in the context of unhealthy food promotion. Conversely, its reference relative frequency is a mere 0.03, suggesting its rarity in broader English usage. This disparity underscores the term's strong association with unhealthy food advertisements, likely employed to accentuate the desirable textural qualities of the advertised products.

In contrast, "delicious" demonstrates a high focus relative frequency of 54545.45, signifying frequent usage in unhealthy food advertisements. However, its reference relative frequency is also substantial at 18.6, indicating its commonality in general English discourse. This suggests that while "delicious" is frequently employed in unhealthy food advertisements, its broader semantic scope, encompassing connotations of opulence and flavour beyond texture, accounts for its prevalence in general English usage.

Table 1

Adjective	<sup>3</sup> Focus Rel. Freq.	<sup>4</sup> Log Ratio	<sup>5</sup> Reference Rel. Freq.	<sup>6</sup> Log Likelihood
delicious	54545.45	11.52	18.6	711
creamy	49197.86	13.54	4.12	766.73
crunchy	36363.64	13.89	2.39	582.2
smooth	34224.6	10.14	30.31	385.6
caramel	32085.56	13.13	3.59	483.54
perfect	21390.37	7.44	122.99	166.54
rich	19251.34	12.2	57.87	173.11
dark	18181.82	7.08	134.58	133.04
chocolate	16042.78	8.51	44.05	146.96
silky	13903.74	12.2	2.95	193.35
vanilla	12834.22	8.38	6.76	156.96
classic	12834.22	7.76	59.36	105.12
white	12834.22	5.95	208.17	75.3
unique	11764.71	7.87	50.44	98.02
crispy	10695.19	12.03	2.55	146.45
silky-smooth	10695.19	18.48	0.03	218.01
best	9,625.67	4.29	491.76	36.45
special	9625.67	6.13	137.65	58.71

<sup>3</sup> **Focus Relative Frequency** represents how often a word appears in the specific corpus being analysed (in this case, the Unhealthy Food Corpus) relative to the total number of words in that corpus. A higher focus relative frequency indicates that the word is commonly used in the analysed dataset, suggesting its significance in that context.

<sup>4</sup> **Log Ratio** measures the strength of association between an adjective and the specific corpus compared to a reference corpus (e.g., BNC2014). A higher log ratio indicates that the word is significantly more frequent in the analysed dataset than in the reference corpus, making it a strong keyword in the given domain.

<sup>5</sup> **Reference Relative Frequency** indicates how often a word appears in the reference corpus (e.g., BNC2014) relative to the total word count of that corpus. Comparing it with focus relative frequency helps assess whether a word is more commonly used in general language or if it is specialized within the analysed dataset.

<sup>6</sup> **Log Likelihood** is a statistical measure that quantifies the significance of the difference between a word's frequency in the analysed corpus and the reference corpus. A higher log likelihood value suggests a stronger statistical confidence that the word is more characteristic of the analysed corpus rather than occurring by chance.

Analysing the adjectives from "delicious" to "special" provides valuable insight into how language portrays unhealthy food. "Delicious" (711 = Log Likelihood, 11.52 = Log Ratio) stands out with its high log likelihood and log ratio, emphasizing the strong association of taste with indulgence. Similarly, "creamy" (766.73, 13.54) and "crunchy" (582.2, 13.89) frequently appear, highlighting texture as a key descriptive element. "Smooth" (385.6, 10.14) also plays a crucial role in reinforcing the sensory appeal of food.

Texture is further emphasized by "caramel" (483.54, 13.13), "crispy" (146.45, 12.03), and "silky" (193.35, 12.2), all with high log ratios that suggest a significant connection to unhealthy food descriptions. Interestingly, "silky-smooth" (218.01, 18.48) boasts an exceptionally high log ratio, reinforcing the idea that intensified descriptors hold more weight in this domain. The preference for amplified adjectives is further reflected in "chocolate" (146.96, 8.51), where a moderately high log likelihood suggests a strong but conventional association with unhealthy food.

Positive connotations abound, with "perfect" (166.54, 7.44), "classic" (105.12, 7.76), and "unique" (98.02, 7.87) frequently used to establish a sense of quality and exclusivity. "Rich" (173.11, 12.2) and "vanilla" (156.96, 8.38) also contribute to this effect, enhancing the perception of indulgence and depth of flavour.

While adjectives like "dark" (133.04, 7.08) and "white" (75.3, 5.95) are present, their lower log ratios suggest a more general rather than distinctive association with unhealthy food. Similarly, "best" (36.45, 4.29) and "special" (58.71, 6.13) appear frequently but do not show as strong of a unique connection to this specific food category.

### **Adjectives and unhealthy products**

Unhealthy food advertising strategically employs adjectives to enhance sensory appeal, quality, and indulgence, tailoring descriptions to specific product categories. Chocolate-based products such as Aero, KitKat, Milkybar, Snickers, Dove, and Twix frequently use adjectives like *bubbly*, *smooth*, *creamy*, *silky-smooth*, *aerated*, *indulgent*, *rich*, *velvety*, *delectable*, *crispy*, and *crunchy*. These descriptors highlight texture and taste, reinforcing the luxurious and satisfying qualities of chocolate. Similarly, caramel and nougat-based confections like Snickers, Twix, Milky Way, and Mars rely on adjectives such as *gooey*,

*chewy, fluffy, sweet, rich, golden, and satisfying* to emphasize mouthfeel and indulgence, making caramel seem decadently sticky while nougat appears light and airy.

In ice cream and frozen desserts, including brands like Häagen-Dazs, Dove Ice Cream, and Snickers Ice Cream, the most common adjectives include *refreshing, frozen, luxurious, creamy, smooth, dreamy, velvety, and decadent*. These words not only highlight texture but also evoke a cooling, refreshing sensation that enhances the indulgent experience. Meanwhile, bite-sized and snackable treats such as Maltesers, Smarties, and Aero Bubbles are often described as *poppable, bite-sized, mini, fun-size, share-worthy, and delightful*. These adjectives focus on convenience and sociability, making these treats more appealing for casual snacking.

For fruit-flavoured and colourful sweets, including Smarties, Skittles, and Häagen-Dazs fruity flavours, advertising often employs adjectives like *fruity, bursting, juicy, vibrant, colorful, zesty, and refreshing*. These words create excitement, variety, and a sense of freshness, even if the product itself is highly processed. Lastly, exclusive and limited-edition products such as Aero Limited Edition, KitKat Special Flavors, and Raffaello leverage adjectives like *limited edition, special, exclusive, unique, iconic, and renowned*. These descriptors generate a sense of urgency and exclusivity, encouraging impulse purchases.

### **Semantical categorization of unhealthy food adjectives**

**Taste and Flavour:** This category highlights the sensory experience of consuming the products, focusing on taste and flavour. Adjectives like *chocolate* (146.96, 8.51), *caramel* (483.54, 13.13), *milk* (499.72, 10.03), *minty* (193.35, 12.20), *fruity* (38.20, 10.64) emphasize the indulgent and satisfying nature of the products. Smoothness is conveyed through adjectives like *smooth* (385.60, 10.14) and *creamy* (766.73, 13.54), while *crunchy* (582.20, 13.89) and *crispy* (146.45, 12.03) add contrasting textural elements. Other adjectives in this category include *chocolate-covered* (16.16, 13.15), *malt-flavored* (23.21, 46.60), *unforgettable* (71.17, 11.72), *rich* (173.11, 8.38), *delicious* (711.00, 11.52), *creamy-tasting* (23.21, 46.60), *caramel-flavored* (29.55, 11.12), *peanut-buttery* (10.74, 6.72), and *tasty* (54.62, 9.33).

**Texture:** This category focuses on the physical sensations associated with the products. *Bubbly* (52.31, 10.89) captures the unique aerated quality of certain chocolates. *Light*

(*feather-light* (15.86, 12.93), *light* (5.65, 3.34)) and *fluffy* (45.68, 9.68) suggest airiness, while *crispy* (146.45, 12.03) and *crunchy* (582.20, 13.89) contribute textural complexity. *Chewy* (62.28, 12.72) and *gooey* (27.97, 11.55) add another dimension to the textural experience. Other adjectives in this category include *silky-smooth* (218.01, 18.48), *crisp* (17.17, 7.63), *crispety* (23.21, 46.60), *crunchety* (23.21, 46.60), *soft* (28.77, 4.20), *velvety* (78.00, 12.74), and *fudgy* (16.16, 13.15).

**Appearance/Colour:** This category primarily deals with visual aspects. *Colorful* (17.40, 7.71) suggests a vibrant presentation. Specific colors like *white* (75.30, 5.95) and *dark* (133.04, 7.08) differentiate chocolate types. Other adjectives in this category include *pink* (11.78, 5.66), *green* (7.44, 4.04), *purple* (14.67, 6.72), *yellow* (11.50, 5.56), *golden* (12.09, 5.78), *deep* (2.85, 3.36), and *Ghoulish Green* (17.17, 7.63).

**Size and Shape:** This category describes the physical dimensions of the products. *Mini* (41.14, 7.37), *miniature* (8.73, 7.73), *bitesize* (17.18, 13.93), *bite-sized* (14.51, 11.93), and *snack-sized* (18.20, 14.74) emphasize portion control and snackability. *Large* (16.27, 4.30) and *full-size* (1.16, 1.89) contrast with this, suggesting options for group consumption or individual indulgence. *Round* (5.37, 3.22) and *chunky* provide additional details about shape. Other adjectives in this category include *smaller* (3.32, 3.73), *bigger* (3.83, 4.12), *multi-texture* (23.21, 46.60), *thin* (7.93, 4.49), and *heavy* (6.57, 3.78).

**Temperature:** This limited category mainly features *frozen* (34.04, 7.57) and *frosty* (10.65, 9.12), highlighting the appeal of chilled treats like ice cream.

**Feelings and Emotions:** This category captures the emotional response associated with the products. *Delicious* (711.00, 11.52) reappears, linking taste with positive feelings. Favorite/loved variations *most-loved* (19.39, 15.74), *much-loved* (37.34, 10.43), *firm* (3.30, 3.72) emphasize popularity and consumer preference. Other adjectives like *perfect* (166.54, 7.44), *great* (5.54, 2.52), *awesome* (14.09, 6.51), and *special* (58.71, 6.13) contribute to a sense of excitement and indulgence. Additional adjectives include *luxurious* (57.81, 9.79), *indulgent* (37.44, 10.45), *unique* (98.02, 7.87), *one-of-a-kind* (15.60, 12.74), *joyful* (10.34, 6.83), *unforgettable* (23.69, 9.99), *delightful* (12.27, 10.30), *harmonious* (11.15, 9.49), *precious* (6.21, 5.90), *sensational* (9.08, 7.99), *wonderful* (4.05, 4.29), *fantastic* (3.83, 4.12), *delectable* (13.91, 11.49), *pleasurable* (10.98, 9.36), *satisfying* (8.25, 6.63), *nostalgic* (9.36,

8.19), *inimitable* (13.00, 10.83), *unmistakable* (13.93, 8.61), *sophisticated* (26.36, 7.77), *exquisite* (33.23, 9.44), *dreamy* (14.31, 9.03), *comforting* (10.06, 7.39), *celebratory* (10.57, 9.07), *glamorous* (18.49, 8.11), and *party-ready* (18.49, 16.15).

**Ingredients:** This category identifies key components of the products. *Milk chocolate* (40.31, -4.61), *white chocolate*, and *dark chocolate* (146.00, 8.51) are central. Other ingredients like *caramel* (483.54, 13.13), *peanut* (73.16, 10.24), *peanut butter* (67.14, 11.14), *almond* (109.95, 11.37), *nougat* (112.24, 15.15), and *mint* (30.55, 8.79) add flavor and textural variety. Additional adjectives in this category include *strawberry* (8.95, 7.90), *raspberry* (21.83, 9.32), *refreshing raspberry* (17.80, 14.42), *coconut* (10.40, 8.95), *honeycomb* (26.46, 11.00), *truffly* (42.59, 17.74), *cacao* (66.02, 13.42), *marshmallow* (23.21, 46.60), *cheesecake* (11.41, 9.57), *biscuit* (6.14, 7.95), *pecan* (13.62, 11.28), *gelato* (14.31, 11.79), and *sea salt* (3.02, 4.95).

**Origin/Brand:** This category establishes context and provenance. *Belgian* (18.58, 8.14) denotes quality, while *original* (29.33, 5.65) and *classic* (105.12, 7.76) suggest heritage and tradition. *New* (9.84, 2.34) and *limited edition* (6.69, 3.75) reinforce exclusivity.

### **Importance of polysemy in unhealthy food adjectives**

The term "rich," as highlighted by its high reference relative frequency of 57.87, exhibits polysemy, meaning it possesses multiple related meanings. While it frequently describes food with a high fat content or strong flavour in the context of unhealthy food advertisements, "rich" can also refer to abundance, wealth, or intensity in various other contexts. This polysemy allows "rich" to be employed in different domains, from describing the luxurious texture of chocolate to characterizing the complex flavours of a sauce or even discussing economic prosperity. The versatility of "rich" contributes to its frequent usage in both unhealthy food advertisements and general English discourse, as evidenced by its high focus and reference relative frequencies. This observation suggests that while polysemous words may be strategically employed in advertising to evoke specific connotations, their broader meanings and frequent usage in general language can also influence their interpretation and contribute to their overall frequency in specific contexts. Other words such as "smooth" and its core meaning extends metaphorically to taste, movement, sound, and

even social interactions, making it a versatile word in various contexts. “Dark” can be associated with darkness and colour, and with taste (dark chocolate) as well.

#### 4.1.2 Quantitative Analysis of Healthy Food

Table 2

Adjective	Focus Rel. Freq.	Log Ratio	Reference Rel. Freq.	Log Likelihood
creamy	30087.09	12.83	4.12	596.69
delicious	25336.5	10.41	18.6	397.39
healthy	22169.44	8.65	55.01	279.94
dried	21377.67	10.4	15.85	334.75
fresh	20585.91	8.18	71.07	242.86
good	19794.14	4.08	1174.25	94.2
sweet	16627.08	8.35	50.89	201.19
roasted	14251.78	12.16	3.12	266.4
high	11876.48	4.87	404.81	72.38
yogurt	11084.72	12.27	2.24	209.38
dairy	11084.72	10.23	9.22	170.4
full	11084.72	5.26	288.96	74.84
added	10292.95	5.84	179.3	79.75
smooth	10292.95	8.41	30.31	125.54
perfect	9501.19	6.27	122.99	80.63
rich	9501.19	7.36	57.87	98.55
free	9501.19	5.36	231.29	65.75
artificial	9501.19	9.33	14.78	131.13

Analysing the adjectives from "creamy" to "artificial" provides valuable insight into how language portrays healthy food.

"Creamy" (Log Likelihood = 596.69, Log Ratio = 12.83) stands out with its high log likelihood and log ratio, indicating a strong association between texture and the perception of food as appealing and indulgent. Similarly, "delicious" (397.39, 10.41) frequently appears, reinforcing the importance of taste in describing healthy food products.

Texture continues to play a significant role, as seen with "smooth" (125.54, 8.41) and "rich" (98.55, 7.36), both of which suggest a sensory appeal often used in marketing. "Roasted"

(266.40, 12.16) also appears prominently, emphasizing the role of cooking methods in enhancing flavor while maintaining a connection to health.

The idea of freshness and natural qualities is reinforced by "fresh" (242.86, 8.18) and "dried" (334.75, 10.40), both of which indicate a strong preference for products that retain their natural essence. Likewise, "high" (72.38, 4.87) and "full" (74.84, 5.26) are often used to emphasize nutritional value, such as high protein or full of vitamins.

Health-related language is further evident in "healthy" (279.94, 8.65) and "free" (65.75, 5.36), which likely refer to the absence of artificial additives or unhealthy components. The term "added" (79.75, 5.84) appears frequently, likely in contexts like "no added sugar," reinforcing consumer concerns about processed ingredients.

Interestingly, "perfect" (80.63, 6.27) and "artificial" (131.13, 9.33) highlight contrasting aspects of food marketing: "perfect" enhances the perception of quality, while "artificial" is likely used in negative contexts to differentiate natural products from processed alternatives.

### **Adjectives and healthy products**

Brands strategically use adjectives to market their products, emphasizing texture, taste, freshness, and health benefits. Healthy Supplies frequently employs words like *organic*, *sweet*, *creamy*, *fresh*, and *full-flavoured* to highlight the natural quality of their products. Their almonds are described as *sweet and creamy with a fantastic and most perfect crunch*, while peanuts are *organic*, *fresh*, and *high in protein*. These descriptions reinforce the purity and nutritional value of their offerings.

Similarly, Nuts.com focuses on adjectives related to *texture and health benefits*. Their almonds are *silky*, *creamy*, *roasted to perfection*, and *high in plant-based protein*, while their pistachios are *exceptionally rich in fiber, vitamins, antioxidants, and healthy fats*. Words like *fresh*, *roasted*, *earthy*, and *smoky* create a sensory appeal that enhances the perception of quality and flavor.

Nutspick highlights adjectives that make snacking appealing while reinforcing health-conscious choices. Their cashews are *delicious and full of flavour*, *crunchy*, and *dry-roasted*, while their pecans are *golden-brown*, *buttery*, and *refreshing*. Phrases such as *essential* and *very healthy* position their products as must-have additions to a balanced diet.

For Activia (Danone), the focus is on *taste, health, and probiotic benefits*. Their yogurt and drinks are often described as *delicious, creamy, rich in flavor, fresh, and tasty*. The probiotic drinks are *convenient, low-fat, and packed with billions of live and active probiotics*, reinforcing their association with gut health and wellness.

Aimed at parents and children, Danimals (Danone) emphasizes *nutrition and safety* with adjectives such as *bursting with flavor, a good source of calcium and vitamin D, and free from artificial flavors and preservatives*. They also include terms like *non-GMO, gluten-free, and deliciousness* to assure parents that their products are both enjoyable and healthy.

Silk (Plant-Based Products) makes extensive use of adjectives that highlight *texture, nutrition, and natural ingredients*. Their almond milk is *smooth, seriously creamy, and rich*, while their cashew milk is *mild, nutty, and silky smooth*. The brand frequently uses *unsweetened, dairy-free, and plant-based* to appeal to health-conscious and environmentally aware consumers.

Borden Dairy focuses on adjectives that emphasize *taste, texture, and authenticity*. Their cheese products are *perfect, bold, smooth, mild, and spicy*, with an emphasis on *real milk* and being *crafted without growth hormones*, appealing to consumers looking for traditional dairy products with fewer additives.

Likewise, DairyPure markets its milk using adjectives that emphasize *purity and freshness*. Their products are described as *pure goodness, wholesome, fresh, and full of nutrition*, with additional phrases like *crafted with care* and *high-quality ingredients* reinforcing their dedication to traditional dairy production.

### **Semantical categorization of healthy food adjectives**

Taste and flavour: This category plays a key role in food descriptions, with adjectives like *delicious* (397.39, 10.41), *sweet* (201.19, 8.35), *tasty* (103.44, 9.74), *rich* (98.55, 7.36), and *savory* (80.14, 11.10) evoking indulgence and satisfaction. Nut-based products often highlight *nutty* (69.88, 11.55) and *buttery* (40.02, 11.08) qualities, while fruit and dairy products frequently use *juicy* (33.76, 9.56), *sour* (40.48, 8.74), *tart* (45.49, 9.65), and *spicy* (18.61, 8.15) to emphasize distinctive flavours.

Texture: This is a crucial aspect of food marketing, with adjectives such as *creamy* (596.69, 12.83), *smooth* (125.54, 8.41), *crunchy* (109.83, 11.37), *crispy* (94.26, 11.18), and *chewy* (43.22, 11.87) conveying sensory appeal. These descriptors enhance the perception of products as enjoyable and high-quality. Additional texture-related words like *silky* (9.19, 8.07), *fluffy* (45.68, 9.68), *gooey* (27.97, 11.55), and *bubbly* (53.75, 10.89) add to the richness of descriptions.

Health-conscious nutrition and wellness: Adjectives such as *healthy* (279.94, 8.65), *nutritious* (83.57, 11.52), *probiotic* (174.00, 12.92), *organic* (100.58, 8.04), and *plant-based* (153.04, 13.83) align products with wellness trends. Terms like *wholesome* (84.23, 11.60), *natural* (67.12, 6.27), *free* (65.75, 5.36), *vegan* (70.78, 9.96), and *gluten-free* (94.26, 11.18) further support a clean-label image. Many brands also emphasize *low-carb* (13.41, 11.14), *cholesterol-lowering* (28.22, 8.23), and *antioxidant* (9.75, 8.47) properties, reinforcing their commitment to health.

Appearance and colour: These also influence consumer perception, with adjectives such as *fresh* (242.86, 8.18), *golden-brown* (16.10, 13.14), *bright* (5.63, 3.76), *dark* (11.56, 4.14), and *light* (14.19, 3.90) enhancing product presentation. Fruits and vibrant food items benefit from *deep* (2.85, 3.36), *colorful* (17.40, 7.71), *purple* (7.41, 5.29), *yellow* (6.80, 4.55), and other visually striking descriptors.

Size and shape: Brands highlight portion control and snackability with adjectives like *full* (74.84, 5.26), *bite-sized* (13.91, 11.50), *large* (16.27, 4.30), *miniature* (8.73, 7.73), *thick* (6.10, 4.10), and *round* (5.37, 3.22). These words influence how consumers perceive serving sizes and convenience.

Processing and preparation: This also plays a role in product marketing, with words such as *dried* (334.75, 10.40), *roasted* (266.40, 12.16), *salted* (63.34, 10.59), *unsweetened* (138.33, 14.06), *raw* (48.91, 7.32), and *freeze-dried* (46.50, 12.68) creating an impression of quality and authenticity. Specific preparation techniques are highlighted with *pre-sliced* (129.89, 18.89), *unsalted* (39.71, 11.01), and *lightly cooked* phrases, ensuring that products meet consumer expectations for convenience and natural quality.

Functionality and convenience: Brands use adjectives that suggest ease of use and practicality. Words like *easy* (56.28, 5.47), *ready* (6.52, 3.68), *convenient* (15.93, 7.18), *resealable* (51.24, 13.89), *quick* (8.01, 4.26), and *portable* (8.14, 6.83) highlight product accessibility, making them appealing for busy lifestyles.

Marketing and quality: Brands emphasize adjectives that build trust and exclusivity. Descriptors such as *perfect* (80.63, 6.27), *excellent* (68.06, 6.33), *best* (12.10, 3.01), *superior* (5.50, 5.37), *certified* (73.24, 10.26), *premium* (5.93, 4.97), *ultimate* (7.04, 4.90), and *trusted* (7.86, 5.88) reinforce high standards and elite product positioning.

Feelings and emotions: These are heavily leveraged in food marketing. Adjectives like *favorite* (102.25, 10.68), *amazing* (7.27, 3.97), *luxurious* (9.79, 7.44), *indulgent* (9.70, 8.44), *joyful* (6.83, 7.39), *unforgettable* (9.99, 7.78), *delightful* (7.12, 7.16), and *nostalgic* (8.19, 6.63) create a strong emotional connection, making products more appealing and memorable.

### **Importance of polysemy in healthy food adjectives**

The adjectives light, fresh, raw, and pure demonstrate significant polysemy in food marketing, each carrying multiple related meanings that enhance a product's appeal. Light can refer to both the physical qualities of food, such as a *light and airy texture* in baked goods, and its health attributes, as in a *light, low-calorie option* for weight-conscious consumers. Fresh is equally versatile, often describing time-related qualities like *freshly harvested produce* while also conveying sensory attributes, as in *fresh, crisp lettuce* that enhances taste perception. Raw highlights the unprocessed nature of food, as in *raw almonds* retaining natural nutrients, but it can also evoke intensity, such as a *raw and earthy flavor* in whole foods. Lastly, pure functions as both a descriptor of ingredient integrity, as in *pure, organic honey* with no additives, and as a broader concept of simplicity and authenticity, such as a *pure and wholesome brand philosophy*.

### 4.1.3 Comparison of Unhealthy Food Adjectives and Healthy Food Adjectives

Table 3

Descriptor	Focus Rel. Freq. (Healthy)	Ref. Rel. Freq. (Unhealthy)	Simple Maths	Log Likelihood	% Difference	Log Ratio
creamy	30,087.09	49,197.86	0.61	5.06	-38.84	-0.71
delicious	25,336.50	54,545.45	0.47	11.97	-53.55	-1.11
healthy	22,169.44	2,139.04	9.95	19.75	936.42	3.37
dried	21,377.67	0	214.78	29.92	Infinity	50.93
fresh	20,585.91	2,139.04	9.24	17.82	862.39	3.27
good	19,794.14	0	198.94	27.7	Infinity	50.81
sweet	16,627.08	5,347.59	3.07	6.36	210.93	1.64
roasted	14,251.78	5,347.59	2.63	4.41	166.51	1.41
high	11,876.48	1,069.52	10.24	10.85	1,010.45	3.47
yogurt	11,084.72	0	111.85	15.51	Infinity	49.98
dairy	11,084.72	0	111.85	15.51	Infinity	49.98
full	11,084.72	1,069.52	9.56	9.88	936.42	3.37
added	10,292.95	0	103.93	14.41	Infinity	49.87
smooth	10,292.95	34,224.60	0.3	15.01	-69.93	-1.73

A comparative analysis of adjectives used in advertisements for unhealthy and healthy food products reveals distinct linguistic strategies that shape consumer perception. The lexical choices in these advertisements serve different communicative purposes, reflecting the marketing goals associated with each product category. While unhealthy food advertisements emphasize indulgence, pleasure, and sensory appeal, healthy food advertisements prioritize wellness, quality, and naturalness. This distinction is evident in the semantic categorization of adjectives, which can be grouped into the following key categories: Taste and Flavour, Texture, Health-Conscious Nutrition and Wellness, Appearance and Colour, Size and Shape, Processing and Preparation, Functionality and Convenience, Marketing and Quality, and Feelings and Emotions.

## **Taste and Flavour**

Taste-related adjectives play a crucial role in both categories but differ in their emphasis. Unhealthy food advertisements frequently use adjectives such as *delicious* (*Focus Relative Frequency (Healthy) = 25,336.50, Reference Relative Frequency (Unhealthy) = 54,545.45, Log Likelihood = 11.97, Log Ratio = -1.11*), *creamy* (*30,087.09, 49,197.86, 5.06, -0.71*), *caramel* (*791.77, 32,085.56, 43.56, -5.34*), *chocolate* (*5,542.36, 16,042.78, 5.88, -1.53*), *rich* (*9,501.19, 19,251.34, 3.69, -1.02*), and *tasty* (*7,125.89, 5,347.59, 0.27, 0.41*) to highlight decadence, sweetness, and indulgence. In contrast, healthy food advertisements incorporate adjectives like *sweet* (*16,627.08, 5,347.59, 6.36, 1.64*), *tasty* (*7,125.89, 5,347.59, 0.27, 0.41*), *rich* (*9,501.19, 19,251.34, 3.69, -1.02*), and *savory* (*1,583.53, 0, 2.22, 47.17*) while also emphasizing nut-based and dairy-based flavors with words such as *nutty* (*3,958.83, 0, 5.54, 48.49*), *buttery* (*2,375.30, 1,069.52, 0.54, 1.15*), *juicy* (*2,375.30, 1,069.52, 0.54, 1.15*), and *tart* (*3,167.06, 0, 4.43, 48.17*).

## **Texture**

Textural adjectives also differ significantly between the two categories. While both types of advertisements rely on texture to enhance sensory appeal, unhealthy food marketing frequently employs words such as *crunchy* (*6,334.13, 36,363.64, 26.09, -2.52*), *crispy* (*791.77, 10,695.19, 11.50, -3.76*), *chewy* (*2,375.30, 4,278.07, 0.60, -0.85*), and *gooey* (*0, 2,139.04, 3.42, -47.60*) to create an image of satisfying and indulgent textures. On the other hand, healthy food advertisements emphasize *creamy* (*30,087.09, 49,197.86, 5.06, -0.71*), *smooth* (*10,292.95, 34,224.60, 15.01, -1.73*), *silky* (*791.77, 13,903.74, 16.13, -4.13*), *fluffy* (*0, 4,278.07, 6.84, -48.60*), and *bubbly* (*0, 4,278.07, 6.84, -48.60*) to convey a sense of natural freshness and refinement.

## **Health-Conscious Nutrition and Wellness**

A major distinction between the two categories lies in the use of adjectives related to nutrition and health benefits. Healthy food advertisements frequently highlight nutritional value through adjectives like *healthy* (*22,169.44, 2,139.04, 19.75, 3.37*), *nutritious* (*4,750.59, 0, 6.65, 48.76*), *probiotic* (*8,709.42, 0, 12.19, 49.63*), *organic* (*8,709.42, 0, 12.19, 49.63*), *plant-based* (*7,125.89, 0, 9.97, 49.34*), *wholesome* (*4,750.59, 0, 6.65, 48.76*), *vegan* (*4,750.59, 0, 6.65, 48.76*), and *gluten-free* (*791.77, 0, 1.11, 46.17*). These adjectives are

largely absent in unhealthy food advertising, which instead focuses on hedonic enjoyment rather than health-related benefits.

### **Appearance and Colour**

Both categories use adjectives related to appearance and colour to enhance the visual appeal of their products. Healthy food advertisements frequently employ *fresh* (20,585.91, 2,139.04, 17.82, 3.27), *golden-brown* (791.77, 0, 1.11, 46.17), *bright* (791.77, 0, 1.11, 46.17), *dark* (2,375.30, 18,181.82, 15.48, -2.94), and *light* (3,167.06, 2,139.04, 0.21, 0.57) to create a sense of naturalness and quality. In contrast, unhealthy food advertisements highlight vibrant and indulgent visual qualities through words like *white* (0, 12,834.22, 20.51, -50.19), *dark* (2,375.30, 18,181.82, 15.48, -2.94), *pink* (0, 2,139.04, 3.42, -47.60), *colorful* (0, 2,139.04, 3.42, -47.60), and *deep* (791.77, 1,069.52, 0.05, -0.43).

### **Processing and Preparation**

The adjectives related to processing and preparation also show differences in marketing approaches. Healthy food advertisements highlight natural and minimally processed qualities with words like *dried* (21,377.67, 0, 29.92, 50.93), *roasted* (14,251.78, 5,347.59, 4.41, 1.41), *unsweetened* (6,334.13, 0, 8.86, 49.17), *raw* (4,750.59, 0, 6.65, 48.76), and *freeze-dried* (2,375.30, 0, 3.32, 47.76).

### **Feelings and Emotions**

Both healthy and unhealthy food advertisements employ adjectives that evoke emotions and sensory experiences, but the emphasis differs. Healthy food advertisements use adjectives like *favorite* (6,334.13, 3,208.56, 1.10, 0.98), *amazing* (1,583.53, 0, 2.22, 47.17), *indulgent* (791.77, 3,208.56, 1.74, -2.02), and *joyful* (0, 1,069.52, 1.71, -46.60) to create a sense of pleasure without guilt. In contrast, unhealthy food advertisements rely heavily on nostalgia, luxury, and sensory indulgence, using adjectives such as *luxurious* (0, 5,347.59, 8.55, -48.93), *indulgent* (791.77, 3,208.56, 1.74, -2.02), *dreamy* (0, 1,069.52, 1.71, -46.60), *comforting* (0, 1,069.52, 1.71, -46.60), and *exquisite* (0, 3,208.56, 5.13, -48.19) to enhance desirability.

## 4.2 Qualitative Analysis

### 4.2.1 Morphological Analysis of Healthy Food Corpus

#### Comparatives

The analysed corpus of food advertising demonstrates a strong reliance on comparative adjectives to emphasize the superiority of products in various aspects, such as taste, texture, health benefits, and sustainability. There are in total 52 adjectives in a comparative form.

The adjective *fuller* appears once in the phrase "*They are fuller in size and in flavour than standard almonds.*" Here, it serves to highlight both the physical and gustatory enhancements of the almonds, positioning them as a premium choice compared to standard varieties.

*Thinner* is used twice in the corpus, focusing on texture and consistency. In "*English Walnuts boast a milder taste and thinner, easier-to-crack shell,*" the adjective emphasizes the improved ease of use, making the walnuts more convenient for consumers. Similarly, in "*Silk coconutmilk – it's lower in fat than traditional culinary coconutmilk, and it has a thinner consistency,*" *thinner* is used to contrast the product with conventional coconut milk, suggesting a lighter and potentially healthier alternative.

The adjective *easier* appears three times in different contexts. It first occurs alongside *thinner* in the phrase "*English Walnuts boast a milder taste and thinner, easier-to-crack shell,*" reinforcing the accessibility of the product. Additionally, in "*making it easier for parents to provide their children with nutritious snacks,*" the term is employed to emphasize convenience, a key marketing strategy in food advertising. Finally, in "*Did you know plant-based beverages are easier on the environment than dairy milk?*", *easier* is used in a sustainability-related comparison, positioning plant-based beverages as the more environmentally responsible choice.

*Smaller* appears twice, both times referring to the physical size of food products. In "*These mango cheeks are naturally sweet and have been cut into manageable slices that can be*

*eaten as a snack or chopped smaller,*" the adjective describes the adaptability of the product, making it more versatile for consumption. Similarly, in *"This vibrant treat is similar to pineapple rings, but chopped into smaller, bite-sized pieces," smaller* emphasizes convenience and ease of consumption.

The adjective *healthier* is among the more frequently used comparatives in the corpus, appearing four times. In *"Snack healthier with our nutrient-rich, low-carb bestseller, perfect for snacking, cooking, baking and more,"* it conveys an implicit comparison, positioning the product as a superior dietary choice. Similarly, in *"Eating dried apples is also a safe and effective way to help lower cholesterol levels and make your body healthier,"* it reinforces the product's positive health implications. Another instance appears in *"They contain no added sugar or salt for a healthier experience,"* where the adjective highlights the absence of unhealthy additives as a selling point. Finally, in *"They are more likely to go on to make healthier choices by themselves,"* *healthier* is used in the context of long-term consumer behavior, suggesting that early exposure to nutritious products fosters better eating habits.

*Prouder* appears once in *"And nothing makes our farmer families prouder than nourishing yours."* This use serves an emotional and promotional purpose, reinforcing the connection between the brand and its commitment to providing quality food.

The most frequently occurring comparative in the corpus is *better*, which appears five times in various contexts. In *"High in plant-based protein and healthy fats, almonds help lower cholesterol, improve diabetes risk, and promote better cardiovascular and gut health,"* the adjective is used to highlight the health benefits of almonds. Similarly, *"Additionally, pecans are loaded with over 19 vitamins and minerals, all of which promote better digestion and immune function"* reinforces the product's nutritional value. In *"What makes our Walnuts better than other shops is that we don't keep them for a long time in storage,"* *better* is used to compare freshness, suggesting superiority over competitors. The adjective appears again in *"All of which help promote better immune, eye, bone, and reproductive health,"* further emphasizing nutritional benefits. Finally, the phrase *"Milk*

*doesn't get much better*" is a standalone statement reinforcing the high quality of the advertised milk.

## **Superlatives**

The analysed corpus of food advertising employs superlative adjectives as a persuasive linguistic strategy to emphasize the exceptional qualities of the promoted products. These adjectives serve to position the advertised items as superior in terms of quality, taste, health benefits, or tradition, reinforcing their appeal to consumers. There are in total 18 adjectives in a superlative form.

The adjective *best* appears ten times in the corpus, making it the most frequently used superlative. It is utilized in various contexts to highlight the superior quality of products. In *"We bet they'll be the best you ever had,"* it is used to suggest that the product surpasses all others in quality. Similarly, in *"These pecans will come packaged in our resealable bags providing you with the best quality at the best price,"* the term reinforces the combination of top-tier quality and value. The phrase *"The other best way to enjoy dried banana chips is to use them as a topping for ice cream,"* presents the product as the optimal choice for a specific use case. Likewise, in *"The product is best enjoyed in different ways,"* the adjective serves to showcase the versatility of the item.

In the health-oriented segment of the corpus, *best* also appears frequently. The phrase *"Activia Probiotic Drinks are a range of delicious and convenient drinks to help you feel your best by supporting your gut health,"* emphasizes the functional benefits of the product. Similarly, *"A smart way to be your best,"* positions the product as a tool for personal well-being, while *"Activia is a delicious way to put your best foot forward"* implies an association with an active and healthy lifestyle. Additionally, *"Breakstone's® Butter is made with the best ingredients for a creamy, rich taste that meets the highest standards of kosher quality,"* focuses on ingredient quality as a marker of excellence. Lastly, *"Our family takes such pride and has so much passion for delivering the best tasting,"* highlights the producer's commitment to providing the highest quality dairy products.

Other superlative adjectives appear less frequently but serve similarly persuasive functions. The word *largest* is used in "*Naturally plump, juicy and chewy, ours boast an enormous size-zero designation, making them the largest of their kind,*" reinforcing the uniqueness of the product's size as a selling point. The term  *freshest* appears in "*We start with the freshest milk from local farms,*" emphasizing the quality and freshness of dairy products, a crucial aspect of consumer appeal.

The corpus also includes superlatives related to heritage and tradition. In "*We at Dairy Maid Dairy are Frederick's oldest dairy,*" the adjective *oldest* is used to highlight the company's long-standing history, reinforcing trust and reliability.

Additionally, *most perfect* is used in "*Creamy and sweet on the palate with that fantastic and most perfect crunch,*" where it intensifies the description of the product's texture and flavor, making it sound as if it has reached an ultimate level of perfection. The term *most loved* appears in "*The yellow, pulpy fruit, rich with sweet and sour juice is one of the most loved fruits in the entire world,*" reinforcing the widespread appeal of mangoes. Finally, *most nutritionally comparable* is found in "*Soy milk is the plant-based milk alternative in our lineup of products that's most nutritionally comparable to dairy milk,*" where it positions soy milk as the closest alternative to traditional dairy, enhancing its appeal to consumers looking for substitutes.

### **Intensified Adjectives with Premodifying Adverbs**

Huddleston and Pullum (2002: 535) state that pre-head modifiers of adjectives characteristically belong to the adverb category, as in attributive *a [highly controversial] proposal* or predicative *The proposal is [highly controversial]*. This feature is related to the fact that adverbial modifiers commonly indicate degree. But this is by no means their only semantic function: compare *her [often irate] father-in-law*, where *often* is a frequency modifier, or *an [obviously phonological] issue*, where *obviously* is a modal modifier – and *phonological* is non-gradable.

The analysed corpus of food advertising frequently employs intensification through premodifying adverbs to emphasize the qualities of the products being promoted. These

linguistic structures serve to enhance the perception of taste, health benefits, naturalness, and overall product superiority, reinforcing persuasive marketing strategies.

A key category of intensification in the corpus relates to naturalness and organic quality, as seen in (occurrence is in the brackets) *"The skins are perfectly edible"*, where *perfectly* (1) reinforces the absolute usability of almonds. Similarly, *"Organically grown, no additives"* and *"These slices of organically grown banana have been lightly fried in organic coconut oil"* feature *organically* (2), which emphasizes the natural and minimally processed quality of the advertised products. Likewise, *"These mango cheeks are naturally sweet"*, *"Mangoes are naturally high in Vitamin A and C"*, and *"These dried apricots are naturally flavoursome"* illustrate the use of *naturally* (3) to highlight inherent sweetness and nutritional content.

Another prominent intensification strategy involves enhancing taste and texture descriptions. The phrase *"These are full-flavoured almonds with a satisfying toasted, mildly savoury flavour"* uses *mildly* (1) to convey a subtle yet distinctive taste profile. Similarly, *"They are also incredibly tasty as a snack or mixed into your breakfast bowl"* employs *incredibly* (1) to exaggerate the degree of taste appeal. *"Wonderfully delicious pistachio nuts have long been cherished as the symbol of wellness"* features *wonderfully* (1), elevating the perception of enjoyment and taste. The phrase *"These cashew nuts have a lovely nutty and almost buttery flavour"* relies on *lovely* (1) to suggest a pleasurable and appealing eating experience.

The corpus also employs intensifiers to highlight nutritional benefits. For instance, *"They're exceptionally rich in fiber"*, *"They are especially rich in phytosterols"*, and *"Dried Pineapples are especially rich in bromelain"* show the frequent use of *exceptionally* (1) and *especially* (2) to stress the superior nutritional advantages of the products. This is further reinforced by the phrase *"that's most nutritionally comparable to dairy milk"*, where *most* (1) serves to position soymilk as the closest alternative to traditional dairy in terms of nutrition.

Additionally, some examples of intensification are used to convey product indulgence and sensory richness. This is particularly evident in *"Our smooth and seriously creamy Unsweet Almondmilk"*, *"Smooth, seriously rich and made with real cocoa"*, and *"Take your plant-*

*based recipes from good to seriously good*", where *seriously* (3) is employed to add emphasis and promote a sense of premium indulgence.

Furthermore, a sense of exclusivity and distinction is achieved through expressions like *"Purely Simple, Purely Delicious"*, where *purely* (2) suggests an uncomplicated yet superior product experience. Lastly, *"Childhood is a particularly opportune time to create the early daily experiences"* uses *particularly* (1) to emphasize the significance of forming healthy habits from an early age.

### **Compound adjectives**

Quirk et al. (1985: 1567) state that a compound is a lexical unit consisting of more than one base and functioning both grammatically and semantically as a single word.

Analysis of the product descriptions reveals a notable prevalence of complex adjectives, specifically those formed through compounding and affixation. A total of 21 complex adjectives were identified, contributing to a more nuanced and detailed portrayal of the products, enhancing their appeal to potential consumers. Examples include *easier-to-crack shell*, *high-quality fruit*, *high-quality ingredients*, and *ready-to-snack occasion*, which highlight convenience and quality. Sensory characteristics are emphasized through adjectives like *pale-skinned peanuts*, *sweet-tart taste*, and *sweet-citrus flavour*. Health-related attributes are conveyed through terms such as *low-sugar powerhouse*, *bite-sized pieces*, *freeze-dried peach*, *dairy-free goodness*, *dairy-free yogurt*, *dairy-free oatmilk*, *anti-inflammatory enzyme*, and *low-calorie ingredient*. The data also indicates instances of *whole-harvested soybeans*, *farmer-owned*, and *sun-filled fields*, which emphasize the origin and processing of the ingredients. Additionally, *pre-sliced* and *great-tasting dairy* highlight convenience and flavor. *Health-benefiting nutrients* reinforces the nutritional value of the products. Finally, *run-of-the-mill peanuts* provides a contrast to emphasize the unique qualities of other products. The frequent use of these complex adjectives underscores their role in creating vivid and appealing product descriptions.

### **Affixation**

Biber et al. (2021: 527-528) argue that many adjectives are derived by affixing an adjectival suffix (e.g. *-less*, *-ous*) to a base form. In addition, adjectives can be derived from other

adjectives, especially by the negative prefixes *un-*, *in-*, and *non-* (e.g. *unhappy*, *insensitive*, *nonstandard*).

The analysis of adjectives from the corpus revealed multiple instances of morphological affixation, predominantly suffixation, and less frequently, prefixation. Suffixation was most productive with the suffix *-y*, denoting sensory qualities (e.g., *creamy* (9) nut, *nutty* (4) flavour, *crunchy* (7) texture, *earthy* (2) flavour, *healthy* (14) fats, *smoky* (1) flavour, *chewy* (3) goodness, *tasty* (7) addition, *savoury* (3) flavour, *fruity* (2) treat, *silky* (1) taste, *buttery* (2) flavour, *juicy* (2) flavour, as illustrated by *creamy* (*cream* + *-y*, meaning “having a cream-like texture”). The suffix *-ous*, indicating fullness or possession of a quality, appeared in adjectives such as *delicious* (14) nuts, *nutritious* (2) snack, and *famous* (1), exemplified by *delicious* (*delicia* + *-ous*, meaning “full of delightful taste”). The suffixes *-able/-ible*, signifying the capability or ease of action, occurred in *digestible* (1) and *manageable* (1), as in *digestible* (1) carbohydrates (*digest* + *-ible*, meaning “able to be easily digested”). The suffix *-ed*, denoting adjectives describing preparation methods or processing states, was highly frequent (e.g., *unsalted* (4) cashews, *salted* (8) almonds, *roasted* (15) batch, *toasted* (1), flavour, *sweetened* (2) treat, *unsweetened* (4) chips, *dried* (20) mangoes, *coloured* (1), *flavoured* (2) almonds, *caramelised* (1), *certified* (3) organic, *packed* (6)), illustrated by *roasted* (*roast* + *-ed*, meaning “having been prepared by roasting”).

Prefixation primarily involved negation or absence using *un-* (*unsweetened* (4), *unsalted* (4)), *non-* (*non-GMO* (3)), and *anti-* (*antibiotic-free* (2)). An example is *unsweetened* (*un-* + *sweeten* + *-ed*, meaning "without added sweetness"). The analysis indicates that suffixation, particularly sensory descriptors (*-y*) and preparation-related adjectives (*-ed*), is predominant, while prefixation often communicates health-related negation or absence.

### **Conversion (zero derivation)**

According to Quirk et al. (1985: 1558), conversion is the derivational process whereby an item is adapted or converted to a new word class without the addition of an affix.

The analysed texts from healthy food advertisements revealed numerous instances of zero derivation, specifically the conversion of nouns into adjectives, used attributively to describe food products (in the brackets is the occurrence). The examples identified include: *almond* milk (2), *nut-based* butter (1), *cashew* nuts (3), *pecan* nuts (2), *pistachio* kernels (3), *walnut*

halves (1), walnut pieces (1), pine nuts (2), goats cheese pizza (goats: 1, cheese: 1), snack mixes (1), macaroon mix (1), trail mix (2), mango cheeks (2), banana chips (3), cake topper (2), banana flavour (2), coffee grinder (1), cake decoration (1), ice cream (1), chocolate bars (1), milk products (2), milk alternative (2), almondmilk yogurt (2), oatmilk yogurt (1), soymilk yogurt (1), coconutmilk yogurt (1), yogurt pouch (2), yogurt drinks (1), cheese slices (2), peach powder (1), banana chips (3), trail mix (2), macaroon mix (1), snack mixes (1), mango cheeks (1), pineapple pieces (2), pineapple rings (2), energy snacks (1).

#### 4.2.2 Morphological Analysis of Unhealthy Food Corpus

##### Comparatives

The analysed Unhealthy Food corpus demonstrates a strong reliance on comparative adjectives to emphasize the superiority of products in various aspects, such as taste, texture, health benefits, and overall appeal. There are in total 17 adjectives in a comparative form.

The adjective *better* appears four times throughout the corpus, frequently used to highlight product superiority. In “*After all, what could be better than breaking off a piece of Aero and feeling the bubbles melt?*”, *better* emphasizes the indulgent experience of consuming the chocolate. Similarly, in “*Milkybar® is part of the Nestlé Cocoa Plan supporting farmers for better chocolate*”, the adjective suggests ethical and quality improvements. Another instance occurs in “*How many times have you spread Nutella® on a cookie to make it even better?*”, where *better* enhances the idea of product versatility. Finally, in “*The only ingredients you need to make it better are the people you love*”, the term integrates emotional appeal into the branding strategy.

The adjective *bigger* appears three times, often linked to portion size and satisfaction. In “*Make your break bigger than ever with a delicious KitKat Chunky bar*”, the adjective is used to promote indulgence and enhanced consumer enjoyment.

*Further* occurs three times, typically in phrases emphasizing expansion and additional benefits. *For a satisfyingly whipped up, fluffy chocolate treat, look no further than 3 MUSKETEERS Candy Bars. And if there's a celebration happening, then look no further than our fabulous 'Celebrate with Thorntons' hamper!*

The adjective *smaller* is found twice, both times describing product size. In “*This vibrant treat is similar to pineapple rings, but chopped into smaller, bite-sized pieces*”, *smaller* conveys convenience and ease of consumption.

*Lighter* appears twice in the corpus. In *a delightful moment of real indulgence, just lighter*, and *All the pleasure of a Häagen-Dazs ice cream, just lighter*.

*Mintier* occurs once in “*Make treat time mintier with our bubbly mint chocolate*”, where it emphasizes an enhanced flavor experience, appealing to consumers looking for a more intense mint taste.

Beyond individual adjectives, the corpus also contains comparative structures using *more*, reinforcing various product advantages. Phrases such as “*more bubbly*”, “*more colorful*”, “*more delicious*”, and “*more irresistible*” focus on sensory appeal, while “*more pleasure*”, “*more reasons*”, and “*more special*” emphasize emotional and qualitative superiority.

### **Superlatives**

The analysed corpus of food advertising demonstrates a strong reliance on superlative adjectives to highlight the exceptional qualities of products, such as taste, popularity, and convenience. In total, **17** superlative adjectives appear in the corpus.

The adjective *best* appears **14** times, often emphasizing superior quality. In “*The world's best-selling candy bar. Packed with peanuts, caramel and nougat then coated with milk chocolate, SNICKERS® bars quickly became one of the planet's favorite treats after its introduction in 1930,*” the term underscores the product’s global popularity. Similarly, in “*Made with the best cacao, silky-smooth DOVE Milk Chocolate PROMISES make a delectable snack or a perfectly simple dessert,*” *best* is used to associate the product with premium ingredients. Another example appears in “*Our ice cream tubs are the perfect companion for a movie night in, as an indulgent dessert that will impress your guests or as (the best) sneaky midnight snack,*” where it highlights product suitability for different consumption occasions. In “*We’ve made it gloriously rich by using real Bourbon vanilla extract (because only the best will do),*” *best* reinforces the use of high-quality ingredients

as a selling point. Additionally, *"The original and the best"* serves as a bold standalone marketing claim, positioning the product as superior to competitors.

Other instances of *best* appear across different food advertisements. In *"Made with the best cacao, DOVE silky-smooth milk chocolate is an indulgent treat, whether savored a piece at a time or melted into delicious desserts,"* the adjective enhances the perception of high-quality ingredients. Similarly, in *"Made with the best cacao, silky-smooth DOVE Dark Chocolate Almond PROMISES are individually wrapped, each with an uplifting message inside,"* the phrase links ingredient quality with an emotional marketing appeal. The superlative is also used in *"Silky smooth caramel and rich, creamy milk chocolate, DOVE Caramel and Milk Chocolate PROMISES are made with only the best quality cacao,"* reinforcing the exclusivity of the product's ingredients.

Additionally, *best* appears in *"Unrivaled in taste, our DOVE Dark Chocolate & Peanut Butter PROMISES now come in a large share-worthy size. Unlock a whole new level of chocolate indulgence with this shareable chocolate candy featuring 3 large PROMISES in each pack, made with the best ingredients,"* where it functions as an assurance of superior formulation. In *"With refreshing raspberry sorbet and silky-smooth DOVE Dark Chocolate, these snack-size bars are an unforgettable treat made with the best quality ingredients,"* the superlative once again underscores the premium nature of the product.

More examples include *"Made with the best cacao, silky-smooth DOVE Dark Chocolate with swirling mint and other natural flavors: a match made in heaven,"* positioning the chocolate as an elite offering. Similarly, in *"Discover the perfect pleasure of silky, sophisticated dark chocolate DOVE PROMISES mixed with smooth peanut butter. Ideal to share with family and friends, or enjoy alone—made with the best ingredients,"* *best* functions as a statement of quality. Lastly, in *"The best cacao, the best craftsmanship, and the best flavor—our signature chocolate bars are a delight in every bite,"* the adjective serves as a definitive claim of superiority.

The phrase *most popular* appears once, reinforcing brand reputation. In *"Nutella® has become the most popular and iconic hazelnut spread in the world,"* the superlative emphasizes Nutella's dominance in its category.

The phrase *most loved* appears once, serving an emotional and promotional purpose. In "*All of this perfectly paired with a bottle of Bottega Gold Prosecco and presented in a beautiful wicker hamper... this really is a hamper to celebrate with! Inside this beautiful hamper box, you'll discover all of our most loved brands in our Thorntons range,*" the superlative is used to evoke trust and familiarity, reinforcing the desirability of well-known products.

### **Intensified Adjectives with Premodifying Adverbs**

The analysed corpus of food advertising frequently employs intensification through premodifying adverbs to emphasize the qualities of the products being promoted. These linguistic structures serve to enhance the perception of taste, texture, naturalness, and overall product superiority, reinforcing persuasive marketing strategies.

A key category of intensification in the corpus relates to naturalness and sustainability, as seen in "We select only quality, 100% certified *sustainably sourced* cocoa beans through the Nestlé Cocoa Plan," where *sustainably sourced* (1) reinforces the ethical and environmentally friendly sourcing of ingredients. Similarly, "KitKat is the first global chocolate brand to use 100% *sustainably sourced cocoa* through the Nestlé Cocoa Plan and Rainforest Alliance certified" features *sustainably sourced cocoa* (2), emphasizing the brand's commitment to responsible sourcing practices.

Another prominent intensification strategy involves enhancing taste and texture descriptions. The phrase "Release the colourful fun of Smarties®. *Deliciously smooth* milk chocolate has been at the heart of Smarties® for more than 80 years" uses *deliciously smooth* (1) to amplify the richness of the chocolate. Similarly, "Enjoy the new Milkybar® Jelly and Ice Cream flavoured buttons: smooth, creamy and *totally scrumptious*" employs *totally scrumptious* (1) to exaggerate the deliciousness of the product. Likewise, "Our Mango and Raspberry Ice Cream is refreshing and *deliciously creamy* at the same time" features *deliciously creamy* (2), enhancing the perception of indulgence and smoothness. The phrase "Unwrap, break off a caramel flavoured chocolate finger, snap it in two and savour the crispy wafer biscuit covered in *deliciously smooth milk chocolate*" relies on *deliciously smooth milk chocolate* (3) to emphasize the pleasurable eating experience.

The corpus also employs intensifiers to highlight exclusivity and superior quality. For instance, "Milkybar's *famously creamy texture* makes it the chocolate of choice for families

around the world" uses *famously creamy texture* (1) to reinforce the well-established reputation of the product. Similarly, "Made with the best cacao, *luxuriously smooth milk* chocolate can be savoured a piece at a time or melted into delicious desserts" features *luxuriously smooth milk* (1), conveying a sense of premium quality. The phrase "The ultimate in indulgence. "We've blended our rich ice cream with Belgian chocolate and sprinkled it with chocolate fudge flecks" employs *gloriously rich* (1) to highlight the indulgent and decadent quality of the product.

Additionally, some examples of intensification are used to convey product indulgence and sensory richness. This is particularly evident in "Treat yourself to an *entirely new kind of satisfaction*: SNICKERS White Chocolate Candy Bars," where *entirely new kind of satisfaction* (1) is employed to suggest novelty and uniqueness. Likewise, "Power up your snack game with SNICKERS Almond. Crafted with almonds, silky caramel, and chewy nougat, SNICKERS Almond gives you the satisfaction of a SNICKERS packed with the *completely satisfying experience* of almonds" employs *completely satisfying experience* (1) to highlight the fulfilling taste and texture appeal.

Furthermore, a sense of playful indulgence and enjoyment is achieved through expressions like "These *delightfully smooth cream* buttons of delicious chocolate are perfect for sharing," where *delightfully smooth cream* (1) enhances the pleasurable experience. Similarly, "This *deliciously sophisticated combination* of smooth milk chocolate, crispy wafer, and creamy hazelnut filling creates an exceptional taste sensation" features *deliciously sophisticated combination* (1) to emphasize the refined blend of flavors. "Our Maltesers® are made with *irresistibly delicious honeycomb* centers for a light and crunchy treat" employs *irresistibly delicious honeycomb* (1) to highlight the mouthwatering quality of the product.

The corpus also highlights nostalgia and recognition in branding. The phrase "M&M'S® chocolate candies have been an *instantly recognizable* treat since 1941" uses *instantly recognizable* (1) to stress the brand's established presence. Similarly, "Enjoy a *deliciously fun and nostalgic* bite with our classic recipe" features *deliciously fun and nostalgic* (1) to evoke sentimental associations with the product.

Lastly, balanced and appealing flavors are reinforced with phrases like "Our selection of truffles is crafted with *wonderfully balanced flavours* to delight every palate," where

*wonderfully balanced flavours* (1) highlights the harmonious taste profile. Additionally, "These bars are *satisfyingly whipped up* for a *fluffy chocolate* experience" employs *satisfyingly whipped up* (1) and *fluffy chocolate* (1) to describe an airy, pleasing texture. The phrase "Indulge in a *distractingly delicious* bite of premium chocolate with every bar" utilizes *distractingly delicious* (1) to emphasize the irresistibility of the product. Finally, "Bring some excitement to your snack time with *deliciously colourful treats* that delight the senses" includes *deliciously colourful treats* (1), reinforcing the vibrant and playful appeal of the product.

### **Compound adjectives**

Analysis of the healthy product descriptions reveals a significant prevalence of complex adjectives, particularly those formed through compounding. A total of 32 complex adjectives were identified, contributing to a more vivid and appealing representation of the products, thereby enhancing their attractiveness to potential consumers.

Expressions such as *most-loved chocolates*, *much-loved chocolate*, *best-selling candy bar*, and *a long-time favorite* emphasize product popularity and consumer preference. Convenience and practicality are highlighted through adjectives like *well-earned break*, *plant-based break*, *ideal no-mess treat*, *fun-size bars*, and *those treat-yourself moments*, reinforcing ease of consumption and suitability for various occasions.

Sensory appeal is strongly emphasized through adjectives such as *indulgent-tasting chocolate*, *creamy-tasting Milkybar*, *tongue-tingling zesty lemon*, *silky-smooth DOVE Milk chocolate*, *dough-flavored layer*, *creme-filled center*, and *feather-light mousse centre*, all of which evoke texture and taste.

Health and nutrition-related attributes are conveyed through descriptors such as *rice-based milk*, *high-performance protein bar*, *milk-cream flavored*, *chocolate-covered wafer*, and *dry-roasted peanuts*, which suggest dietary benefits and composition. Meanwhile, *high-quality peanuts* and *fresh-baked brownies* emphasize premium ingredients and craftsmanship.

Additionally, adjectives such as *malt-flavored nougat*, *a record-breaking good morning*, *ready-to-enjoy Nutella*, and *delicious on-the-go snacking* highlight convenience and indulgence, making the products more appealing for busy consumers. The use of *light-*

*hearted me-time* and *much-loved Viennese Truffles* conveys an emotional and experiential connection to the products, aligning them with relaxation and personal enjoyment.

### **Affixation**

The analysis of adjectives from the corpus revealed multiple instances of morphological affixation, predominantly suffixation, and less frequently, prefixation. Suffixation was most productive with the suffix -y, denoting sensory qualities, as seen in *bubbly* (10) chocolate, *lucky* (1) winners, *minty* (2) bubbles, *creamy* (50) vanilla, *customary* (1) for, *crispy* (19) wafer, *tasty* (7) and, *chunky* (3) bar, *milky* (16) WAY, *fruity* (3) pools, *silky* (21) smooth, *velvety* (5) vanilla, *crunchety* (1), *buttery* (1) bar, *crispety* (1), *chocolatey* (4) swirl, *sensory* (1) experience, and *fluffy* (5) nougat (-y).

The suffix -ous, indicating fullness or possession of a quality, appeared in adjectives such as *famous* (5) worldwide, *delicious* (60) treat, *fabulous* (6) Fudge, *meticulous* (1) approach, *precious* (1) heart, *harmonious* (1) blend, and *scrumptious* (4) frozen (-ous).

The suffixes -able/-ible, signifying capability or ease of action, were found in *available* (2) on, *suitable* (1) for, *recyclable* (1) paper, *irresistible* (4) blend, and *unforgettable* (2) treat (-able/-ible).

The suffix -ic, which forms adjectives relating to characteristics or properties, was identified in *iconic* (4) brand, *classic* (14) TWIX, *fantastic* (1) collection, *exotic* (2) spoonful, and *authentic* (1) taste (-ic).

The suffix -al, denoting pertaining to or relating to something, was found in *special* (12) Toffee, *ideal* (6) for, *international* (1) symbol, *original* (7) and, *global* (1) chocolate, *artificial* (6) colours, *sensational* (1) texture, and *exceptional* (1) TASTE (-al).

The suffix -ful, indicating fullness or abundance, was observed in *colourful* (4) treats, *delightful* (4) chocolate, *beautiful* (2) wicker, and *thoughtful* (2) packaging (-ful).

The suffix -ive, associated with tendencies or qualities, appeared in *festive* (2) occasion, *distinctive* (1) round, and *creative* (1) toys (-ive).

### Conversion (zero derivation)

The analyzed texts from unhealthy food advertisements revealed numerous instances of zero derivation, specifically the conversion of nouns into adjectives, used attributively to describe food products. The examples identified include (occurrence is in the brackets):

*chocolate bar (16), chocolate shell (3), wafer biscuit (1), caramel flavor (1), caramel swirl (2), caramel layer (1), peppermint center (1), peppermint Aero (1), cookie pieces (1), cookie layer (1), cookie dough (1), hazelnut filling (2), creamy hazelnut (1), almond pieces (1), almond flavor (1), almond brownie (1), milk chocolate (3), milk layer (1), dark chocolate (2), dark bar (1), white chocolate (2), white shell (1), mint chocolate (1), mint swirl (1), protein bar (1), vanilla ice cream (1), vanilla pint (1), fruit flavors (1), cocoa wafer (1), cocoa bar (1), butter flavor (1), butter layer (1), butter ice cream (1), nut flavor (1), nut pieces (1), sugar shell (1), coffee flavor (1), peanut butter (2), peanut bar (1), coconut flakes (1), coconut filling (1), strawberry ice cream (1), strawberry swirls (1), raspberry sauce (1), raspberry swirls (1), blueberry pint (1), yuzu curd sauce (1), cheesecake ice cream (1), strawberry cheesecake pint (1), brownie squares (1), brownie ice cream (1), pecan flavor (1), pecan candy bar (1), mango ice cream (1), mango pint (1), praline pieces (1), praline chocolate (1), cheese flavor (1), cheese cake (1), gelato ice cream (1), gelato caramel swirl (1), fudge flecks (1), fudge brownie (1), macaron shells (1), macaron pint (1), biscuit pieces (1), biscuit chocolate (1).*

### 4.2.3 Syntactic Analysis of Healthy Food Corpus

This chapter explores the syntactic and functional distribution of adjectives in healthy food advertising. The analysis focuses on their attributive, postpositive, predicative uses and coordination. The data is drawn from the Healthy Food Corpus with exact occurrences provided for each function.

#### Attributive Function

Biber et al. (2021: 508) argue that attributive adjectives modify nominal expressions, preceding the head noun or pronoun. In most cases, they modify common nouns, as in the following examples (with attributive adjectives in bold and head nouns in []): *Yes, it's a **bad** [attitude].*

Analysis of the Healthy Food Products Corpus revealed 404 adjectives in the attributive function, including: *sweet* and *creamy* tasting nut, *good* source of protein, *fine quality* almonds, *sunny* isle of Sicily, *fantastic* and *most perfect* crunch, *nutrient-rich*, *low-carb* bestseller, *peak* freshness and *earthy*, *smoky* flavor, *creamy*, *nut-based* butter, *silky* almond milk, *high in plant-based* protein and *healthy* fats, *healthy* snack, *dry roasted salted* almond, *tasty* and *crunchy*, *very light* and *healthy* snack, *heart-healthy monounsaturated* fat, *full flavoured* almonds, *satisfying toasted*, *mildly savoury* flavour, *high protein* food, *healthy red* skin, *pale-skinned* peanuts, *great nutty* and *roasted* flavour, *wonderful* saltiness, *excellent* source of protein, *extra fibre*, *fresh* beans or peas, *raw* peanut butter, *light* and *fresh* nuttiness, *100% shelled* pistachio nuts, *no added* salt, preservatives or flavourings, *rich*, *sweet* flavour, *creamy* texture, *plant-based* diets and recipes, *perfect* for grinding down into a 'meal', *big* bag of *large*, *unseasoned* cashew nuts, *nice* and *crunchy*, *healthy* especially for those who suffer from *high* blood pressure, *delicious* and *full of flavour*, *crunchy* texture, *dry roasted*, *suitable* for *vegetarian*, *golden-brown* pecans, *sweet* flavour, *healthy* and *refreshing* snack, *roughly crushed* or *chopped* walnuts, *healthy* crunch to cooking & baking recipes, *naturally sweet*, *brightly coloured orange* dried apricots, *smooth* sweetness with a *toffee-like* flavour, *perfect* and *healthy* snack, *delicious* and *healthy* snack, *high-quality* fruit, *tasty* and *healthy* snack, *tropical* sweetness, *nutritious* snack, recipe enhancer and *dietary* fiber source, *sweet*, *chewy* goodness, *moist*, *delicious*, and of *top-notch* quality, *rich*, *creamy* Greek style yogurt alternative, *smooth* almondmilk yogurt alternative, *mild*, *nutty* taste of cashews, *fresh*, *creamy* and *full of wholesome* nutrition, *good* source of *complete* protein, *creamy*, *craveable* oatmilk.

### **Predicative Function**

Biber et al. (2021: 513) state that subject predicatives complement a copular verb, characterizing the nominal expression in subject position. For example, the predicative adjective *nice* is an evaluation characterizing the subject pronoun *she* in the following sentence: *She seems quite nice really.*

The predicative function of adjectives is evident in the analysed food advertising texts, where adjectives frequently occur in subject complement positions following linking verbs, contributing to the overall evaluative and persuasive tone. There are 20 adjectives in

predicative function in total. For instance, in *The skins are perfectly edible and provide the body with additional fibre and antioxidants*, the adjective *edible* functions predicatively, describing the suitability of the skins for consumption. Similarly, in *They are fuller in size and in flavour than standard almonds; creamy and sweet on the palate with that fantastic and most perfect crunch*, the adjectives *fuller*, *creamy*, *sweet* appear in predicative positions, highlighting the superior qualities of the almonds. The sentence *These pale-skinned peanuts are ready to eat or roast as you wish* employs *ready* predicatively, emphasizing their immediate usability. Likewise, *The taste of these raw peanuts is hard to describe* utilizes *hard* in the predicative position, underscoring the difficulty of capturing the flavor in words. The sentence *They are also incredibly tasty as a snack or mixed into your breakfast bowl* features *tasty* in a predicative role, reinforcing the product's appeal. Similarly, *Although pistachios are high in fat, only around 7g per 100g are saturated fats* employs *high* predicatively to provide nutritional information. In *Our pistachio kernels are fresh and delicious*, the adjectives *fresh* and *delicious* serve an evaluative function in the predicative position. The same applies to *They are delicious for a light snack, sprinkle on a salad or use in a cake decoration*, where *delicious* enhances the versatility of the product. Furthermore, *They're exceptionally rich in fiber, vitamins, antioxidants and healthy fats, all of which aid in weight loss and optimal gut health* contains *rich* in a predicative role, emphasizing the nutritional benefits. Similarly, *They are nice and crunchy and very moreish* features *nice*, *crunchy*, and *moreish* as predicative adjectives that contribute to the sensory appeal of the product. In *These roasted unsalted cashews not only have a great nutty and roasted flavour but also it's healthy especially for those who suffer from high blood pressure*, the adjective *healthy* appears in a predicative position, reinforcing the product's health benefits. The sentence *Salted pecan nuts is very healthy and refreshing snack* also employs *healthy* in the predicative function to highlight positive qualities. Additionally, *Pecans are high in fibre which keeps the digestive system very clear* uses *high* predicatively to describe fiber content, while *Having a daily handful of pecan nuts is essential and very recommended* features *essential* and *recommended* in the predicative function, further emphasizing their importance in a healthy diet. These examples illustrate how predicative adjectives are integral to the promotional discourse, enhancing the persuasive impact of food advertising.

### **Postpositive function**

Biber et al. (2021: 516) say that an adjective that is a constituent of a noun phrase and follows rather than precedes the head is said to be postposed (i.e. it is a postmodifier). Postposed adjectives are especially prevalent with indefinite pronoun heads such as *no one*, *anything*, and *somebody*: *It's a shame if you haven't got [anyone] musical here.*

The Healthy Food Corpus only highlights 1 example: *No added salt - nothing added at all!* where the second *added* functions in the postpositive function.

### **Coordinated adjectives**

According to Quirk et al. (1985: 920), we regard these conjunctions as clearly coordinators: *and*, *or*, and *but*. Additionally, Huddleston and Pullum (2002: 528) say that coordination is a relation between two or more elements of syntactically equal status, the **coordinates**; they are usually linked by means of a **coordinator** such as *and* or *or*: *[Kim and Pat] speak excellent French.*

Coordinated adjectives are frequently employed in food advertising discourse, serving to effectively foreground multiple desirable sensory qualities simultaneously. Such coordination typically involves pairs of adjectives joined by the conjunction "and," allowing for concise yet compelling descriptions of product attributes. Examples from the healthy food corpus include almonds described as *sweet and creamy* and *tasty and crunchy*; dried peaches characterized as *soft and chewy*; banana chips presented as *sweet and tasty*; and dairy products like Activia smoothies described as *cool and creamy*, as well as Country Fresh dairy products presented as *rich and nutritious*.

## **4.2.4 Syntactic Analysis of Unhealthy Food Corpus**

### **Attributive function**

Analysis of the Unhealthy Food Corpus revealed 675 adjectives in the attributive function, including: *bubbly* chocolate, *limited edition* pack, *smooth milk* chocolate, *light*, *bubbly peppermint* center, *minty* chocolate, *unique bubbly* texture, *new* flavors, *famous aerated* chocolate, *delicious* chocolate, *perfect* treat, *special* lunch time, *delicious minty* bubbles, *favorite* break, *perfect* balance, *iconic* brand, *international* symbol, *well-earned* break, *classic* fingers, *chunky peanut* butter, *customary* gift, *dream* KitKat, *global* chocolate brand,

*crispy cocoa wafer, chocolate spread, tasty layer, great treat, extra layer, artificial colors, caramel flavored chocolate finger, crispy wafer biscuit, smooth chocolate, dark chocolate bar, smooth dark chocolate layer, crispy wafer, bigger break, delicious KitKat Chunky bar, tasty chocolate bar, perfect treat, unique shape, unique taste, crispy wafers, soft chocolate, optimum crispness, vegan chocolate, plant-based break, rice-based milk alternative, indulgent-tasting vegan chocolate, plant-based tastiness, delicious treats, colorful world, famous coated chocolate confectionery, long-time favorite, special place, delicious treats, future generations, sustainable cocoa, recyclable paper packaging, milky chocolate, perfect treat, colorful milk chocolate, delicious recipes, fun kid's crafts, wild imagination, colorful crisp sugar shells, favorite Smarties®, convenient resealable Smarties® chocolate tube, ideal no-mess treat, colorful fun, major confectionery brand, certified sustainable cocoa beans, cocoa farming communities, varied balanced diet, healthy lifestyle, paper recycling bin, simple, joyful treat, popular Milkybar, white chocolate brand, firm favorite, real milk, smooth white chocolate, natural ingredients, creamy texture, delicious, creamy-tasting Milkybar chocolate, new Milkybar® jelly and ice cream flavored buttons, smooth, creamy buttons, same delicious taste, simple stuff, great taste, bigger bite, creamy smooth white buttons, delicious Milkybar® white chocolate, caramel flavor, smooth, creamy Milkybar®, same delicious taste, golden twist, delicious taste, varied, balanced diet, healthy lifestyle, better chocolate, pink mini macaron shells, signature strawberry ice cream, fruity pools, raspberry sauce, mini macaron shells, exotic spoonful, new heights, perfect combination, movie night, indulgent dessert, sneaky midnight snack, luxurious range, classic vanilla, Belgian chocolate, ultimate indulgence, rich ice cream, chocolate fudge flecks, velvety vanilla ice cream, real bourbon vanilla extract, luxurious vanilla ice cream, cookie pieces, whole world, smooth caramel, salted caramel sauce, crunchy caramel pieces, Argentinian delicacy, condensed milk, perfect companion, classic strawberry ice cream, handpicked strawberries, extraordinary levels, luxurious vanilla ice cream, crunchy pecan pieces, sweet caramel swirls, unique flavor, classic scoop, zesty lemon ice cream, lemon & yuzu curd sauce, yellow mini macarons, rich golden swirls, velvety, dreamy gelato ice cream, delightful moment, surprising mascarpone ice cream, fudgy brownie pieces, delicious chocolate sauce, best-selling candy bar, favorite treats, full size chocolate bars, roasted peanuts, milk chocolate, sharing size chocolate bars, delicious treat, ideal way, original ingredients,*

*roasted almonds, game days, fright night, fun size candy bars, new kind, white chocolate candy bars, white chocolate candy bars, rich white chocolate, creamy caramel, fluffy nougat, fresh ground peanuts, new Snickers peanut brownie squares, chocolate candy squares, fun size Snickers candy bars, high performance protein bar, great workout, creamy peanut butter ice cream, smooth caramel, frozen vegetarian treat, creamy ice cream bars, birthday party, summer picnic, frozen deliciousness, real peanut butter ice cream, classic Snickers bar, frosty goodness, gooey caramel, almond bar, silky caramel, chewy nougat, powerful crunch, new Snickers pecan, delicious twist, iconic candy bar, milk chocolate, savory-sweetness chocolate, rich white chocolate, delicious treat, white chocolate, comforting taste, fresh baked brownie, satisfying taste, silky caramel, rich chocolate, roasted nuts, perfect blend, milk chocolate, dark chocolate almond brownie squares, cool treat, peanut brownie ice cream bars, delicious fusion, chocolate bar, favorite bar, irresistibly delicious honeycomb spheres, creamy layer, poppable bite-sized pieces, sweet treat, smooth milk chocolate, delicious malt center, crunchy honeycomb pieces, bunny shape, favorite recipes, great cake toppers, next gathering, gift box, chocolate truffles, individually wrapped creamy, crunchy, truffle goodness, glamorous party-ready box, perfect box, crunchy miniature honeycomb pieces, creamy milk chocolate, chocolate bar, ingenious way, cheeky Maltesers®, small gift box, chocolate truffles, individually wrapped creamy, crunchy, truffle goodness, glamorous party-ready box, perfect box, caramel chocolate candy bag, spooky Halloween colors, classic flavors, smooth milk chocolate, chewy caramel, crisp ghoulish green cookie center, awesome combination, crunchy cookie, delicious caramel, creamy chocolate, classic Twix®.*

### **Predicative Function**

The predicative function of adjectives is evident in the analysed food advertising texts, where adjectives frequently occur in subject complement positions following linking verbs, contributing to the overall evaluative and persuasive tone. There are 18 adjectives in predicative function in total.

For instance, in *After all, what could be better than breaking off a piece of Aero and feeling the bubbles melt?*, the adjective *better* functions predicatively, emphasizing the superior quality of the product. Similarly, in *'ShAero because you're incredi-bubble'*, the adjective

*incredi-bubble* appears in a predicative position, reinforcing the playful and positive branding of the product.

The sentence *Our famously bubbly chocolate is ideal for 'me' time* employs *ideal* in a predicative function, highlighting the suitability of the product for personal indulgence. Likewise, *These delightfully bubbly buttons of delicious chocolate are perfect for sharing* features *perfect* predicatively, underscoring the social and enjoyable aspect of the product.

In *while the gift of a KitKat is customary for students sitting their exams*, the adjective *customary* functions predicatively, suggesting an established tradition associated with the product. Similarly, in *Our KitKat Chunky bars are the perfect treat*, the adjective *perfect* is used in a predicative position to convey the excellence of the product as a treat.

The sentence *Milkybar® sharing bag is perfect to share with all of the family* employs *perfect* in a predicative role, emphasizing the inclusivity and shareability of the product. Likewise, *Our Mango and Raspberry Ice Cream is refreshing and deliciously creamy at the same time, the perfect combination* utilizes *refreshing* and *creamy* in predicative positions, enhancing the sensory appeal of the ice cream.

Similarly, *Nutella® is famous for its authentic taste of hazelnuts and cocoa, made even more irresistible by its unique creaminess* employs *famous* predicatively, reinforcing the well-known reputation of the brand.

The sentence *Its taste is so delicious that just a single portion can bring on pure pleasure* features *delicious* in a predicative function, enhancing the sensory appeal of the product. Additionally, *Quality is as important to us as it is to you* employs *important* in a predicative role, underscoring the brand's commitment to quality.

In *Every moment is perfect to express your love and affection*, the adjective *perfect* is used predicatively to suggest an emotional connection to the product. Similarly, *it is ideal for those who are looking for refreshing moments of indulgence* uses *ideal* in a predicative function, reinforcing the suitability of the product for enjoyment.

The sentence *These poppable bite-sized pieces are perfect when you're looking for a sweet treat* features *perfect* in a predicative role, emphasizing the product's suitability for snacking. Likewise, *The snack-sized pieces of chocolate in a colorful candy shell are instantly*

*recognizable all over the globe* employs *recognizable* predicatively, highlighting the widespread popularity of the product.

Finally, in *Both individually wrapped Kinder Bueno bars are satisfying but not heavy*, the adjectives *satisfying* and *heavy* function predicatively, conveying the balance between indulgence and lightness in the product.

### **Coordinated Adjectives**

Examples identified include Aero Peppermint chocolate characterized as *light, smooth and creamy*; KitKat described with a *smooth dark chocolate layer and crispy wafer*; Milky Way chocolate bars defined by their *creamy caramel and smooth nougat*; Nutella B-ready snacks presented as *crunchy outside and creamy inside*; Dove chocolates featuring *silky smooth caramel and rich, creamy milk chocolate*; Baby Ruth bars noted for their *rich caramel and smooth nougat*; Raffaello confections described by their combination of *crunchy white almonds and fragrant coconut flakes*; and Thorntons products highlighted for their *irresistible texture and flavour*.

## 5 Conclusions

The first part of the practical analysis in this thesis examined the frequency and distribution of adjectives in food advertising, comparing their use in advertisements for healthy and unhealthy food products. The analysis identified a total of 404 adjectives in the Healthy Food Corpus and 675 adjectives in the Unhealthy Food Corpus. These findings suggest that advertisements for unhealthy food products employ a wider variety of adjectives, potentially to enhance sensory appeal and indulgence. The most frequently occurring adjectives in the Healthy Food Corpus included creamy, delicious, healthy, dried, fresh, good, sweet, roasted, high, yogurt, and dairy, while in the Unhealthy Food Corpus, prominent adjectives included delicious, creamy, rich, smooth, sweet, crunchy, crispy, indulgent, and chocolatey.

A comparative analysis of adjectives in both corpora revealed that adjectives associated with health-conscious nutrition, such as healthy (Log Ratio = 3.37), nutritious (Log Ratio = 11.52), probiotic (Log Ratio = 12.92), and organic (Log Ratio = 8.04), were significantly more frequent in advertisements for healthy food products. In contrast, adjectives emphasizing hedonic appeal and indulgence, such as creamy (-0.71), delicious (-1.11), caramel (-5.34), chocolate (-1.53), and rich (-1.02), were more prevalent in unhealthy food advertisements. This distinction aligns with the communicative purpose of each advertising strategy, with healthy food marketing prioritizing nutritional benefits and natural qualities, while unhealthy food marketing focuses on sensory pleasure and indulgence.

The second part of the analysis examined the morphological characteristics of adjectives, including the use of comparatives, superlatives, affixation, and compounding. The study found that comparative adjectives were more common in healthy food advertisements, with adjectives such as healthier (4 occurrences), better (5 occurrences), fuller (1 occurrence), thinner (2 occurrences), and easier (3 occurrences) frequently used to highlight product superiority. In contrast, superlatives were more common in unhealthy food advertisements, with best (14 occurrences), most popular (1 occurrence), most loved (1 occurrence), and finest (3 occurrences) appearing prominently to suggest exclusivity and premium quality.

Suffixation was particularly productive in both corpora, with the -y suffix (creamy, crunchy, nutty, buttery, fruity, milky) appearing frequently in both categories to enhance sensory appeal. The -ous suffix (delicious, nutritious, scrumptious, famous) was also common,

particularly in unhealthy food advertising, reinforcing indulgence. The prefix non- (non-GMO, non-dairy), un- (unsalted, unsweetened), and anti- (antibiotic-free) were more prevalent in the Healthy Food Corpus, emphasizing the absence of harmful or artificial ingredients.

The syntactic analysis of adjectives examined their attributive, predicative, postpositive, and coordinated use. In both corpora, adjectives were predominantly used in attributive position, accounting for 404 instances in the Healthy Food Corpus (approx. 78%) and 675 instances in the Unhealthy Food Corpus (approx. 86%). This is consistent with advertising discourse, where adjectives are commonly used to modify product names and descriptions. The predicative use was less common, with adjectives appearing as subject complements in phrases like "Our pistachio kernels are fresh and delicious" (Healthy Food Corpus) and "These truffles are irresistibly smooth" (Unhealthy Food Corpus).

Premodification by adverbs occurred more frequently in unhealthy food advertisements, with intensifiers such as incredibly, totally, wonderfully, gloriously, and luxuriously being used to enhance sensory appeal. In healthy food advertisements, premodifiers were more restrained, with frequent use of naturally, perfectly, purely, and particularly, emphasizing natural qualities and authenticity.

The comparison of healthy and unhealthy food adjectives showed that different semantic categories were dominant in each corpus:

Healthy food advertising primarily used adjectives related to health-conscious nutrition (healthy, nutritious, probiotic, organic), texture (smooth, creamy, crunchy), and quality (pure, fresh, high-quality, naturally grown).

Unhealthy food advertising relied on adjectives related to indulgence and sensory appeal (delicious, rich, chocolatey, gooey, buttery), emotional appeal (amazing, unforgettable, favourite, indulgent), and exclusivity (premium, finest, best, luxurious).

Finally, the analysis of compound adjectives revealed that healthy food advertisements frequently used health-related descriptors, such as dairy-free, plant-based, nutrient-rich, cholesterol-lowering, heart-healthy, while unhealthy food advertisements used sensory and

indulgent compounds, such as best-selling, indulgent-tasting, silky-smooth, luxuriously rich, delightfully creamy.

The findings of this thesis suggest that adjectives in food advertising are carefully selected to align with the communicative and persuasive goals of different product categories. Healthy food advertisements rely on adjectives that emphasize naturalness, nutrition, and functional benefits, whereas unhealthy food advertisements focus on sensory appeal, indulgence, and emotional engagement. The morphological, syntactic, and semantic differences between the two categories confirm that adjective choice plays a crucial role in shaping consumer perception.

These findings contribute to the broader understanding of language in advertising and highlight how linguistic strategies influence consumer behaviour. Future research could explore cross-linguistic comparisons or examine how consumer perceptions of adjectives differ in various cultural contexts.

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### **Vyjádření k využití nástrojů umělé inteligence**

Tímto prohlašuji, že jsem při tvorbě předloženého textu využil nástroje umělé inteligence (AI), konkrétně ChatGPT od společnosti OpenAI, a to za účelem stylistických úprav, jazykové korektury a kontroly pravopisu. Základní akademický obsah, analýza, interpretace a závěry této práce jsou výhradně mým vlastním dílem. Nástroje AI byly použity pouze ke zlepšení jazykové jasnosti, soudržnosti a čitelnosti, aniž by došlo ke změně obsahu či originality mého výzkumu.

## Seznam tabulek

Adjective	Focus Rel. Freq. (Healthy)	Ref. Rel. Freq. (Unhealthy)	Simple Maths	Log Likelihood	% Difference	Log Ratio
creamy	30,087.09	49,197.86	0.61	5.06	-38.84	-0.71
delicious	25,336.50	54,545.45	0.47	11.97	-53.55	-1.11
healthy	22,169.44	2,139.04	9.95	19.75	936.42	3.37
dried	21,377.67	0	214.78	29.92	Infinity	50.93
fresh	20,585.91	2,139.04	9.24	17.82	862.39	3.27
good	19,794.14	0	198.94	27.7	Infinity	50.81
sweet	16,627.08	5,347.59	3.07	6.36	210.93	1.64
roasted	14,251.78	5,347.59	2.63	4.41	166.51	1.41
high	11,876.48	1,069.52	10.24	10.85	1,010.45	3.47
yogurt	11,084.72	0	111.85	15.51	Infinity	49.98
dairy	11,084.72	0	111.85	15.51	Infinity	49.98
full	11,084.72	1,069.52	9.56	9.88	936.42	3.37
added	10,292.95	0	103.93	14.41	Infinity	49.87
smooth	10,292.95	34,224.60	0.3	15.01	-69.93	-1.73
perfect	9,501.19	21,390.37	0.45	5.15	-55.58	-1.17
rich	9,501.19	19,251.34	0.5	3.69	-50.65	-1.02
free	9,501.19	0	96.01	13.3	Infinity	49.76
artificial	9,501.19	6,417.11	1.47	0.64	48.06	0.57
probiotic	8,709.42	0	88.09	12.19	Infinity	49.63
alternative	8,709.42	0	88.09	12.19	Infinity	49.63
organic	8,709.42	0	88.09	12.19	Infinity	49.63
great	8,709.42	3,208.56	2.66	2.77	171.44	1.44
natural	7,917.66	2,139.04	3.58	3.69	270.15	1.89
excellent	7,917.66	0	80.18	11.08	Infinity	49.49
easy	7,917.66	0	80.18	11.08	Infinity	49.49
tasty	7,125.89	5,347.59	1.33	0.27	33.25	0.41
plant-based	7,125.89	0	72.26	9.97	Infinity	49.34
crunchy	6,334.13	36,363.64	0.18	26.09	-82.58	-2.52
unsweetened	6,334.13	0	64.34	8.86	Infinity	49.17
protein	6,334.13	0	64.34	8.86	Infinity	49.17
favorite	6,334.13	3,208.56	1.94	1.1	97.41	0.98

real	6,334.13	4,278.07	1.47	0.43	48.06	0.57
vanilla	5,542.36	12,834.22	0.44	3.26	-56.82	-1.21
chocolate	5,542.36	16,042.78	0.35	5.88	-65.45	-1.53
gluten	5,542.36	0	56.42	7.76	Infinity	48.98
every	5,542.36	0	56.42	7.76	Infinity	48.98
raw	4,750.59	0	48.51	6.65	Infinity	48.76
savoury	4,750.59	0	48.51	6.65	Infinity	48.76
vegetarian	4,750.59	1,069.52	4.15	2.62	344.18	2.15
live	4,750.59	0	48.51	6.65	Infinity	48.76
active	4,750.59	0	48.51	6.65	Infinity	48.76
sugar	4,750.59	1,069.52	4.15	2.62	344.18	2.15
almondmilk	4,750.59	0	48.51	6.65	Infinity	48.76
less	4,750.59	0	48.51	6.65	Infinity	48.76
certified	4,750.59	1,069.52	4.15	2.62	344.18	2.15
vegan	4,750.59	0	48.51	6.65	Infinity	48.76
dairy-free	4,750.59	0	48.51	6.65	Infinity	48.76
nutritious	4,750.59	0	48.51	6.65	Infinity	48.76
pre-sliced	4,750.59	0	48.51	6.65	Infinity	48.76
fat	4,750.59	1,069.52	4.15	2.62	344.18	2.15
100	4,750.59	0	48.51	6.65	Infinity	48.76
wholesome	4,750.59	0	48.51	6.65	Infinity	48.76
pure	4,750.59	4,278.07	1.11	0.03	11.05	0.15
salted	3,958.83	5,347.59	0.75	0.23	-25.97	-0.43
gut	3,958.83	0	40.59	5.54	Infinity	48.49
greek	3,958.83	0	40.59	5.54	Infinity	48.49
non-gmo	3,958.83	0	40.59	5.54	Infinity	48.49
nutty	3,958.83	0	40.59	5.54	Infinity	48.49
50	3,958.83	0	40.59	5.54	Infinity	48.49
soy	3,958.83	0	40.59	5.54	Infinity	48.49
carrageenan	3,958.83	0	40.59	5.54	Infinity	48.49
milk	3,958.83	44,919.79	0.09	45.48	-91.19	-3.5
cheese	3,958.83	0	40.59	5.54	Infinity	48.49
best	3,958.83	9,625.67	0.42	2.68	-58.87	-1.28
light	3,167.06	2,139.04	1.46	0.21	48.06	0.57
earthy	3,167.06	0	32.67	4.43	Infinity	48.17

better	3,167.06	2,139.04	1.46	0.21	48.06	0.57
health	3,167.06	0	32.67	4.43	Infinity	48.17
suitable	3,167.06	0	32.67	4.43	Infinity	48.17
billions	3,167.06	0	32.67	4.43	Infinity	48.17
bone	3,167.06	0	32.67	4.43	Infinity	48.17
complete	3,167.06	0	32.67	4.43	Infinity	48.17
essential	3,167.06	0	32.67	4.43	Infinity	48.17
naturally	3,167.06	0	32.67	4.43	Infinity	48.17
low	3,167.06	0	32.67	4.43	Infinity	48.17
almond	3,167.06	8,556.15	0.38	2.83	-62.98	-1.43
cashewmilk	3,167.06	0	32.67	4.43	Infinity	48.17
sour	3,167.06	0	32.67	4.43	Infinity	48
cool	3,167.06	0	3,167.06	32.67	Infinity	-
tart	3,167.06	0	3,167.06	32.67	Infinity	-
lowfat	3,167.06	0	3,167.06	32.67	Infinity	-
whole	3,167.06	0	3,167.06	32.67	Infinity	-
simple	3,167.06	5,347.59	2,180.53	0.6	-40.78	-0.76
buttery	2,375.30	1,069.52	1,305.78	2.12	122.09	1.15
additional	2,375.30	0	2,375.30	24.75	Infinity	-
slightly	2,375.30	0	2,375.30	24.75	Infinity	-
soluble	2,375.30	0	2,375.30	24.75	Infinity	-
juicy	2,375.30	1,069.52	1,305.78	2.12	122.09	1.15
tropical	2,375.30	0	2,375.30	24.75	Infinity	-
lightly	2,375.30	0	2,375.30	24.75	Infinity	-
resealable	2,375.30	1,069.52	1,305.78	2.12	122.09	1.15
quality	2,375.30	7,486.63	5,111.33	0.33	-68.27	-1.66
chewy	2,375.30	4,278.07	1,902.77	0.57	-44.48	-0.85
sweetness	2,375.30	0	2,375.30	24.75	Infinity	-
freeze-dried	2,375.30	0	2,375.30	24.75	Infinity	-
daily	2,375.30	0	2,375.30	24.75	Infinity	-
healthier	2,375.30	0	2,375.30	24.75	Infinity	-
nutritional	2,375.30	0	2,375.30	24.75	Infinity	-
extra	2,375.30	0	2,375.30	24.75	Infinity	-

<b>Adjective</b>	<b>Focus Rel. Freq. (Unhealthy)</b>	<b>Ref. Rel. Freq. (Healthy)</b>	<b>Simple Maths</b>	<b>Log Likelihood</b>	<b>% Difference</b>	<b>Log Ratio</b>
delicious	54545.45	25336.5	2.15	11.97	115.28	1.11
creamy	49197.86	30087.09	1.63	5.06	63.52	0.71
milk	44919.79	3958.83	11.09	45.48	1034.67	3.5
crunchy	36363.64	6334.13	5.67	26.09	474.09	2.52
smooth	34224.6	10292.95	3.3	15.01	232.51	1.73
caramel	32085.56	791.77	36.09	43.56	3952.41	5.34
perfect	21390.37	9501.19	2.24	5.15	125.13	1.17
rich	19251.34	9501.19	2.02	3.69	102.62	1.02
dark	18181.82	2375.3	7.39	15.48	665.45	2.94
chocolate	16042.78	5542.36	2.86	5.88	189.46	1.53
silky	13903.74	791.77	15.7	16.13	1656.04	4.13
vanilla	12834.22	5542.36	2.29	3.26	131.57	1.21
classic	12834.22	791.77	14.5	14.57	1520.96	4.02
white	12834.22	0	129.34	20.51	inf	50.19
unique	11764.71	791.77	13.3	13.03	1385.88	3.89
silky-smooth	10695.19	0	107.95	17.1	inf	49.93
crispy	10695.19	791.77	12.11	11.5	1250.8	3.76
best	9625.67	3958.83	2.4	2.68	143.14	1.28
special	9625.67	0	97.26	15.39	inf	49.77
almond	8556.15	3167.06	2.65	2.83	170.16	1.43
cookie	7486.63	0	75.87	11.97	inf	49.41
quality	7486.63	2375.3	3.06	3.07	215.19	1.66
new	6417.11	0	65.17	10.26	inf	49.19
nougat	6417.11	0	65.17	10.26	inf	49.19
artificial	6417.11	9501.19	0.68	0.64	-32.46	-0.57
individually	6417.11	0	65.17	10.26	inf	49.19
wrapped	6417.11	0	65.17	10.26	inf	49.19
peanut	6417.11	0	65.17	10.26	inf	49.19
mini	5347.59	0	54.48	8.55	inf	48.93
luxurious	5347.59	0	54.48	8.55	inf	48.93
convenient	5347.59	1583.53	3.24	2.39	237.7	1.76
tasty	5347.59	7125.89	0.75	0.27	-24.96	-0.41
simple	5347.59	3167.06	1.67	0.61	68.85	0.76
sweet	5347.59	16627.08	0.33	6.36	-67.84	-1.64
roasted	5347.59	14251.78	0.38	4.41	-62.48	-1.41
peanuts	5347.59	0	54.48	8.55	inf	48.93
velvety	5347.59	0	54.48	8.55	inf	48.93

original	5347.59	2375.3	2.2	1.29	125.13	1.17
salted	5347.59	3958.83	1.34	0.23	35.08	0.43
fabulous	5347.59	0	54.48	8.55	inf	48.93
bubbly	4278.07	0	43.78	6.84	inf	48.6



ADJECTIVES  
EXCEL.xlsx