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**คำคุณศัพท์ในข้อเขียนด้านแฟชั่นจากนิตยสารโวกะ:
การวิเคราะห์จากคลังข้อมูลทางภาษา**

**ADJECTIVES IN WRITTEN TEXTS ON FASHION
FROM VOGUE MAGAZINES: A CORPUS-BASED ANALYSIS**



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พ.ศ. 2550**

**ADJECTIVES IN WRITTEN TEXTS ON FASHION
FROM VOGUE MAGAZINES: A CORPUS-BASED ANALYSIS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF
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SCHOOL OF GRADUATE STUDIES
KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG**

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หัวข้อสารนิพนธ์	คำคุณศัพท์ในข้อเขียนด้านแฟชั่นจากนิตยสาร โวก: การวิเคราะห์จากคลังข้อมูลทางภาษา
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บทคัดย่อ

สารนิพนธ์ฉบับนี้มุ่งเน้นศึกษาคำคุณศัพท์ในข้อเขียนด้านแฟชั่นจากนิตยสาร โวก โดยการสร้างคลังข้อมูลทางภาษา ข้อมูลที่ใช้ในการศึกษาค้นครั้งนี้คือ ข้อเขียนด้านแฟชั่นจำนวน 36 ข้อเขียนจาก นิตยสาร โวกฉบับรายเดือนในช่วงระยะเวลา 1 ปี คือตั้งแต่เดือนมกราคม จนถึงเดือนธันวาคมของปี พ.ศ. 2547 โดยแบ่งบทความออกเป็นสองฤดูกาลได้แก่ ฤดูใบไม้ผลิ-ฤดูร้อน และ ฤดูใบไม้ร่วง-ฤดูหนาว เครื่องมือที่ใช้ในการวิเคราะห์คำศัพท์ คือ โปรแกรมคอนคอร์แดนซ์ชื่อ เวอร์คสมิซ รุ่นที่ 3 เพื่อใช้ศึกษาความถี่ของคำศัพท์ ส่วนการวิเคราะห์คำคุณศัพท์นั้นอ้างอิงจากหนังสือ อ็อกซ์ฟอร์ด ไกด์ ทู อิงลิช แกรมม่า (อีสท์วูด, 1994)

ผลการวิเคราะห์พบคำคุณศัพท์ 9 กลุ่มด้วยกัน คือ คำคุณศัพท์ที่บอกทัศนนะ (Opinion), ขนาด (Size), คุณภาพ (Quality), อายุ (Age), รูปร่าง (Shape), สี (Color), วัสดุ (Material), ประเภท (Type) และวัตถุประสงค์ (Purpose) กลุ่มที่ไม่พบคือ คำคุณศัพท์ที่บอกแหล่งที่มา (Origin) คำคุณศัพท์ที่เกิดขึ้นมากเป็นคำคุณศัพท์ที่บอกวัสดุ (เช่น silk, leather, wool) บอกสี (เช่น white, black, silver) และบอกประเภท (เช่น striped, embroidered, pleated)

จากการศึกษาค้นคลังข้อมูลทางภาษาค้นครั้งนี้สามารถนำไปเป็นแหล่งข้อมูลให้กับผู้ที่ทำงานด้านการออกแบบแฟชั่น เพื่อใช้คำคุณศัพท์ในการเขียนบรรยายเสื้อผ้า และเป็นแนวทางแก่นักเขียนบทความหรือบรรณาธิการของนิตยสารเพื่อใช้คำคุณศัพท์ในการบรรยายเสื้อผ้าได้อย่างถูกต้อง อีกทั้งยังสามารถนำไปประยุกต์ใช้ในการเรียนการสอนภาษาอังกฤษให้กับอาจารย์และนักศึกษาด้านการออกแบบแฟชั่นอีกด้วย

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ABSTRACT

The aim of this thematic paper was to analyze adjectives in written texts on fashion from Vogue magazines. The data for this study were the 36 written texts on fashion collected from monthly Vogue magazines during a one-year period of time from January, 2004 to December, 2004. The written texts were divided into two main groups of seasons, i.e. spring-summer, and autumn-winter. A concordancing software (WordSmith Tools Version 3) was used to analyze the frequency of occurrences of adjectives. The analysis of adjectives was based on ‘Oxford Guide to English Grammar’ (Eastwood, 1994).

The result of the study showed that nine groups of adjectives, namely opinion, size, quality, age, shape, color, material, type, and purpose were found, except origin. The groups of adjectives which occurred most frequently were the material category such as “silk”, “leather”, “wool”, color category such as “white”, “black”, “silver”, and type category such as “striped”, “embroidered”, “pleated”.

This study can be a resource for fashion designers to write and describe their clothing products. It offers fashion writers and editors to describe clothing properly using adjectives. This study can be beneficial for English teachers and students in fashion courses.

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Maturose Tongburi

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CHAPTER 1

INTRODUCTION

1.1 Statement and Significance of the Problems

It is generally acknowledged that trend leaders in fashion industry are mostly from western countries. Recently Thai government has launched Thai fashions into world markets long-dominated by western designers. The Bangkok Fashion City project was initiated as part of a strategic plan to promote Bangkok as a regional fashion hub alongside New York, Paris, Milan and Tokyo. The project was started on February 2004 with a budget of 1,800 million baht (Tourism Authority of Thailand, 2004: online). It was aimed to help generate the stability of Thai fashion industry, promote tourism, create jobs and give young people opportunities to show their talents in fashion.

For Thailand to become successful in fashion industry, it is of great significance to improve fashion product quality and design standards so that Thailand can keep up with the international benchmarks (Creative & Special Publications Department, 2004). Moreover, the skills and knowledge of young designers need to be developed, especially in such areas as general design, textiles, global trend, fashion history sketching, pattern making and marketing. Thailand should take the initiative to establish a fashion school that will give it and its designers a competitive edge over other countries in the region (Appignani, 2004: 12).

It is well-known that English is an international language for communicating, presenting and learning in fashion industry. Therefore, Thailand needs to prepare new generation designers in communicative skills especially the use of English and knowledge in fashion design in order to become successful as the world-class fashion industry in the future.

Nowadays, there are many fashion courses in Thailand such as Introduction to Fashion & Textile Design, Fashion & Textile Merchandise, Costume design and so on (Thammasat University, 2007: online). They give training in the art of fashion for Thais in both theory and practice. However, most courses are taught in Thai and the students use Thai in their daily lives. If Thai fashion students want to become successful worldwide, they need English to achieve their careers. The English language is urgently required because it becomes one of the successful keys for new generation designers.

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There has been a substantial amount of professional English courses for fashion students. An English course at Institute of Textile and Clothing (ITC) in Hong Kong Polytechnic University offered professional English for ITC students. The first lesson of this course is the introduction to fashion and textile world which consists of fashion trends, the language used for describing current and future trends including apparel design, textiles, color themes and embellishments. The students need to make the description of clothing and accessories. In order to describe fashion trends, the ITC students need to be able to use adjectives to describe clothing. Therefore, the first lesson in Professional English for ITC students is focusing on attributive adjectives, e.g. “*sophisticated long brown geometrical Italian silk tie*”, “*a lovely blue dress*” (Hong Kong Polytechnic University, 2006: online).

It can be seen from the above situation that an analysis of adjectives in written texts on fashion can be beneficial for Thai fashion students. Therefore, this thematic paper attempts to compile a corpus of written texts in fashion magazines to find out the use of adjectives in them. The results of this study can be a resource for fashion designers to write and describe their clothing products. It offers fashion writers and editors to describe clothing properly using adjectives. This study can be beneficial for English teachers and students in fashion courses.

1.2 Goals and Objectives

This study aimed to analyze adjectives used in written texts on fashion from Vogue magazines. There are three main objectives as follows:

1.2.1 To analyze adjectives used in written texts on fashion.

1.2.2 To classify adjectives into ten groups, i.e. opinion, size, quality, age, shape, color, origin, material, type, and purpose.

1.3 Scope or Limitations of the Study

The limitations of this study were as follows:

1.3.1 The guidelines on the adjectives analysis were based on ‘*Oxford Guide to English Grammar*’ written by Eastwood (1994) and ‘*A Grammar of Contemporary English*’ written by Quirk, R., Greenbaum, S., Leech, G., and Svartvik, J. (1972).

1.3.2 The written texts of this study were collected from Vogue magazines during January to December 2004.

1.4 Process of the Study

This study was divided into four main steps: data collection, data analysis, results and discussions, and conclusions and suggestions.

1.4.1 Data Collection

The written texts on fashion were collected from Vogue magazines during January to December, 2004. They were grouped into two main groups of seasons, namely spring-summer, and autumn-winter. The 36 written texts on fashion were scanned and stored as plain-text files (*.txt) in the corpus using Optical Character Recognition (OCR).

1.4.2 Data Analysis

The 36 written texts on fashion were analyzed by using a concordancing software “*WordSmith Tools Version 3*”. WordSmith Tools were used to find out word lists. The frequency of occurrence of the running words and word types and type/token ratio were calculated. In this study the adjectives were classified into ten groups. The adjective analysis was based on Oxford Guide to English Grammar written by Eastwood (1994). The concordances of the most frequent words in each group of adjectives were shown.

1.4.3 Results and Discussions

The corpus findings were shown and discussed according to the objectives of this study. The frequency and percentage of occurrence of adjectives were presented. The classification of adjectives was shown in terms of opinion, size, quality, age, shape, color, material, type, and purpose. The concordances of the most frequent words in each group of adjectives were exemplified. Discussion was provided.

1.4.4 Conclusions and Suggestions

This research was summarized. The implications as well as the suggestions for further studies were presented in Chapter 5.

1.5 Definition of Terms

Attributive adjective	An adjective which goes before a noun (Eastwood, 1994: 253).
Concordance	A tool in corpus studies which helps researchers find all occurrences of word combinations within the context in a corpus or a large collection of texts.
Corpora	A collection of naturally occurring examples of language, consisting of anything from a few sentences to a set of written texts or tape recordings, which have been collected for linguistics study (Hunston, 2002: 2).
Fashion	A popular style of clothes, hair, and so on at a particular time or place (Wehmeier, 2000: 481).
KWIC	An acronym stands for Key Word In Context. The word under examination appears in the centre of each line, with extra space on either side of it (Sinclair, 1991: 33).
Tokens	The number of all words encountered in the text. For example, the following sentence contains 20 tokens: <i>'As everyday fashion gets more dressed up, luxe furs with a lot of character are turning up at all hours.'</i>
Word List	The list of vocabulary items in the corpus. The information can be shown in either alphabetical list or frequency list (Sinclair, 1991: 31).
Word Type	A token which occurred more than once in different positions was counted as one word type. For example, the sentence <i>'From left, Erin wears silver bustier dress in silk crepeline set with silver crystals, by Givenchy Haute'</i> contains 17 tokens, but 16 word types since <i>'silver'</i> occurs twice.

1.6 Anticipated Outcomes

This study is aimed at finding out the adjectives used in written texts on fashion using a corpus-based analysis. The classification of the groups and order of adjectives can help fashion students and writers in the description of clothing properly. This research is expected that the findings of this paper will provide pedagogical implications in English for specific purposes with particular reference to fashion industry text writing.



CHAPTER 2

LITERATURE REVIEW

This chapter presents the theoretical issues and relevant research studies. It is divided into six parts. Part one explains the characteristic of fashion magazines. Part two presents the details of Vogue magazines. Part three is concerned with adjectives. Part four reviews the previous research on the language of fashion. Part five involves the background of corpus. The last part describes the concordancing software.

2.1 Characteristics of Fashion Magazine

A magazine is a periodical publication containing a variety of articles on various subjects (The Definition of Magazine, 2007: online). The magazines are usually published weekly or monthly and generally contain advertising and color illustrations (Cleveland State University, 2007: online). Magazine articles are usually short and generally do not contain footnotes or bibliographies. The main contents of a layout in fashion magazine are lead section, link, body section, images, horizontal dividing line, standard appendices, see also and notes. There are various well-known international fashion magazines, such as Elle, Marie Claire, Glamour, Harper's Bazaar, and Vogue. In this study, Vogue magazine was selected as a representative of all magazines because it is the most famous magazine of high fashion and high society (Vogue magazine, 2007: online)

2.2 Vogue Magazine

Vogue is the most popular fashion and lifestyle magazine for sophisticated female fashion mavens published in several countries around the world, i.e. Australia, Brazil, China, France, Germany, Greece, Italy, Korea, Japan, Mexico, Portugal, Russia, Spain, Switzerland, Taiwan, the United Kingdom and the United States. Wikipedia commented as follows:

"...Vogue Paris and Vogue Italia are arguably the most influential magazines of the fashion world."

(Vogue magazine, 2007: online)

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The power that Vogue has had over many generations of women has spawned a plethora of other women's magazines—such as *Cosmopolitan*, *Glamour*, and *Mademoiselle*—which have sought to claim part of the growing market of interest. Despite the abundance of women's magazines, no other publication has been able to achieve the lasting influence and success of Vogue. Vogue is celebrated its 90th birthday in 2006 under the ownership of New York-based magazine publisher Condé Nast. Vogue continually seeks out, presents, and promotes new ideas regarding clothing, accessories, and beauty products, and as a magazine entertains, educates, and guides millions of women. Generally, fashion magazines present a variety of articles such as fashion trends, designers' collections, latest news on fashion, fashion runway shows, beauty, health, lifestyle, celebrity style and so on. The articles in Vogue include fashion, features about the latest in popular culture and entertainment, as well as pointers on hair, makeup, exercise, health and relationships. The written texts on fashion in Vogue magazines were chosen to study in this research.

2.3 Adjectives

An adjective describes the person or thing which a noun refers to. Alexander (1988: 106) suggested that we use adjectives to say what a person or thing is like or seems like and they also give us information about:

Quality:	a <i>beautiful</i> dress; a <i>nice</i> day.
Size:	a <i>big</i> car; a <i>small</i> coin; a <i>tall</i> man.
Age:	a <i>new</i> handbag; a <i>young</i> man.
Temperature:	a <i>cool</i> evening; a <i>hot</i> day.
Shape:	a <i>round</i> table; a <i>square</i> box.
Color:	<i>blue</i> eyes; <i>grey</i> hair; a <i>white</i> horse.
Origin:	a <i>Japanese</i> camera; a <i>Swiss</i> watch.

An adjective modifies a noun and it also expresses quality (*large*, *quiet*, *friendly*) and the writer's opinion or attitude (*excellent*, *beautiful*). Adjectives can also express other meanings such as origin (an *American* writer), place (an *inland* waterway), frequency (a *weekly* newspaper), degree (a *complete* failure), necessity (an *essential* safeguard), and degree of certainty (the *probable* result) (Eastwood, 1994: 252).

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2.3.1 Characteristics of Adjectives

Quirk et al. (1972: 231) commented about characteristics of adjectives as follows:

1) Adjectives can freely occur in attributive position and they can premodify a noun, e.g. the *happy* children, a *big* problem.

2) Adjectives can freely occur in predicative position and they can function as subject complement, as shown in the following examples:

The man seemed *old*.

He thought the painting *ugly*.

3) They can be premodified by the intensifier *very*, as shown in:

(1) The children are *very happy*.

(2) That man is *very rich*.

4) They can take comparative and superlative forms. The following sentences are the examples:

They are *the happiest* people I know

These students are *more intelligent*.

2.3.2 Subclassification of Adjectives

1) According to semantic function, three semantic scales are applicable to adjectives (Quirk et al., 1972: 265).

a) Stative and Dynamic Adjectives

Adjectives are characteristically stative. Many adjectives can be seen as dynamic. In particular, most adjectives that are susceptible to subjective measurement are capable of being dynamic. For example, a stative adjective such as *tall* cannot be used with the progressive aspect or with the imperative: *He's being tall. Be tall*. On the other hand, we can use *careful* as a dynamic adjective: *He's being careful. Be careful*.

Adjectives can be used dynamically such as *ambitious, brave, calm, careless, cheerful, clever, friendly, funny, good, helpful* (Quirk et al., 1972: 265).

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b) Gradable and Non-Gradable Adjectives

Adjectives can be divided into two classes: a large class of words which can be graded (gradable adjectives) and a small class that cannot be graded (non-gradable adjectives) (Alexander, 1988: 106).

The adjectives are gradable when:

- 1) they can be imagined degrees in the quality referred to and so can be used with words like *very*, *too* and *enough*: *very good*, *too good*, *less good*, *not good enough*.
- 2) they can be formed a comparative and superlative: *big*, *bigger*, *biggest*; *good*, *better*, *best*, *beautiful*, *more beautiful*, *most beautiful*.

The adjectives are non-gradable when:

- 1) they cannot be modified (i.e. they cannot be used with *very*, *too*)
- 2) they cannot be made a comparative or superlative: e.g. *daily*, *dead*, *medical*, *unique*.

c) Inherent and Non-Inherent Adjectives

Most adjectives are inherent, that is to say, characterize the referent of the noun directly. For example, the inherent adjective in *a wooden cross* applies to the referent of the object directly: a wooden cross is also a wooden object. On the other hand, in *a wooden actor* the adjective is non-inherent: a wooden actor is not (presumably) a wooden man (Quirk et al., 1972: 266).

- 2) According to syntactic function, Quirk et al. (1972: 265) suggested that the two main syntactic functions of adjectives are their use as attributives and as predicatives. The terms attributive and predicative refer to the position of an adjective in a phrase or sentence.

a) Predicative Adjectives

An adjective is predicative or it is used predicatively when it comes directly after *be*, *seem*, *feel*, *get*, *become*: This ticket *is old*. Your mother *seems angry*.

b) Attributive Adjectives

Alexander (1988: 108) stated that an adjective is attributive or is used attributively when it comes before a noun: an *old* ticket, a *young* shop-assistant, he is an *old* man.

2.3.3 Order of Adjectives

According to Eastwood (1994:256), there are eleven groups of adjectives: opinion, size, quality, age, shape, color, participle forms, origin, material, type, and purpose. They can be grouped as follows:

Opinion:	<i>nice, wonderful, excellent, lovely, terrible, awful, etc.</i>
Size:	<i>large, small, long, short, tall, etc.</i>
Quality:	<i>clear, busy, famous, important, quiet, etc.</i>
Age:	<i>old, new</i>
Shape:	<i>round, square, fat, thin, wide, narrow, etc.</i>
Color:	<i>red, white, blue, green, etc.</i>
Participle forms:	<i>covered, furnished, broken, running, missing, etc.</i>
Origin:	<i>British, Italian, American, etc.</i>
Material:	<i>brick, paper, plastic, wooden, etc.</i>
Type:	<i>human, chemical, domestic, electronic, etc.</i>
Purpose:	<i>alarm (clock), walking (boots), etc.</i>

However, a participle which is a form of a verb usually ended in, ‘-ed’ or ‘-ing’ can be classified as a type, e.g. striped, pleated. These words can identify the particular style of clothes. So in this study, only ten groups of adjectives, i.e. opinion, size, quality, age, shape, color, origin, material, type, and purpose were applied. The participle forms were omitted.

When two or more adjectives come before a noun, the order of adjectives depends mainly on the meaning and they are usually put in a fairly fixed order as follows:

Opinion + size + quality + age + shape + color + origin + material + type + purpose

Eastwood (1994: 256) also noted that this rule is not absolute. The order can sometimes be different and the short adjectives are sometimes put before a long one.

2.4 Related Research on the Language of Fashion

It should be noted that little previous research has been carried on the analysis of fashion language. There are some relevant studies. In Thailand, English Language Development Center (2004: 1) has conducted a needs analysis of the use of the English language among the personnel of the six strategic industrial groups which are considered important to the national economy,

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namely The Tourism Industry, The Food Industry, The Health Science Industry, The Automobile Industry, The Information Technology Industry and The Fashion Industry. Between June - July 2004, the researchers used a combination of interviewing methods namely face-to-face group interviews, structured interviews, guided interviews and focus interviews, to study the needs of English skills of Senior Administrators, Junior Administrators and Operations Personnel in large as well as small groups. The researchers found that the people of all groups realized the significance and necessity of English in their work. The junior administrators and the operational workers needed English language improvement the most. Most of the senior administrators in all six industries were able to use English effectively and had to use English to conduct their business extensively. In the fashion industry, their personnel at all levels needed speaking and listening skills (80% and 70%) to communicate with their customers, give information on the products and quote prices. The senior and junior administrators needed writing and reading skills (60% and 50%) to correspond with customers and read instructions on the use and care of products. According to the need of people in fashion industry, they need to give information on their products so the vocabularies which occurred in fashion articles might fulfill their requirements.

In 2006, Institute of Textile and Clothing (ITC) in Hong Kong Polytechnic University offered Professional English for ITC students to develop English language skills required of ITC students to communicate effectively in their future professional careers. At the end of the course, students are expected to be able to use appropriate language and text structure to write internal and external workplace correspondence, to write workplace reports, in particular those that discuss numerical data, to present information and ideas professionally in presentation, and to use textiles-related vocabulary and pronounce them properly. In short, ITC students learn English for describing current and future trends including apparel design, textiles, color themes and embellishments (Hong Kong Polytechnic University, 2006: online).

In Thailand, Bangkok International Fashion Academy has provided many fashion courses such as fashion design, fashion business. This institute has also provided "*Fashion English*" and "*Fashion Business English*" which cooperate with famous fashion institutes like New York Fashion Institute of Technology and Institute of Textile and Clothing (ITC) in Hong Kong Polytechnic University. The aim is to improve the language skills and knowledge of young designers up to international standard (Bangkok International Fashion Academy, 2007: online).

2.5 Background of Corpus

This section presents the background and descriptions of the corpus that can be divided into two parts: definition of corpus and types of corpora.

2.5.1 Definition of Corpus

Kennedy (1998: 3) defined a corpus (plural corpora) as a collection of texts in an electronic database and there are many different kinds of corpora. Hunston (2002: 2) claimed that linguists have always used the word corpus to describe a collection of naturally occurring examples of language, consisting of anything from a few sentences to a set of written texts or tape recordings, which have been collected for linguistic studies. More recently, the word has been reserved for collections of texts (or part of text) that are stored and accessed electronically (Kennedy, 1998: 5).

2.5.2 Types of Corpora

The corpora can differ in number of ways according to the purpose for which they were compiled, their representativeness, organization and format (Kennedy, 1998: 19). Here are some commonly used corpus types which categorized by Hunston (2002: 14).

2.5.2.1 General Corpus

A general corpus is a corpus of texts of many types. It may include written or spoken language, or both, and may include texts produced in one country or many. It is unlikely to be representative of any particular 'whole', but will include as wide a spread of texts as possible. A general corpus is usually much larger than a specialized corpus. It may be used to produce reference materials for language learning or translation, and it is often used as a baseline in comparison with more specialized corpora. Because of this second function it is also called a reference corpus.

The first example of general corpus is The Brown Corpus. It is the first Standard American English of the modern, computer readable, general corpora. It was compiled by W.N. Francis and H. Kucera, Brown University, Providence, RI. The corpus consists of one million words of American English texts printed in 1961. The texts for the corpus were sampled from 15 different text categories such as press (reportage, editorial, reviews), religion, skill and hobbies, popular lores, belles-letters and so on to make the corpus a good standard reference. Today, this corpus is considered small, and slightly dated. The corpus is, however, still used. Much of its

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usefulness lies in the fact that the Brown corpus lay-out has been copied by other corpus compilers. (Brown Corpus, 2007: online).

The Lancaster-Oslo/Bergen Corpus (LOB) was compiled by researchers in Lancaster, Oslo and Bergen. It consists of one million words of British English texts from 1961. The texts for the corpus were sampled from 15 different text categories such as press (reportage, editorial, reviews), religion, learned and scientific writings, belles letters, biography, essays and so on. Each text is just over 2,000 words long (longer texts have been cut at the first sentence boundary after 2,000 words) and the number of texts in each category varies (Lancaster-Oslo/Bergen Corpus, 2007: online).

The British National Corpus (BNC) is a 100 million word collection of samples of written and spoken language from a wide range of sources, designed to represent a wide cross-section of British English from the later part of the 20th century, both spoken and written. The written part of the BNC (90%) includes, for example, extracts from regional and national newspapers, specialist periodicals and journals for all ages and interests, academic books and popular fiction, published and unpublished letters and memoranda, school and university essays, among many other kinds of text. The spoken part (10%) includes a large amount of unscripted informal conversation, recorded by volunteers selected from different age, region and social classes in a demographically balanced way, together with spoken language collected in all kinds of different contexts, ranging from formal business or government meetings to radio shows and phone-ins (British National Corpus, 2007: online)

Hunston (2002: 14) categorized a various kind of corpus. Comparable corpora are two (or more) corpora in different languages or in different varieties of a language. Comparable corpora of different languages can be used by translators and by learners to identify differences and equivalences in each language. Parallel corpora is two (or more) corpora in different languages, each containing texts that have been translated from one language into the other or texts that have been produced simultaneously in two or more languages. They can be used by translators and by learners to find potential equivalent expressions in each language and to investigate differences between languages.

Learner corpus is a collection of texts - essays, for example - produced by learners of a language. The purpose of this corpus is to identify in what respects learners differ from each other and from the language of native speakers, for which a comparable corpus of native-speaker texts is required. Pedagogic corpus is a corpus consisting of all the language a learner has been exposed

to. For most learners, their pedagogic corpus does not exist in physical form. A pedagogic corpus can be used to collect together for the learners all instances of word or phrase they have come across in different contexts, for the purpose of raising awareness. It can also be compared with a corpus of naturally occurring English to check that the learner is being presented with language that is natural-sounding and useful. Historical or diachronic corpus is a corpus of text from different periods of time. It is used to trace the development of aspects of a language over time. Monitor corpus is a corpus designed to track current changes in a language. A monitor corpus is added to annually, monthly or even daily, so it rapidly increases in size.

2.5.2.2 Specialized Corpus

Specialized corpus is a corpus of texts of a particular type, such as newspaper editorials, geography textbooks, academic articles in a particular subject, lectures, casual conversations, essays written by students. It aims to be representative of a given type of text. It is used to investigate a particular type of language. Researchers collect their own specialized corpora to reflect the kind of language they want to investigate.

Shanghai Jiaotong University constructed the JDEST Corpus in the 1980s, which was the first corpus of English for Specific Purposes in the world, and which has been commended by the famous British linguist, G. Leech as “the pioneer” in specialized corpus construction. The JDEST Corpus has been expanded to a size of 4,000,000 words of running texts. At present, it is the largest and the most comprehensive English corpus in the country, providing resources for EAP research and data for policy making in English language education. Professor Yang Huizhong and his colleagues have also developed a series of standardized language testing theories and procedures, exerting great and profound influence at home and abroad (Huang, 2006: online).

The Tourism Corpus was compiled by September 2004, Michael Wilkinson had compiled a corpus of 670,000 words. The Tourism Corpus could be described as being an untagged monolingual target-language corpus. It contains mainly texts from brochures from the British Isles and from North America, especially Canada. When compiling the corpus, a major reason for including Canadian brochures was that they contain descriptions of activities that are often featured in Finnish source texts, e.g. snowshoe treks, skiing, snowmobile trips, wilderness adventures - which are rarely mentioned in British brochures (Wilkinson, 2004: online).

2.6 Concordancing Software

In recent year, the computer programs have become increasingly available. It is a set of instructions to a computer and can be very useful for analyzing corpus. The background and descriptions of the concordancing software used in this study can be divided into two parts: definition of concordancing software and text processing.

2.6.1 Definition of Concordancing Software

Concordancing software is the program which tells the computer how to analyze a corpus. It tells what texts use as input, what linguistic features to analyze and how to identify them, and what kind of output to produce (Landau, 2001: 254). In other words, the concordancing software is the program which allows the user to search for specific target words in a corpus, provide exhaustive lists for the occurrences of the word in context, enable the analysis of lexical collocations, and provide frequency information.

2.6.2 Text Processing

The concordancing software '*WordSmith Tools*' consists of six tools, i.e. WordList, Concord, Key Word, Splitter, Dual Text Aligner, and Viewer (Mctait, 1998: Online). For this study, WordList, Concord, and Cluster which are included in Concord, were used to analyze fashion corpus because these tools have different specific target. WordList tool was used to find out word frequency lists in terms of frequency and alphabetical order, text analysis statistics, and Key Word In Context (KWIC).

2.6.2.1 Text Analysis Statistics

After WordSmith Tools identified the finding of running words, word form, or word type, it can produce text analysis statistics or figure for a number of relationship, i.e. tokens, types, and types/token ratio as an example from intensive and extensive science courses corpus (Poonpon, 2002: 42) in Table 2.1 below:

Table 2.1 Statistical Details of Intensive and Extensive Science Courses Corpus

Statistical Details	Text Files							
	MUIR1	MUER1	MUIR2	MUER2	KKUIR1	KKUER1	KKUIR2	KKUER2
Tokens	55,442	30,310	64,321	35,675	66,160	12,116	41,978	11,671
Types	6,160	3,204	6,807	5,881	5,537	2,957	5,369	2,712
Type/Token Ratio	11.11	10.57	10.58	16.48	08.37	24.41	12.79	23.24

MUIR1 = Mahidol University Classroom Materials, First Year

MUER1 = Mahidol University Extensive Reading Materials, First Year

MUIR2 = Mahidol University Classroom Materials, Second Year

MUER2 = Mahidol University Extensive Reading Materials, Second Year

KKUIR1 = Khon Kaen University Classroom Materials, First Year

KKUER1 = Khon Kaen University Extensive Reading Materials, First Year

KKUIR2 = Khon Kaen University Classroom Materials, Second Year

KKUER2 = Khon Kaen University Extensive Reading Materials, Second Year

2.6.2.2 Word Frequency List

Word frequency list is the list of vocabulary in the text files. The information that is available in the frequency list can be rendered in several ways (Kaye, 1988b: 150). Word frequency list in frequency order begins with the most frequent item and continues down to the single occurrences. The example of the frequency order of psychology corpus (Kaewphanngam, 2002: 57) was given in Table 2.2.

Table 2.2 Word Frequency List of Psychology Corpus

No.	Word	Freq.	Percent
1	the	12,355	5.23
2	of	8,367	3.54
3	be	6,232	2.64
4	to	6,061	2.57
5	in	5,290	2.24
6	that	2,867	1.21
7	have	1,768	0.75
8	or	1,616	0.68
9	on	1,536	0.65
10	their	1,142	0.48

2.6.2.3 Key Word In Context (KWIC)

Key Word In Context is a popular type of computer-generated concordance which is easy for a researcher to scan quickly. Each line of concordance contains an instance of a select word

and the page is aligned centrally around this word. The text before and after the selected word is printed, then the space, the word in question, more text, and the end of the line is reached. The full KWIC format prints a whole line of text with the word under examination in the middle (Sinclair, 1991: 32-33, 173) as an example from TEFL corpus (Renouf: 1984) shown in Figure 2.2:

ack tomorrow. What can't you pay me back	today?	He told you he was going to give up smok
is lonely and unhappy. His friends are busy	today.	Everyday conversation would like to com
ey're good team, they usually play well, but	today	England are playing very well, and Scotla
looking ahead? Why don't we start enjoying	today?	He's been to the mountains. He's been to t
this morning. He has to take an examination	today.	He has to go to the university but he is thi
e'll show you a film about our factories later	today.	Does that answer your question? Yes, I thi
the example. Mary is working in the library	today.	Does Mary work in the library everyday?
b to train any new recruits that are taken on.	Today	he is with a trainee bus driver called Davi

Figure 2.1 Concordance of 'today'

2.7 Summary

In conclusion, this chapter reviewed the characteristics of fashion magazines and articles. The general characteristics of fashion in terms of vocabulary used in fashion magazines and articles will be mentioned in the next chapter and the results of analysis will be shown in Chapter 4.

CHAPTER 3

METHODOLOGY

This chapter describes the methodology of research. It is divided into three parts. The first part is data collection. The second part focuses on data analysis and the final part explains the processing of texts.

3.1 Data Collection

As mentioned in Chapter 1, the 36 written texts on fashion were collected from Vogue magazines during one-year period of time from January, 2004 to December, 2004. The texts were then grouped into two main groups of seasons, namely spring-summer, and autumn-winter.

Vogue is the most popular fashion and lifestyle magazine for sophisticated female fashion mavens published in several countries around the world.

The written texts on fashion collected in this research were mainly from *style fax*, *talking fashion*, and *point of view*. The number of written texts on fashion in each category was shown in Table 3.1

Table 3.1 Contents of Written Texts in Fashion Corpus

Seasons	Number of Written Texts			Total Number of Written Texts	Percent
	Style Fax	Talking Fashion	Point of View		
Spring-Summer	6	6	6	18	50
Autumn-Winter	6	6	6	18	50
Total	12	12	12	36	100

Table 3.1 shows the proportions of fashion articles which were selected from Vogue magazines. The total number of written texts on fashion was 36 from Vogue magazines. The contents of Fashion corpus were divided into 50 percent Spring-Summer collections (18 pieces) and 50 percent Autumn-Winter collections (18 pieces). After 36 written texts on fashion were

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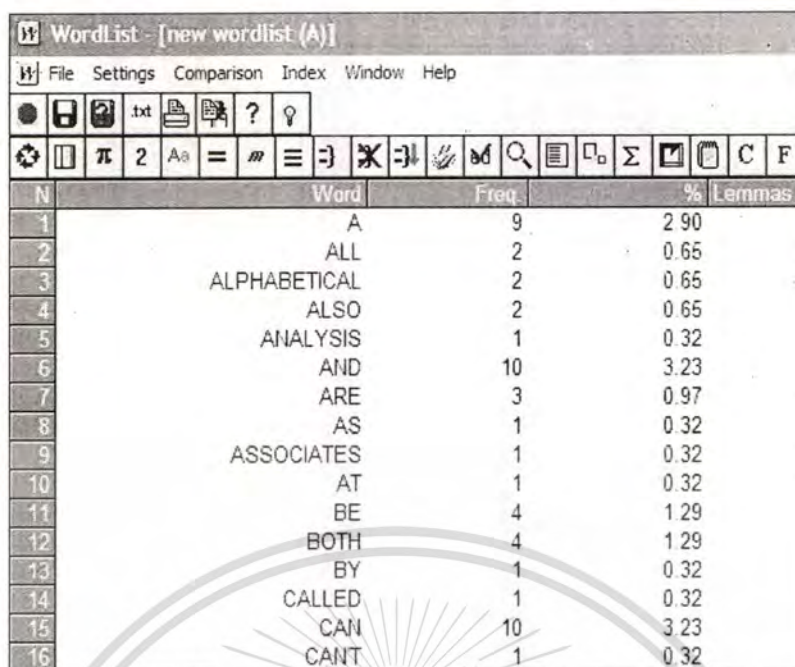
selected for the analysis, these data were scanned from magazines. The Optical Character Recognition (OCR) were used to scan a page of texts (Davidson, 1992). Then the data were saved in the computer as plain-text files (*.txt). There were some scanning errors; therefore, some corrections were made after scanning the text.

When data collection was completed, the data analysis was started. In this study, a concordance software, WordSmith Tools Version 3 was used to analyze the data. It lists the keywords for the more specialized corpus (Hunston, 2002: 68). The keywords can be lexical items which reflect the topic of a particular text, but they can also be grammatical words which convey more subtle information (Scott, 2000). Three figures below display three tools in WordList namely Word Frequency List, Alphabetical Word List, and Basic Statistical Analysis. The sample texts were from suggest2 files by Scott (1996).

N	Word	Freq	%	Lemmas
1	THE	20	6.45	
2	AND	15	4.84	
3	CAN	10	3.23	
4	CAN	10	3.23	
5		9	2.90	
6	TEXT	8	2.58	
7	WORD	8	2.58	
8		7	2.26	
9	WORDS	7	2.26	
10	OF	6	1.94	
11	UTILITY	6	1.94	
12	WORDLIST	6	1.94	
13	THEN	5	1.61	
14	TO	5	1.61	
15	BE	4	1.29	
16	BOTH	4	1.29	

Figure 3.1 Word Frequency List

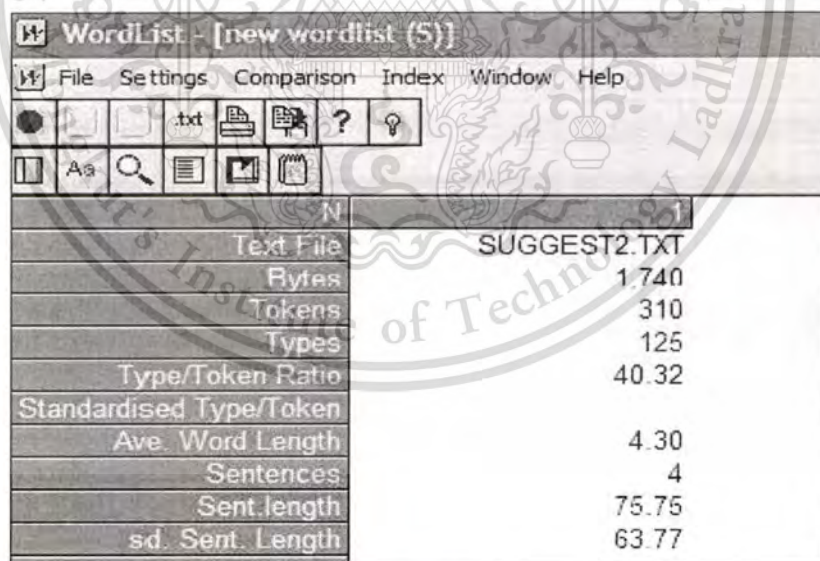
Figure 3.1 showed an example of word frequency list which presented the rank of each word for example, the word “the” occurred the most frequently in the suggest2 texts files with 20 times or 6.45%.



N	Word	Freq.	% Lemmas
1	A	9	2.90
2	ALL	2	0.65
3	ALPHABETICAL	2	0.65
4	ALSO	2	0.65
5	ANALYSIS	1	0.32
6	AND	10	3.23
7	ARE	3	0.97
8	AS	1	0.32
9	ASSOCIATES	1	0.32
10	AT	1	0.32
11	BE	4	1.29
12	BOTH	4	1.29
13	BY	1	0.32
14	CALLED	1	0.32
15	CAN	10	3.23
16	CANT	1	0.32

Figure 3.2 Alphabetical List

Figure 3.2 displayed the alphabetical list. The main use of alphabetical lists is for reference and it plays a secondary role when there is a need to check the frequency of a particular word.



N	Text File	SUGGEST2.TXT
	Bytes	1.740
	Tokens	310
	Types	125
	Type/Token Ratio	40.32
	Standardised Type/Token	
	Ave. Word Length	4.30
	Sentences	4
	Sent. length	75.75
	sd. Sent. Length	63.77

Figure 3.3 Statistical Analysis of Text

Figure 3.3 showed the basic statistics which contained the number of tokens, word types, and type/token ratio. It meant this text had 310 tokens or running words and 125 word types.

3.2 Data Analysis

Written texts on fashion were analyzed by '*WordSmith Tools Version 3*' which was created by Mike Scott in 1996. The tools consist of three main tools, namely Wordlist tool, Concord tool, and Keywords tool. They provide the frequency lists, the concordances, and key words in context respectively.

3.2.1 Selection of Adjectives

The adjectives in written texts were chosen from the word frequency list.

3.2.2 Classification of Adjectives

The adjectives were classified into ten groups which were based on Eastwood, 1994, i.e. opinion, size, quality, age, shape, color, origin, material, type, and purpose. Those adjectives were shown in the forms of word frequency and percentage. The high frequency adjectives in each group were selected to show their concordances and key words in context.

3.3 Summary

This chapter displays the methodology of the study. It explains the data collection and data analysis. The results and discussions of this research will be presented in the next chapter.

CHAPTER 4

RESULTS AND DISCUSSIONS

This chapter presents the results and discussions of adjectives in fashion corpus. The first section shows the corpus findings in terms of the statistical analysis of the fashion corpus and the word frequency list. The second section discusses the classification of adjectives. The final section is the summary of this chapter.

4.1 Corpus Findings

This section displays the results of fashion corpus. It is divided into two parts, namely statistical analysis of fashion corpus, and word frequency list.

4.1.1 Statistical Analysis

The statistical analysis of fashion corpus contains a summary of the contents of corpus that show the frequency of occurrence of the tokens (running words), word types, and type/token ratio. As mentioned in Chapter 1, the tokens are the number of all words which occur in the text. These words are counted each time they occur. A token which occurred more than once in different positions is counted as one word type. The type/token ratio is calculated to show how many times each word type occurs in the corpus. Table 4.1 below illustrates the statistical analysis of fashion corpus, i.e. frequency of occurrence of tokens, word types, and type/token ratio.

Table 4.1 Tokens, Word Types, and Type/Token Ratio of Fashion Corpus

Text File	Magazine.txt
Tokens	26,889
Word Types	5,607
Type/Token Ratio	1:4.8

As shown in Table 4.1, the overall tokens or running words of the whole corpus is 26,889 words. There are 5,607 word types in the corpus. The occurrence of the word types depends on

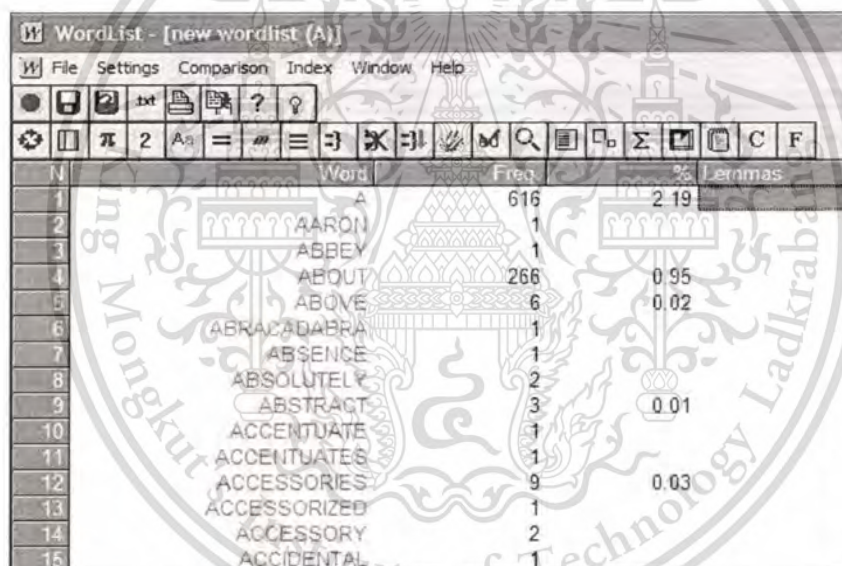
the tokens which occurred more than once in different positions. With a type/token ratio of 1:4.8, each word in the corpus is repeated nearly 5 times on average throughout the corpus.

4.1.2 Word List

The information that is available in the word list can be rendered in two ways: alphabetical list and frequency list with the number of time, line number, and percentages to indicate their place in the text corpus (Kaye, 1988b: 150). This section is divided into two parts, i.e. alphabetical list and word frequency list.

4.1.2.1 Alphabetical List

The alphabetical list displays all words in the corpus which is arranged in English alphabetical order from A - Z as well as their frequencies and percentages as shown in Figure 4.1.



N	Word	Freq	%	Lemmas
1	A	616	2.19	
2	AARON	1		
3	ABBEY	1		
4	ABOUT	266	0.95	
5	ABOVE	6	0.02	
6	ABRACADABRA	1		
7	ABSENCE	1		
8	ABSOLUTELY	2		
9	ABSTRACT	3	0.01	
10	ACCENTUATE	1		
11	ACCENTUATES	1		
12	ACCESSORIES	9	0.03	
13	ACCESSORIZED	1		
14	ACCESSORY	2		
15	ACCIDENTAL	1		

Figure 4.1 Alphabetical List of Fashion Corpus

Figure 4.1 shows the alphabetical list of fashion corpus. The main use of alphabetical lists is for reference and it is also used to check the frequency of a particular word (Sinclair, 1991: 31).

4.1.2.2 Word Frequency List

This part presents the word frequency list of fashion corpus. A word frequency list provides the number of time, line number, and percentage of each word that occur in the corpus. The list begins with the most frequent item and continues down to the single occurrences. Figure 4.2 shows the top 25 words occurring in the fashion corpus.

N	Word	Freq.	%	Lemmas
1	THE	748	2.80	
2	AND	679	2.54	
3	A	583	2.18	
4	IN	577	2.16	
5	OF	371	1.39	
6	AT	316	1.18	
7	TO	314	1.18	
8	WITH	304	1.14	
9	ABOUT	258	0.97	
10	THIS	256	0.96	
11	FOR	242	0.91	
12	BY	225	0.84	
13	FROM	195	0.73	
14	DRESS	176	0.66	
15	SEE	146	0.55	
16	SKIRT	134	0.50	
17	IS	131	0.49	
18	MORE	128	0.48	
19	STORES	128	0.48	
20	PAGE	127	0.48	
21	ISSUE	125	0.47	
22	DETAILS	124	0.46	
23	FASHION	120	0.45	
24	NEW	119	0.45	
25	HER	118	0.44	

Figure 4.2 Word Frequency List of Fashion Corpus

It can be seen from Figure 4.2 that the highest frequency word is an article “the” which occurs 751 times (2.79%). This confirms the view of Jurafsky and Martin (2002: 314) that the word “the” is the most frequent word in most English corpora. The result, moreover, supports the comment of Nation (2001) that three frequent words are “the”, “in”, and “for”. Within the fashion corpus, determiners, prepositions, and conjunctions occur at the high frequency, namely “the”, “and”, “a”, “in”, “of”, “at”, “to”, “with”, “about”, “this”, “for”, “by”, and “from”. The preposition with the highest frequency is the word “in” (580 times or 2.16%). According to Kennedy (1998: 139), a preposition occurs once in every eight words in almost any English texts. For conjunction, “and” occurs at the highest rank (682 times or 2.54%). This supports Jurafsky and Martin’s (2002: 315) finding that the word “and” is the most frequent conjunction in most English corpora and placed at the high rank. The following sentences are the examples of the word “and” in fashion corpus.

- (1) Slim **and** wide are the two opposing looks of the season.
- (2) She wore a John Galliano full skirt **and** a corset.

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- (3) I shot the Versace campaign with Steven Meisel, **and** I just fell in love with all those bright colors.

From examples, “and” is used to link words such as “Slim **and** wide”, phrases such as “a John Galliano full skirt **and** a corset”, and clauses such as “I shot the Versace campaign with Steven Meisel, **and** I just fell in love with all those bright colors.”

As can be seen from the top 25 words, the word “dress”, “skirt”, and “fashion” reflect the fashion matter occurring at the fourteenth rank (176 times or 0.66%), sixteenth rank (134 times or 0.50%), and twenty-third rank (120 times or 0.45%) respectively. The fashion matters consist of specific contents. The reason why the word “dress” appeared at the highest rank among the other words is that Vogue magazine is a magazine for sophisticated female fashion mavens. The examples “dress”, “skirt”, and “fashion” in fashion corpus are shown in the following sentences.

- (4) Elsewhere, Jennifer Lopez wore an elaborate Dolce & Gabbana **dress** with a long train that the designers themselves carried lest it get wet in the rain.
- (5) Stand out from the crowd in a boxy 1950s-ish jacket and a sexy, supernarrow **skirt**.
- (6) This month, we also take a tour around that most feminine design - the bra - and reveal the outstanding new talents who will be creating the **fashion** of the future.

4.2 Classification of Adjectives

As stated in Chapter 2, when two or more adjectives come before a noun, there is usually a fairly fixed order. The order depends mainly on the meaning. This section shows the ten categories of adjectives, namely opinion, size, quality, age, shape, color, origin, material, type, and purpose (Eastwood, 1994: 256) derived from fashion corpus, as shown in Table 4.2.

Table 4.2 Top Seventy-Three Adjectives in Nine Categories of Fashion Corpus

Rank	Word	Category	Frequency	Percent
1	silk	Material	101	0.38
2	new	Age	66	0.25
3	leather	Material	54	0.20
4	wool	Material	53	0.20
5	white	Color	43	0.16
6	satin	Material	42	0.16
7	tweed	Material	40	0.15
8	vintage	Quality	38	0.14
9	black	Color	37	0.14
10	cotton	Material	36	0.13
11	chiffon	Material	34	0.13
12	cashmere	Material	27	0.10
13	silver	Color	27	0.10
14	best	Quality	26	0.10
15	blue	Color	23	0.09
16	long	Size	22	0.08
17	gold	Color	21	0.08
18	striped	Type	19	0.07
19	high	Size	18	0.07
20	mink	Material	18	0.07
21	red	Color	18	0.07
22	suede	Material	18	0.07
23	modern	Age	17	0.06
24	embroidered	Type	16	0.06
25	pleated	Type	16	0.06
26	velvet	Material	16	0.06
27	green	Color	15	0.06
28	young	Age	15	0.06

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Table 4.2 (Continued)

Rank	Word	Category	Frequency	Percent
29	beaded	Type	14	0.05
30	big	Size	14	0.05
31	pink	Color	14	0.05
32	cream	Color	13	0.05
33	cropped	Type	13	0.05
34	old	Age	13	0.05
35	pencil	Type	13	0.05
36	evening	Purpose	12	0.04
37	short	Size	12	0.04
38	crystal	Material	11	0.04
39	denim	Material	11	0.04
40	sequined	Type	11	0.04
41	antique	Quality	10	0.04
42	beautiful	Opinion	10	0.04
43	better	Quality	10	0.04
44	bright	Color	10	0.04
45	chic	Opinion	10	0.04
46	elegant	Opinion	10	0.04
47	grey	Color	10	0.04
48	ladylike	Quality	10	0.04
49	printed	Type	10	0.04
50	sexy	Opinion	10	0.04
51	beige	Color	9	0.03
52	great	Quality	9	0.03
53	sheer	Quality	9	0.03
54	soft	Quality	9	0.03
55	super	Quality	9	0.03
56	wide	Shape	9	0.03
57	yellow	Color	9	0.03

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Table 4.2 (Continued)

Rank	Word	Category	Frequency	Percent
58	dangerous	Opinion	8	0.03
59	dark	Color	8	0.03
60	dyed	Type	8	0.03
61	golden	Color	8	0.03
62	hot	Opinion	8	0.03
63	perfect	Quality	8	0.03
64	smart	Opinion	8	0.03
65	stylish	Opinion	8	0.03
66	linen	Material	7	0.03
67	tight	Type	7	0.03
68	bold	Type	6	0.02
69	skinny	Shape	6	0.02
70	trim	Type	6	0.02
71	brown	Color	5	0.02
72	glamorous	Opinion	5	0.02
73	precious	Opinion	5	0.02

As can be seen from Table 4.2, the classification of top seventy-three adjectives in fashion corpus is shown the ranking, frequency, and percentage. From the top seventy-three adjectives, nine categories of adjectives, namely opinion, size, quality, age, shape, color, material, type, and purpose were found. The word “silk” occurs at the highest rank (101 times or 0.38%), followed by “new” (66 times or 0.25%), “leather” (54 times or 0.20%), and “wool” (53 times or 0.20%). The adjectives of material category occurred most frequently at the higher rank among other categories. Some words function more than one part of speech, e.g. “dress”. The word “silk” appears 105 times in word frequency list, but its occurrence in Table 4.2 is 101 times. In fashion corpus, the word “silk” can be adjective (101 times) and noun (4 times). The examples of the word “silk” are shown in (9) and (10).

(7) Lily wears **silk** top with rose, from \$1,706.

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(8) October is a month of camel-hair coats and Balmoral tweed, of fox toques and midnight **silk**.

From examples, “silk” functions as an adjective such as “**silk** top”, and noun such as “midnight **silk**”. The occurrence of adjectives in nine categories can be classified in Table 4.3 as follow:

Table 4.3 Top 10 Adjectives and Their Frequencies in Each Category of Fashion Corpus

No.	Category	Adjectives (frequency)
1	Opinion	beautiful (10), chic (10), elegant (10), sexy (10), dangerous (8), hot (8), smart (8), stylish (8), glamorous (5), precious (5)
2	Size	long (22), high (18), big (14), short (12)
3	Quality	vintage (38), best (26), antique (10), better (10), ladylike (10), great (9), sheer (9), soft (9), super (9), perfect (8)
4	Age	new (66), modern (17), young (15), old (13)
5	Shape	wide (9), skinny (6)
6	Color	white (43), black (37), silver (27), blue (23), gold (21), red (18), green (16), pink (14), cream (13), bright (10)
7	Material	silk (101), leather (54), wool (53), satin (42), tweed (40), cotton (36), chiffon (34), cashmere (27), mink (18), suede (18)
8	Type	striped (19), embroidered (16), pleated (16), beaded (14), cropped (13), pencil (13), sequined (11), printed (10), dyed (8), tight (7)
9	Purpose	evening (12)

Table 4.3 presents the top ten adjectives occurring in each category of fashion corpus. Nine groups of adjectives, namely opinion, size, quality, age, shape, color, material, type, and purpose were found. The group of adjectives which occurred most frequently are material category such as “silk”, “leather”, “wool”, color category such as “white”, “black”, “silver”, and type category such as “striped”, “embroidered”, “pleated”. Adjectives of origin category did not occur in the top 573 words in fashion corpus (see Appendix A).

According to the word occurred the most frequently in nine categories, namely “beautiful”, “long”, “vintage”, “new”, “wide”, “white”, “silk”, “striped”, and “evening”, concordance lines of these adjectives are selected to show their circumstances, as shown in Figure 4.3 - 4.11.

tale fashion and magical delights. Witness **beautiful** dancing girls and cut-throat pirates, mythical colors and clean silhouettes, the bright, **beautiful** heiress has been seen at everything from a time... in a magical kingdom, lived a **beautiful** princess and a knight in shining amour. “Sheath!” Sophie Dahl makes a dramatically **beautiful** Queen of Hearts. Red satin dress with silv

Figure 4.3 Concordance of “beautiful” in Fashion Corpus

From Figure 4.3, the word “beautiful” always precedes nouns that relate to feminine, i.e. “dancing girls”, “heiress”, “princess”, and “Queen of Hearts”.

ld pansy-print trench, champagne halter, and **long** belted cotton shorts. Marc Jacobs Store. NY wears elsewhere in this shoot. “Loved those **long** checked pants. I’d dress it up for a party with Lily wears silk top with rose, from Y4, 706. **Long** cotton-tulle skirt, from Y.2,417. Both by Ronis for me! I like elegance, a nice jacket and **long** tailored pants” - Hana Soukupova Empire is

Figure 4.4 Concordance of “long” in Fashion Corpus

It can be seen from Figure 4.4 that the word “long” comes in the order of attributive adjectives. It precedes other adjectives in the type category: “belted”, “checked”, and “tailored”, followed by nouns: “shorts”, “pants”, and “skirt”. This word, moreover, come before an adjective in the material category, i.e. “cotton-tulle”.

s. Saks Fifth Avenue; Nordstrom. Lynn Ban **vintage** bracelets. Opposite page: Prada chocolate en Boutique, NYC Mark Walsh Leslie Chin **vintage** earrings. Miu Miu raccoon muffler. In this . Vera Wang Boutique, NYC. Fred Leighton **vintage** necklace and bracelet. Karolina Kurkova wer tie pin from A La Vieille Russie, NYC. **Vintage** Rolex watch. In Vest The tomboy look is sen Vivienne Westwood spotted in leopard **vintage** Jean Desses Dior Jeffrey Chow DEFININ poplin shirt \$15, lace trim camisole \$8, and **vintage** low rise jean \$25, Opposite page: heathere

Figure 4.5 Concordance of “vintage” in Fashion Corpus

As demonstrated in Figure 4.5, the word “vintage” often precedes noun relating to the ornament, namely “bracelets”, “earrings”, “necklace”, and “Rolex watch”. It is also used with the noun “jean” in fashion corpus.

for your iPod CHECKOUT: Browns’ brand **new** bridal boutique DREAM TICKET: The jack
 ded. “Dangerous Liaisons is the name of my **new** cologne. Look for it in WalMarts everywher
 tweed pencil skirts (a smart first buy) to the **new** cropped jacket. Accessories make the woma
 alent for imbuing classic clothes with a very **new** glamour. Prada beaded cream tulle dress an
 hing tights CROPPED: Get familiar with the **new** jacket shape Opposite, wool cardigan. Wool
 inine and the elegant shifts up a gear with a **new** taste for grown-up, polished and precious lo
 rooch. Details, more stores see In This Issue **new** Romantics skirt suits with soft edges: scallo

Figure 4.6 Concordance of “new” in Fashion Corpus

Figure 4.6 presents the circumstance of the word “new” in fashion corpus. This word is used to show the new fashion trends or needs: “bridal boutique”, “cologne”, “jacket”, “glamour”, and “shape”.

(about \$680). Prada boutiques. Nicole Farhi **wide** -leg khakis, about \$210. Peoples, Atlanta. M
 , Valentino boutiques. Marc Jacobs oatmeal **wide** -leg pants; about \$785. Marc Jacobs stores:
 pullover, about \$38. Gap stores. Anne Klein **wide** -leg trousers, about \$225. Verdura link brac
 Klein Store, NYC. Marc Jacobs pin-striped **wide** -leg trousers, about \$785. Marc Jacobs Store
 \$795. Michael Kors Store, NYC. Chloe gray **wide** -leg wool pants about \$820 and braided belt.

Figure 4.7 Concordance of “wide” in Fashion Corpus

As can be seen from Figure 4.7, the concordance lines show that the word “wide” is often used with “leg” and come before the noun relating to clothing, i.e. “khakis”, “pants”, and “trousers”.

turquoise sweater. Ralph Lauren Blue Label **white** cotton cardigan, about \$125. Polo Ralph La
 atch. OPPOSITE PAGE: Burberry London **white** cotton ribbed tank (about \$120) and black sa
 tier Boutique, NYC. Calvin Klein Collection **white** cotton shirt. Details, more stores, see In This
 e, traditionally calls for desert ray-deflecting **white** cotton. Banana Republic linen safari jacket,
 e. Armour, to hire, at Angels Fancy Dress. A **white** fur jacket by CHINE is fit for a Panto queen
 ress. Barneys New York. Dolce & Gabbana **white** mink-and-fox stole. Dolce & Gabbana bouti
 m Ford for Yves Saint Laurent Rive Gauche **white** silk-chiffon dress, cuffs, and crystal T-straps
 o. Opposite page: Helmut Lang goat trench, **white** silk-satin skirt, and cream suede and crin de
 09. Neiman Marcus. Rochas pumps. Chanel **white** tweed dress. Saks Fifth Avenue. Alyssa Nor
 ical fringe. This Page: Versace cherry-and- **white** tweed suit. Demner earrings. Opposite page:

Figure 4.8 Concordance of “white” in Fashion Corpus

The concordance lines in Figure 4.8 display the circumstance of the word “white” in fashion corpus. This word often precedes adjectives in the material category, i.e. “cotton”, “fur”, “mink-and-fox”, “silk-chiffon”, “silk-satin”, and “tweed”, followed by noun such as “cardigan”, “tank”, “shirt”, “jacket”, “stole”, “dress”, “skirt”, and “suit”.

is Page: Fendi knitted mink wrap, chocolate **silk** blouse, silk-satin skirt, and bracelets. Oppos
 white suit. This Page: Giorgio Armani ivory **silk** jacket about \$1,650 and skirt about \$ 825. G
 \$313. Bergdorf Goodman. Emilio Pucci lime **silk** scarf, about \$ 240. Emilio Pucci Boutiques
 arc Jacobs Store, NYC. Viktor & Rolf gray **silk** scarf. Zac posen sky-blue silk scarf. Underc
 eater (about \$780), and crimson-and-cream **silk** skirt (about \$850). Saks Fifth Avenue. Oppo
 eam cashmere-and-silk cardigan, and bronze **silk** skirt with beaded embroidery. Prada boutique
 opposite page: Helmut Lang goat trench, white **silk** -satin skirt, and cream suede and crin de che

Figure 4.9 Concordance of “silk” in Fashion Corpus

From Figure 4.9, the word “silk” always comes before nouns relating to clothing, i.e. “blouse”, “jacket”, “scarf”, and “skirt”. It is obvious that the word “silk” followed adjectives in the color category, namely “chocolate”, “ivory”, “lime”, “gray”, “crimson-and-cream”, “bronze”, and “white”.

Miu Miu trenches with leather trim, brown- **striped** shirts, beige pants, and high-waisted short stripes. From left: Paul Smith Women Pink **striped** button-down, about \$235. The bar, San Fr added colorful contrast to her red-and-white- **striped** knit dress. talking fashion Inspiration VO A collection featuring red, green and black **striped** skinny sweaters and flippy mid-calf skirts

Figure 4.10 Concordance of “striped” in Fashion Corpus

As demonstrated in Figure 4.10, the word “striped” precedes adjective in the type category: “knit”, and shape category: “skinny”, followed by nouns relating to clothing, namely “shirts”, “button-down”, “dress”, and “sweater”.

tume,” said Kors, who made luscious satiny **evening** dresses for the women at his table, including elegance. They shine in fall’s most romantic **evening** dresses. (In case you haven’t heard, formal after a long winter than with a bright, billowy **evening** dress. Ford’s twenties-inspired silhouette for night, wear it with the collar up, over an **evening** dress or wear it with nothing underneath a your hair. Viktor & Rolf doublelayered silk **evening** dress with leather trim. Ikram, Chicago Fr : McQueen’s way with elegant tailleurs and **evening** dresses worthy of Jean Harlow left his aud

Figure 4.11 Concordance of “evening” in Fashion Corpus

It is obvious in Figure 4.11 that the word “evening” often comes before the specific nouns, i.e. “dress” and “dresses”. Although this word is in a form of participle, it is classified into the purpose category for this study.

4.3 Summary

This chapter presents corpus findings, adjectives analysis and classifications as the objectives of this study. The fashion articles were selected from Vogue magazine during January to December, 2004. The written texts from Vogue magazine were analyzed by using the concordancing software ‘*WordSmith Tools Version 3*’. The categories of adjectives are on the basis of Eastwood (1994). The conclusions, implications, as well as suggestions for further studies will be explained in the next chapter.

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

This chapter is divided into three main parts. The first part presents the conclusions of this research. The second part focuses on the implications of the study. The last part explains the suggestions for further studies.

5.1 Conclusions of the Study

This study aimed to analyze adjectives used in written texts on fashion by compiling a corpus of fashion to explore the distinctiveness of adjectives used in famous fashion magazine, namely Vogue. The 36 written texts on fashion from Vogue magazines were collected from Vogue magazines during a one-year period of time from January, 2004 to December, 2004. The texts were then grouped into two main groups of seasons, i.e. spring-summer, and autumn-winter. The 36 written texts on fashion were scanned and stored as plain-text files (*.txt) in the corpus by using Optical Character Recognition (OCR) and were exported into word document file (*.doc). The texts were analyzed by using the concordancing software *'WordSmith Tools Version 3'*. The Wordlist tool was used to calculate the frequency of occurrence of the tokens, word types, and type/token ratio. The findings of word list were presented into alphabetical list and word frequency list in the forms of word frequency and percentage. The guidelines on the adjectives analysis were based on *'Oxford Guide to English Grammar'* written by Eastwood (1994) and *'A Grammar of Contemporary English'* written by Quirk et al. (1972). Regarding the category of adjectives, they were chosen and classified into ten groups, i.e. opinion, size, quality, age, shape, color, origin, material, type, and purpose. Adjectives were shown in the form of word frequency and percentage.

According to statistical analysis of fashion corpus, the whole corpus selected from the 36 written texts on fashion consists of 26,889 tokens. The total word types of fashion corpus were 5,607. The type/tokens ratio was 1: 4.8. This means each word repeated 5 times on average throughout the fashion corpus. The highest frequency word in fashion corpus is an article "the" which occurs 751 times (2.79%). Determiners, prepositions, and conjunctions occurred at high frequency, namely "the", "and", "a", "in", "of", "at", "to", "with", "about", "this", "for", "by", and "from". From the top 25 words, the lexical words "dress", "skirt", and "fashion" reflect the

fashion matter occurring at the fourteenth rank (176 times or 0.66%), sixteenth rank (134 times or 0.50%), and twenty-third rank (120 times or 0.45%) respectively.

From the top seventy-three adjectives, nine groups of adjectives, namely opinion, size, quality, age, shape, color, material, type, and purpose were found. The groups of adjectives which occurred most frequently were material category such as “silk”, “leather”, “wool”, color category such as “white”, “black”, “silver”, and type category such as “striped”, “embroidered”, “pleated”. The adjectives of material category occurred most frequently at the higher rank among other categories. The word “silk” occurs at the highest rank (101 times or 0.38%), followed by “new” (66 times or 0.25%), “leather” (54 times or 0.20%), and “wool” (53 times or 0.20%). In conclusion, adjectives in fashion articles were mostly related to the description of material, color and type of clothing products.

5.2 Implications

There are three main implications in this study.

5.2.1 Implications for Fashion Designers

This study can help fashion designers to understand instructions on the use and care of products. They can use adjectives to describe their clothing products, to give the information about the current and future fashion trends, as shown in (1):

(1) *“Autumn / Winter 2004, your chance to show a more polished side with ribboned princess coats, tweed skirts and blouses in silk or sheer chiffon”.*

To define the color themes and concepts of their collections when they present their work internationally, as shown in (2):

(2) *“From bright colors to sheer neutrals, this season is as pretty as can be”.*

5.2.2 Implications for Fashion Editors and Writers

This study can be a guideline for people who work as editors and writers of fashion magazines. They can put adjectives in the correct order, apply the order of adjectives to describe clothing correctly and review the order of adjectives in written texts on fashion.

5.2.3 Implications for Fashion Courses

In order to train the fashion designers, the Thai fashion courses need to prepare students for English communication as well as fashion skills. The findings in this study could be used as a source of teaching materials for the courses. The teachers can ensure that the language they present in the courses corresponds to the language that is required by the students in their fashion areas.

The students in fashion design and related-fields have an advantage on this research because the written texts were selected from fashion magazines, the adjectives found in this study were related with fashion field. The students are expected to be able to use adjectives correctly, for example writing description of clothing, defining color themes, using fashion-related vocabulary properly including apparel design, textiles, colors, embellishments as well as the styles in the fashion industry.

The teachers should emphasize the high frequent adjectives used in written texts on fashion and may develop the teaching materials and tests by using the top twenty five open classes and top seventy three adjectives. The order of adjectives used in written texts on fashion is needed. The teachers may show the examples of concordances in order to explain the use of those vocabularies, as shown in the following examples.

chocolate	silk	blouse
color	+ material	+ noun

long	checked	pants
size	+ type	+ noun

The different kinds of clothing, the clothing details, and the accessories should be grouped and taught as set of words to help students learn specific vocabularies related to fashion.

5.3 Suggestions for Further Studies

From the findings of this research, the suggestions for further studies should be carried out as recommended below:

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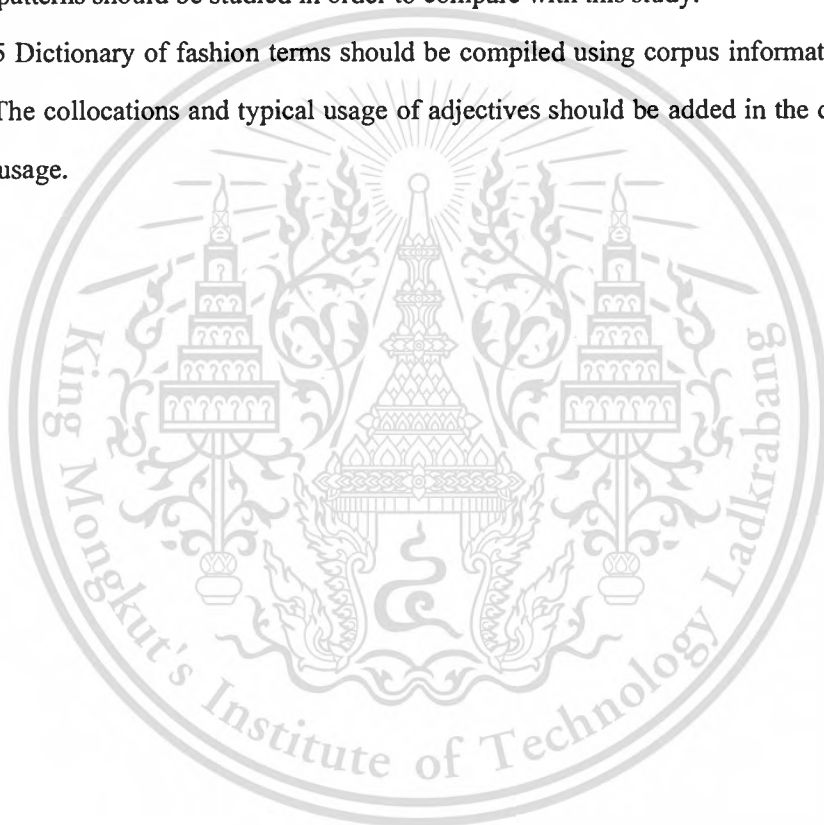
5.3.1 In order to obtain an insight into the English language of written texts on fashion, further study on other famous fashion magazines such as Elle, Couture should also be studied to enlarge the size of corpus and show the variety of styles.

5.3.2 Further study on other sources such as written texts from the websites, textbooks on fashion should be studied.

5.3.3 Further research on noun phrases and compound nouns in fashion magazines should be carried out.

5.3.4 If possible, other kinds of fashion articles such as beauty, accessories, jewelry, textiles, and patterns should be studied in order to compare with this study.

5.3.5 Dictionary of fashion terms should be compiled using corpus information to select headwords. The collocations and typical usage of adjectives should be added in the dictionary as examples of usage.



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APPENDIX A

Word Frequency List in Fashion Corpus

Rank	Word	Frequency	Percent
1	the	748	2.80
2	and	679	2.54
3	a	583	2.18
4	in	577	2.16
5	of	371	1.39
6	at	316	1.18
7	to	314	1.18
8	with	304	1.14
9	about	258	0.97
10	this	256	0.96
11	for	242	0.91
12	by	225	0.84
13	from	195	0.73
14	dress	176	0.66
15	see	146	0.55
16	skirt	134	0.50
17	is	131	0.49
18	more	128	0.48
19	stores	128	0.48
20	page	127	0.48
21	issue	125	0.47
22	details	124	0.46
23	fashion	120	0.45
24	new	119	0.45
25	her	118	0.44
26	on	105	0.39
27	silk	105	0.39

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Rank	Word	Frequency	Percent
28	jacket	99	0.37
29	that	95	0.36
30	NYC	91	0.34
31	all	89	0.33
32	it	87	0.33
33	as	81	0.30
34	boutiques	77	0.29
35	Vogue	76	0.28
36	an	75	0.28
37	up	75	0.28
38	Prada	73	0.27
39	top	71	0.27
40	she	70	0.26
41	opposite	69	0.26
42	I	66	0.25
43	boutique	64	0.24
44	wool	60	0.22
45	Louis	57	0.21
46	leather	56	0.21
47	Vuitton	56	0.21
48	coat	54	0.20
49	Marc	53	0.20
50	your	53	0.20
51	tweed	52	0.19
52	was	52	0.19
53	are	50	0.19
54	Dolce	50	0.19
55	or	50	0.19
56	cardigan	49	0.18
57	Chanel	47	0.18

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Rank	Word	Frequency	Percent
58	collection	47	0.18
59	Gabbana	46	0.17
60	Jacobs	46	0.17
61	talking	46	0.17
62	one	45	0.17
63	satin	44	0.16
64	white	44	0.16
65	black	43	0.16
66	look	43	0.16
67	York	43	0.16
68	hair	42	0.16
69	left	42	0.16
70	Miu	42	0.16
71	wear	42	0.16
72	but	39	0.15
73	chiffon	39	0.15
74	cotton	38	0.14
75	vintage	38	0.14
76	Lauren	37	0.14
77	you	37	0.14
78	cashmere	36	0.13
79	make	36	0.13
80	photographed	36	0.13
81	says	36	0.13
82	editor	35	0.13
83	have	35	0.13
84	so	35	0.13
85	when	35	0.13
86	bag	34	0.13
87	boots	34	0.13

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Rank	Word	Frequency	Percent
88	jeans	34	0.13
89	like	34	0.13
90	right	34	0.13
91	who	34	0.13
92	pants	33	0.12
93	com	32	0.12
94	has	32	0.12
95	be	31	0.12
96	best	31	0.12
97	couture	31	0.12
98	Dior	31	0.12
99	earrings	31	0.12
100	Ralph	31	0.12
101	blouse	30	0.11
102	fur	30	0.11
103	own	30	0.11
104	shirt	30	0.11
105	their	30	0.11
106	hat	29	0.11
107	Klein	29	0.11
108	out	29	0.11
109	silver	29	0.11
110	wears	29	0.11
111	both	28	0.10
112	Calvin	28	0.10
113	clothes	28	0.10
114	dresses	28	0.10
115	his	28	0.10
116	into	28	0.10
117	long	28	0.10

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Rank	Word	Frequency	Percent
118	shoes	28	0.10
119	beauty	27	0.10
120	Marcus	27	0.10
121	print	27	0.10
122	sweater	27	0.10
123	gold	26	0.10
124	Goodman	26	0.10
125	moment	26	0.10
126	Neiman	26	0.10
127	Chloe	25	0.09
128	design	25	0.09
129	Gucci	25	0.09
130	Saint	25	0.09
131	selection	25	0.09
132	than	25	0.09
133	trench	25	0.09
134	blue	24	0.09
135	day	24	0.09
136	diamond	24	0.09
137	J	24	0.09
138	just	24	0.09
139	Kors	24	0.09
140	La	24	0.09
141	Laurent	24	0.09
142	year	24	0.09
143	Balenciaga	23	0.09
144	brooch	23	0.09
145	jean	23	0.09
146	off	23	0.09
147	only	23	0.09

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Rank	Word	Frequency	Percent
148	party	23	0.09
149	suit	23	0.09
150	Tom	23	0.09
151	Yves	23	0.09
152	chic	22	0.08
153	John	22	0.08
154	Lang	22	0.08
155	makeup	22	0.08
156	model	22	0.08
157	my	22	0.08
158	not	22	0.08
159	over	22	0.08
160	Stella	22	0.08
161	store	22	0.08
162	women	22	0.08
163	Barneys	21	0.08
164	been	21	0.08
165	evening	21	0.08
166	Helmut	21	0.08
167	looks	21	0.08
168	sandals	21	0.08
169	set	21	0.08
170	striped	21	0.08
171	style	21	0.08
172	trim	21	0.08
173	very	21	0.08
174	Alexander	20	0.07
175	Avenue	20	0.07
176	belt	20	0.07
177	modern	20	0.07

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Rank	Word	Frequency	Percent
178	no	20	0.07
179	Paul	20	0.07
180	red	20	0.07
181	them	20	0.07
182	they	20	0.07
183	watch	20	0.07
184	also	19	0.07
185	Armani	19	0.07
186	Bergdorf	19	0.07
187	De	19	0.07
188	dressed	19	0.07
189	Galliano	19	0.07
190	heels	19	0.07
191	high	19	0.07
192	jersey	19	0.07
193	made	19	0.07
194	mink	19	0.07
195	note	19	0.07
196	said	19	0.07
197	story	19	0.07
198	trousers	19	0.07
199	tulle	19	0.07
200	Valentino	19	0.07
201	velvet	19	0.07
202	what	19	0.07
203	www	19	0.07
204	down	18	0.07
205	Harvey	18	0.07
206	Marni	18	0.07
207	Mccartney	18	0.07

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Rank	Word	Frequency	Percent
208	Missoni	18	0.07
209	old	18	0.07
210	scarf	18	0.07
211	suede	18	0.07
212	after	17	0.06
213	embroidered	17	0.06
214	fox	17	0.06
215	get	17	0.06
216	green	17	0.06
217	inspiration	17	0.06
218	knit	17	0.06
219	Mcqueen	17	0.06
220	month	17	0.06
221	Nichols	17	0.06
222	pink	17	0.06
223	Rochas	17	0.06
224	Steven	17	0.06
225	time	17	0.06
226	winter	17	0.06
227	big	16	0.06
228	bracelet	16	0.06
229	gown	16	0.06
230	Harrods	16	0.06
231	lace	16	0.06
232	Michael	16	0.06
233	necklace	16	0.06
234	night	16	0.06
235	pleated	16	0.06
236	prints	16	0.06
237	there	16	0.06

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Rank	Word	Frequency	Percent
238	young	16	0.06
239	can	15	0.06
240	century	15	0.06
241	costume	15	0.06
242	elegance	15	0.06
243	faux	15	0.06
244	fifth	15	0.06
245	first	15	0.06
246	Fred	15	0.06
247	he	15	0.06
248	if	15	0.06
249	inspired	15	0.06
250	most	15	0.06
251	Paris	15	0.06
252	pearl	15	0.06
253	Saks	15	0.06
254	take	15	0.06
255	tank	15	0.06
256	tie	15	0.06
257	we	15	0.06
258	always	14	0.05
259	beaded	14	0.05
260	Browns	14	0.05
261	classic	14	0.05
262	cream	14	0.05
263	cropped	14	0.05
264	defining	14	0.05
265	feminine	14	0.05
266	Giorgio	14	0.05
267	go	14	0.05

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Rank	Word	Frequency	Percent
268	Grace	14	0.05
269	had	14	0.05
270	ladylike	14	0.05
271	Leighton	14	0.05
272	love	14	0.05
273	Matches	14	0.05
274	me	14	0.05
275	Meisel	14	0.05
276	Mendel	14	0.05
277	mix	14	0.05
278	mother	14	0.05
279	now	14	0.05
280	pencil	14	0.05
281	pieces	14	0.05
282	short	14	0.05
283	skirts	14	0.05
284	try	14	0.05
285	two	14	0.05
286	way	14	0.05
287	bow	13	0.05
288	Christian	13	0.05
289	denim	13	0.05
290	designer	13	0.05
291	designers	13	0.05
292	Donna	13	0.05
293	each	13	0.05
294	Ghesquiere	13	0.05
295	girl	13	0.05
296	gloves	13	0.05
297	Hermes	13	0.05

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Rank	Word	Frequency	Percent
298	Herrera	13	0.05
299	Narciso	13	0.05
300	Nicolas	13	0.05
301	perfect	13	0.05
302	sexy	13	0.05
303	spring	13	0.05
304	think	13	0.05
305	around	12	0.04
306	art	12	0.04
307	better	12	0.04
308	bright	12	0.04
309	Burberry	12	0.04
310	Carolina	12	0.04
311	Coddington	12	0.04
312	crystal	12	0.04
313	detail	12	0.04
314	Ford	12	0.04
315	Gauche	12	0.04
316	January	12	0.04
317	Kate	12	0.04
318	May	12	0.04
319	patent	12	0.04
320	ring	12	0.04
321	Rive	12	0.04
322	Rodriguez	12	0.04
323	Selfridges	12	0.04
324	shops	12	0.04
325	some	12	0.04
326	Stephen	12	0.04
327	tights	12	0.04

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Rank	Word	Frequency	Percent
328	toe	12	0.04
329	trend	12	0.04
330	wearing	12	0.04
331	wide	12	0.04
332	will	12	0.04
333	back	11	0.04
334	beautiful	11	0.04
335	call	11	0.04
336	collar	11	0.04
337	colors	11	0.04
338	comes	11	0.04
339	cut	11	0.04
340	elegant	11	0.04
341	ever	11	0.04
342	Gaultier	11	0.04
343	girls	11	0.04
344	glamour	11	0.04
345	home	11	0.04
346	hot	11	0.04
347	how	11	0.04
348	its	11	0.04
349	Jessica	11	0.04
350	Jil	11	0.04
351	label	11	0.04
352	lame	11	0.04
353	Lanvin	11	0.04
354	Linda	11	0.04
355	once	11	0.04
356	order	11	0.04
357	Oscar	11	0.04

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Rank	Word	Frequency	Percent
358	Sander	11	0.04
359	season	11	0.04
360	seen	11	0.04
361	sequined	11	0.04
362	us	11	0.04
363	vest	11	0.04
364	were	11	0.04
365	wore	11	0.04
366	yellow	11	0.04
367	Alexandra	10	0.04
368	Anne	10	0.04
369	antique	10	0.04
370	baby	10	0.04
371	being	10	0.04
372	bikini	10	0.04
373	Cartier	10	0.04
374	charm	10	0.04
375	Chicago	10	0.04
376	color	10	0.04
377	cover	10	0.04
378	even	10	0.04
379	Fendi	10	0.04
380	gray	10	0.04
381	gown	10	0.04
382	line	10	0.04
383	little	10	0.04
384	makes	10	0.04
385	much	10	0.04
386	plaid	10	0.04
387	printed	10	0.04

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Rank	Word	Frequency	Percent
388	Pucci	10	0.04
389	ribbon	10	0.04
390	rose	10	0.04
391	sequins	10	0.04
392	sheer	10	0.04
393	shine	10	0.04
394	soft	10	0.04
395	Star	10	0.04
396	Stars	10	0.04
397	street	10	0.04
398	those	10	0.04
399	too	10	0.04
400	Versace	10	0.04
401	view	10	0.04
402	while	10	0.04
403	woman	10	0.04
404	Alberta	9	0.03
405	available	9	0.03
406	beige	9	0.03
407	Boss	9	0.03
408	brown	9	0.03
409	cocktail	9	0.03
410	corset	9	0.03
411	dark	9	0.03
412	dressing	9	0.03
413	edge	9	0.03
414	eighteenth	9	0.03
415	Emilio	9	0.03
416	face	9	0.03
417	favorite	9	0.03

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Rank	Word	Frequency	Percent
418	February	9	0.03
419	full	9	0.03
420	Gap	9	0.03
421	Garren	9	0.03
422	great	9	0.03
423	Jennifer	9	0.03
424	July	9	0.03
425	Karan	9	0.03
426	Lane	9	0.03
427	location	9	0.03
428	making	9	0.03
429	matching	9	0.03
430	minidress	9	0.03
431	mood	9	0.03
432	must	9	0.03
433	Nicole	9	0.03
434	October	9	0.03
435	pages	9	0.03
436	pin	9	0.03
437	power	9	0.03
438	pumps	9	0.03
439	Renee	9	0.03
440	Sarah	9	0.03
441	shearling	9	0.03
442	shorts	9	0.03
443	show	9	0.03
444	smart	9	0.03
445	stretch	9	0.03
446	Super	9	0.03
447	things	9	0.03

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Rank	Word	Frequency	Percent
448	though	9	0.03
449	trimmed	9	0.03
450	wrap	9	0.03
451	any	8	0.03
452	anything	8	0.03
453	April	8	0.03
454	autumn	8	0.03
455	BBC	8	0.03
456	before	8	0.03
457	body	8	0.03
458	bracelets	8	0.03
459	bustier	8	0.03
460	collections	8	0.03
461	come	8	0.03
462	croc	8	0.03
463	dangerous	8	0.03
464	David	8	0.03
465	dyed	8	0.03
466	enquiries	8	0.03
467	every	8	0.03
468	eyes	8	0.03
469	fabrics	8	0.03
470	going	8	0.03
471	golden	8	0.03
472	Gwyneth	8	0.03
473	head	8	0.03
474	Hollywood	8	0.03
475	James	8	0.03
476	keep	8	0.03
477	knits	8	0.03

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Rank	Word	Frequency	Percent
478	Kotur	8	0.03
479	L	8	0.03
480	Lauder	8	0.03
481	Lee	8	0.03
482	lemon	8	0.03
483	London	8	0.03
484	Lorraine	8	0.03
485	M	8	0.03
486	Martin	8	0.03
487	Micheal	8	0.03
488	Mode	8	0.03
489	our	8	0.03
490	Pat	8	0.03
491	Queen	8	0.03
492	remember	8	0.03
493	Renta	8	0.03
494	round	8	0.03
495	sleeves	8	0.03
496	something	8	0.03
497	stripes	8	0.03
498	stylish	8	0.03
499	takes	8	0.03
500	these	8	0.03
501	tweeds	8	0.03
502	Van	8	0.03
503	Wigs	8	0.03
504	would	8	0.03
505	Wrightsman	8	0.03
506	Amanda	7	0.03
507	Angels	7	0.03

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Rank	Word	Frequency	Percent
508	away	7	0.03
509	Bill	7	0.03
510	bold	7	0.03
511	C	7	0.03
512	coats	7	0.03
513	Comme	7	0.03
514	Craig	7	0.03
515	Cuff	7	0.03
516	Davis	7	0.03
517	did	7	0.03
518	enough	7	0.03
519	Episode	7	0.03
520	exhibition	7	0.03
521	eye	7	0.03
522	Ferretti	7	0.03
523	flower	7	0.03
524	fun	7	0.03
525	Garçons	7	0.03
526	give	7	0.03
527	glamorous	7	0.03
528	guests	7	0.03
529	Haute	7	0.03
530	heart	7	0.03
531	house	7	0.03
532	husband	7	0.03
533	jackets	7	0.03
534	jewelry	7	0.03
535	Katz	7	0.03
536	Kebede	7	0.03
537	Kim	7	0.03

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Rank	Word	Frequency	Percent
538	Kmart	7	0.03
539	latest	7	0.03
540	leg	7	0.03
541	linen	7	0.03
542	lips	7	0.03
543	Liya	7	0.03
544	looking	7	0.03
545	McDean	7	0.03
546	Moschino	7	0.03
547	Naomi	7	0.03
548	Neil	7	0.03
549	never	7	0.03
550	NY	7	0.03
551	other	7	0.03
552	Parker	7	0.03
553	part	7	0.03
554	precious	7	0.03
555	pregnant	7	0.03
556	Ruby	7	0.03
557	Schwartz	7	0.03
558	Sevigny	7	0.03
559	skin	7	0.03
560	skinny	7	0.03
561	such	7	0.03
562	tall	7	0.03
563	thin	7	0.03
564	through	7	0.03
565	tight	7	0.03
566	Tonne	7	0.03
567	Tuleh	7	0.03

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Rank	Word	Frequency	Percent
568	WB	7	0.03
569	whether	7	0.03
570	work	7	0.03
571	world	7	0.03
572	YSL	7	0.03
573	Zac	7	0.03



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APPENDIX B

List of 36 Selected Pieces of Written Texts on Fashion from Vogue Magazines

1. **Style Fax.** January 2004: page 24.
2. **Vogue's 25 Best-Dressed 2003.** January 2004: page 32.
3. **Point of View.** January 2004: page 79.
4. **Style Fax.** February 2004: page 64.
5. **Talking Fashion.** February 2004: page 93.
6. **Point of View.** February 2004: page 198.
7. **Style Fax.** March 2004: page 168.
8. **Talking Fashion.** March 2004: page 253.
9. **Point of View.** March 2004: page 484.
10. **Style Fax.** April 2004: page 98.
11. **Talking Fashion.** April 2004: page 169.
12. **Point of View.** April 2004: page 287.
13. **Style Fax.** May 2004: page 66.
14. **Talking Fashion.** May 2004: page 127.
15. **Point of View.** May 2004: page 000.
16. **Style Fax.** June 2004: page 52.
17. **Talking Fashion.** June 2004: page 87.
18. **Point of View.** June 2004: page 185.
19. **Life with Andre.** July 2004: page 32.
20. **Talking Fashion.** July 2004: page 52.
21. **Point of View.** July 2004: page 95.
22. **As Seen.** August 2004: page 103.
23. **Season's Greetings.** August 2004: page 108.
24. **Lady in Waiting.** August 2004: page 120.
25. **Life with Andre.** September 2004: page 196.
26. **Talking Fashion.** September 2004: page 359.
27. **Point of View.** September 2004: page 677.

28. **Life with Andre.** October 2004: page 100.
29. **Talking Fashion.** October 2004: page 151.
30. **Point of View.** October 2004: page 304.
31. **Talking Fashion.** November 2004: page 120.
32. **Walking in a Winter Wonderland.** November 2004: page 286.
33. **High Volume.** November 2004: page 318.
34. **Vogue Shops.** December 2004: page 29.
35. **As Seen.** December 2004: page 241.
36. **2004: A Year in Fashion.** December 2004: page 310.



APPENDIX C

Content Words in Fashion Corpus

No.	Nouns		Verbs		Adverbs		Adjectives	
	Words	Freq.	Words	Freq.	Words	Freq.	Words	Freq.
1	dress	176	see	146	just	25	silk	101
2	skirt	134	wear	42	also	19	new	66
3	stores	128	photographed	36	only	16	leather	54
4	page	127	says	36	very	16	wool	53
5	issue	125	make	30	most	16	white	43
6	details	124	wears	29	always	14	satin	42
7	fashion	120	made	19	each	13	tweed	40
8	jacket	99	said	19	down	12	vintage	38
9	NYC	91	get	17	around	12	black	37
10	boutiques	77	take	15	ever	11	cotton	36
11	Vogue	76	go	14	never	7	chiffon	34
12	Prada	73	try	14			cashmere	27
13	top	71	think	13			silver	27
14	boutique	64	call	11			best	26
15	Louis	57	comes	11			blue	23
16	Vuitton	56	order	11			long	22
17	coat	54	seen	11			gold	21
18	Marc	53	wore	11			striped	19
19	Dolce	50	set	11			high	18
20	cardigan	49	makes	10			mink	18
21	Chanel	47	inspired	9			red	18
22	collection	47	add	9			suede	18
23	Gabbana	46	come	8			modern	17
24	Jacobs	46	keep	8			embroidered	16
25	New York	43	takes	8			pleated	16
26	hair	42	give	7			velvet	16
27	Miu	42					green	15
28	Lauren	37					young	15
29	editor	35					beaded	14
30	bag	34					big	14
31	boots	34					pink	14
32	jeans	34					cream	13
33	pants	33					cropped	13
34	couture	31					old	13

No.	Nouns		Verbs		Adverbs		Adjectives	
	Words	Freq.	Words	Freq.	Words	Freq.	Words	Freq.
35	Dior	31					pencil	13
36	earrings	31					evening	12
37	Ralph	31					short	12
38	blouse	30					crystal	11
39	shirt	30					denim	11
40	hat	29					sequined	11
41	Klein	29					antique	10
42	Calvin	28					beautiful	10
43	clothes	28					better	10
44	dresses	28					bright	10
45	shoes	28					chic	10
46	beauty	27					elegant	10
47	Marcus	27					grey	10
48	sweater	27					ladylike	10
49	Goodman	26					printed	10
50	moment	26					sexy	10
51	Neiman	26					beige	9
52	Chloe	25					great	9
53	Gucci	25					sheer	9
54	Saint	25					soft	9
55	selection	25					super	9
56	trench	25					wide	9
57	day	24					yellow	9
58	diamond	24					dangerous	8
59	J	24					dark	8
60	Kors	24					dyed	8
61	La	24					golden	8
62	Laurent	24					hot	8
63	year	24					perfect	8
64	Balenciaga	23					smart	8
65	brooch	23					stylish	8
66	jean	23					linen	7
67	party	23					tight	7
68	suit	23					bold	6
69	Tom	23					skinny	6
70	Yves	23					trim	6
71	John	22					brown	5
72	Lang	22					glamorous	5
73	makeup	22					precious	5

APPENDIX D

Examples of Written Texts on Fashion from Vogue Magazines

stylefax
DECEMBER 2, 2003

TO:

Vogue

RE:

new year,
new me

FROM:

Andre

"TREMBLEMENT DE TERRE" IS HOW ONE FASHION EXPERT TERMED THE SHOCKING ANNOUNCEMENT THAT THE VERY BRILLIANT TOM FORD—AND HIS BRILLIANT BUSINESS PARTNER, DOMENICO DE SOLE—WOULD BE LEAVING THE GUCCI GROUP AND MOVING ON TO NEW WATERS. WHAT A TURNING POINT! WHAT A REMINDER THAT NOTHING IS FOREVER!

Time to stop and take stock of where we are, and what means most to us. Time to realize that the world keeps turning, that we must seize the day, every day. Time to steel ourselves for whatever 2004 may bring. Time for resolutions.

I resolve to keep myself up. I resolve to keep the faith. I resolve to...



DRAMATIZE.

With over-the-top jewels. As in the Patiala necklace, created by Cartier in 1928. This magnificent chestful of diamonds was crafted not for a woman but for the Maharaja Sir Bhupindar Singh of Patiala, India. The maharaja is one of my all-time favorite

over-the-top style icons. The house of Charvet, Paris, preserves his bills in its archives—the better to prove that this prize customer once ordered 1,800 hand-embroidered handkerchiefs at one pop! The Patiala necklace took 3,000 diamonds to make, including the legendary yellow De Beers stone of 234.69 carats. It now travels the globe for special viewings at Cartier boutiques worldwide.

Of course there is only one Patiala—but one can dream, and it can inspire. If you're shopping for decadent diamonds, do not fail to make your way to SoHo, New York, where the Prada flagship store is now featuring a very unique selection of jewels from Fred Leighton. Leighton and Prada—the names go together like emeralds on tweed... like a mega-carat viper brooch on a gold nylon bag.

(And remember: Anyone can afford to



1. MAGNIFICENT OBSESSION: CARTIER'S MEGA-CARAT PATIALA NECKLACE.

2. ONCE BITTEN: TOM FORD'S LAST MASTER-STROKE FOR GUCCI—THE SNAKE DRESS.



1. DOUBLE-DARE DIAMONDS: FRED LEIGHTON JEWELS ARE SO RIGHT WITH A PRADA BAG.

get dramatic—even if your own personal statement is in paste, not priceless old-mine rocks.)



SELL SNAKE OIL.

To all my friends, I'm referring to Gucci's snake-bite motif for spring 2004. To be specific, the Gucci snake-bite dress, which is a smash—and sure to become a collector's item. It is, after all, one of the final works by Tom Ford for the house (which he turned from a nearly bankrupt Italian wallets-and-leather-goods firm into a billion-dollar business).

Who should invest in snake oil? Who should taste snake venom? Who should wear the snake bite? Everyone from socials (Barbara Black, Lee Radziwill) to superstars (Renée Zellweger, Nicole Kidman) to sports-women (Venus Williams).



GIVE BACK...

the way Sean John "P. Diddy" Combs does. Inspired by Oprah Winfrey and her incredible generosity of spirit, Sean John trained to run the 2003 New York Marathon. Diddy did it, in four hours, fourteen minutes, 54 seconds. And, what's more important, he raised more than \$2 million for three of his favorite charities: the Children's Hope Foundation (which works to improve the

TALKING FASHION

Editor: Alexandra Kotur



PLAY BALL
 RENEE ZELLWEGER
 WORE CAROLINA
 HERRERA, LEFT, AT
 THE MET GALLERIES.
 A MANNEQUIN IN
 AN 18TH-CENTURY
 NEGLIGEE DU MATIN
 IS SEEN TOOD BY HER
 HAIRDRESSER. IN SET,
 THE EXHIBIT INVITE.

Beauty marks, powdered hair, and *liaisons dangereuses*: For one spectacular night at the Met, *le tout* New York was transported back to the eighteenth century.

Dangerous liaisons, anyone? A whispered pledge of love—or at least an evening of allegiance in beautifully appointed rooms? Welcome to the Metropolitan Museum's Costume Institute gala, or the Party of the Year, as it is also known in rarefied parts. More than 700 guests came to dine

and dazzle with visions of Versailles, or a reasonable facsimile, dancing in their heads. You heard that it was a dark and stormy night, heaving rain and wind? That just heightened the dramatic effect of every entrance.

The theme for the benefit party, underwritten by Asprey's Lawrence Stroll, Silas Chou, and Edgar Bronfman, Jr.—the Met raised more than \$3 million—was inspired by the season's critically acclaimed exhibition "Dangerous Liaisons: Fashion and Furniture in *talking fashion* ▶54

Starting at \$
 included ▶
 CHRYSLER

THE TOTAL
 CHRYSLER



Can insp
 seda
 with

By whom? \$22,000

talkingfashion



BJ TOPOL BLUM
IN STELLA
MCCARTNEY



KATE
BECKINSALE
IN YVES
SAINT
LAURENT



YVONNE
— FORCE
VILLAREAL
IN YVES
SAINT
LAURENT



VICTORIA
TRAINA
IN YVES
SAINT
LAURENT



LEANNE FREMAR
IN STELLA
MCCARTNEY



inspiration
VOGUE, APRIL 2004,
STELLA MCCARTNEY
AND FENDI
PHOTOGRAPHED BY
STEVEN MEISEL



GWYNETH
PALTROW IN
STELLA
MCCARTNEY



SHIRIN VON
WULFFEN
IN YVES SAINT
LAURENT



JEANNE GREENBERG
ROHATYN IN
YVES SAINT LAURENT

TREND OF THE MONTH
go with the flow

Both Tom Ford and Stella McCartney know that there's no better way to lighten things up after a long winter than with a bright, billowy evening dress. Ford's twenties-inspired silhouette for Yves Saint Laurent comes with soft satin touches, while McCartney's ethereal version was recently chosen by a radiant (and very pregnant) Gwyneth Paltrow. *— talking fashion* ▶ 104

THE
Described as the
me six-ii skin ca
generations of J
secret comes t
Piterra, was disc
wasting a saka
though elderly,

VOGUE
point of view

S

izing up spring: Who better to take the fit of the collections than those who make their living getting dressed? Seven models, from XS to XL, scout the

season ("Celestial Bodies," page 288). *sounding off:* At coast-to-coast roundtables, women give us an earful on fit and fashion—real-world wardrobe dilemmas, really workable solutions ("Our Bodies, Our Closets," page 310).

famous figures: From a Broadway powerhouse to a fearless Olympian, five extraordinarily stylish celebrities open up on looking chic whatever your shape

... *tall:* orchestra conductor Keri-Lynn Wilson ("Marvelous Heights," page 314); *athletic:* triathlete Lokelani McMichael ("Steel Magnolia," page 318);

short: stage siren Kristin Chenoweth ("Bewitched," page 322);

curvy: socialite Marjorie Gubelmann Raein ("Curvy Enthusiasm," page 326);

thin: actress Selma Blair ("Pixie Chick," page 330).

THE
SHAPE
ISSUE

measure for
measure >>

NEW YORK
TOKYO
LONDON
HONG KONG
SINGAPORE
DUBLIN

VOGUE
point of view

urban outfitting

Ravishing, romantic flourishes lift city chic to new heights—and point fashion ahead to fall...



1 THE STATEMENT BROOCH

2 THE PENCIL SKIRT

3 BRIGHTER MAKEUP

4 THE FABULOUS FEDORA

5 THE CARDIGAN



1. The statement brooch Make it important in size, dazzling in rhinestones or diamonds—and pin it with finesse on a lapel, at the shoulder or the jut of the hip. 2. The pencil skirt Lean and knee-length for a more subtle sex appeal. 3. Brighter makeup There's a new face in town, and she's leaving carmine lipstick traces wherever she goes. 4. The fabulous fedora A brim snapped over one eye can change everything. 5. The cardigan Button it, belt it, think of it when you catch yourself reaching for last year's skimpy jacket.



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It was 2004's biggest makeover: we dropped our obsession with cool and sexy, the endless mix-and-match of jeans and pretty tops, and adopted a new, feminine, demure style. By late spring, flared Fifties-style skirts had become the uniform of the day; by mid-summer, fluid chiffon dresses were just the ticket for the alfresco party season; and by autumn, tweed pencil skirts and the love-it-or-hate-it pussy-bow blouse had been declared the last word in librarian chic.

For the first time in what seems decades, waistbands landed on the waist, sleeves were gently puffed and cardigans reappeared as desirable items. The main fashion issue was no longer midriff envy but the question of how to cover up without looking prissy. In a massive shift from "screaming sexy", clothes started to speak the language of old-fashioned seduction.

While there were the usual great goodbyes (designer Tom Ford taking his final bow on the catwalk in March; über-photographer Helmut Newton being tragically killed in a car crash; *Sex and the City* being aired for the very last time), there were also numerous fashion hellos, including to Stefano Pilati and Alessandra Faccinetti, who took the top design jobs at YSL and Gucci respectively (debuting their first collections in October), and to a whole raft of fashion lines by R&B stars.

We loved the fads thrown in with our grown-up new look – Uggs boots (sort of pets for your legs), charms to dangle from your bag, ribbon belts, staggeringly high wedges, sparkly glam-rock scarves and shade upon shade of green. A fashion feast if ever there was one.

2004 THE YEAR IN FASHION

Vogue presents its style scrapbook of the year: the big trends, the hit items and the style shapers. By Harriet Quick

From
summer's
casual
girlie
style...



VOGUE SHOPS



DRIES VAN NOTEN



DOLCE & GABBANA



PRADA



MAURIZIO PECORARO



NICOLE FARHI

The look...

Dresses

Do your homework on autumn's bookish look

- Match a print dress with a belted cardigan for Bloomsbury style
- Don't button up your cover-up; instead, cinch it with a narrow belt
- A long cardigan is chic – but make sure it's not longer than your dress



MOSCHINO



PRADA

DRIES VAN NOTEN

BIOGRAPHY

Name:	Miss Maturose Tongburi
Date of Birth:	8 March 1980
Place of Birth:	Bangkok, Thailand
Education:	
1998 - 2001	Bachelor's degree in Science (Agro-Industrial Product Development), majoring in Agro-Industrial Product Development from Kasetsart University
Work Experience:	
2004 - 2007	Part-time English teacher at SMIT International School of Languages Part-time Thai teacher to foreigners at SMIT International School of Languages Corporate English teacher at Automation Control System Groups Co., Ltd.
2005	Part-time English teacher at About Speak
2005 - 2007	Corporate English teacher at London School of English
2006 - 2007	Corporate English teacher at King Park Avenue Hotel