

The adjective concordances on the tourism brochure “wildiaris Indonesia”: Corpus linguistics-based analysis

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Abstract - This study investigates the linguistic features of a tourism brochure in Indonesia, focusing on the language used to attract foreign tourists. The research aims to identify and analyse the vocabulary, terminology, grammar, and linguistic features in the brochure, using corpus linguistics as a tool. The qualitative method is employed, involving an analytical process to examine the brochure's content and draw conclusions. The study specifically focuses on identifying adjectives within the brochure, analysing their forms, types, and usage. The results demonstrate how certain adjectives are strategically used to enhance the appeal of tourist attractions. These findings provide insights into the linguistic strategies applied in tourism marketing and emphasize the role of language in promoting destinations. By understanding these linguistic elements, tourism practitioners can craft more effective promotional materials tailored to their target audience, ultimately contributing to better engagement and increased tourist interest.

Keywords: tourism brochure, corpus linguistics, qualitative analysis, promotional language, linguistic features

1. Introduction

English is a means of communication between world communities, whether in the fields of business, social culture, science and technology, or education. As a foreign language in Indonesia, English is an important thing that can help in career development, therefore it is necessary to understand the use of English more deeply to increase self-confidence in facing global competition. Currently, one of the business developments in Indonesia that is of concern to the government is the tourism industry because Indonesian tourism is considered to be Indonesia's core business by the World Bank. However, this development must align with the competence and skills of human resources who work in the industry, especially English language skills.

To increase the attraction of foreign tourists, it is necessary to have information media to introduce tourist attractions in Indonesia. One of these media can be a brochure that contains language that is easy to understand for many people, especially foreign tourists. Thus, the existence of brochures has an important role in selling tourist attractions. To support the achievement of promotion goals, promotional messages should be delivered using appropriate language expressions. The information in the brochure is written in concise language, so the grammar in each brochure's content must also be considered. Part of speech is one of grammar. According to Mardhatillah (2020), word classes are guiding words to make a sentence, someone needs a part of speech, and although not all parts of speech are used, one type is needed in making a sentence.

In linguistics, there are word classes and these word classes are divided into two categories, namely open categories and closed categories (Collins & Hollo, 2000). The closed category consists of prepositions, conjunctions, and interjections, while the open category contains the classes of nouns, pronouns, verbs, adverbs and adjectives (Carter & McCarthy, 2006). Adjectives in English are a part of

speech and have the function of describing or modifying nouns or pronouns (Frank, 1972). For example, the adjective *red* in the phrase *red car* describes the noun *car*. The adjective *beautiful* in the phrase *beautiful girl* provides an additional description of the girl. Adjectives are widely used in literary works to describe people, objects, or situations in detail and make sentences more interesting, and easy to understand.

Based on its form and purpose, Hunston (2002) defines a 'corpus' as a collection of natural language examples, consisting of several sentences from a series of written texts or recordings that have been collected for linguistic studies. Corpus linguistics by linguists McEnery & Wilson (2001) is described as a comprehensive system containing methods and principles for applying corpus in language research and teaching or learning. Meanwhile, Hardie (2012) defines corpus linguistics as a field that focuses on a series of procedures or methods for studying language. Based on this definition, it can be concluded that corpus linguistics is language research that uses examples of everyday or natural language stored in a corpus.

To find out the development of adjectives based on concordance, choosing corpus linguistics is the right method. Based on Linquist (2009), corpus linguistics has played an important role in the study of language. The use of a corpus in this case is not a linguistic approach but rather a data collection method. There are many corpus software available on the internet, online and offline, but in this study, we used a corpus from the AntConc software.

Concordance is a list or sequence of examples of words, parts of words or combinations of words in their context taken from the text corpus (Baker, et. Al., 2012). The main words that are the search objective in the corpus are called keywords. To display keywords used in corpus linguistics in a text, it can be known as KWIC or keywords in context. Concordance is an important aspect of corpus linguistics because it allows researchers to explore cases in detail. Concordance analysis is usually performed before claiming language variations or frequency-based changes.

To be able to display concordance, software is needed to investigate certain linguistic items in a context. Of course, taking into account the surrounding words which may range from one word to the left or right of the item in the entire text if necessary (McEnery & Wilson, 2001).

AntConc is a software developed by Laurence Anthony, which is a powerful concordance software. As explained by Sun & Wang (2003), concordances have proven to be an effective aid in facilitating the learning of vocabulary, collocations, language and writing style. Lönfils & VanParys (2001) explain that this is an important feature of good software design because it avoids the need for confusing pull-down menus and additional windows. It can also be seen that the tool interface widgets, such as check buttons, lists, and window organizers, have the native look and feel of the operating system, and the same functionality as standard software applications.

Wildiaries Indonesia is a brochure from Simon Mustoe who is the founder of Ecology and Wildiaries. The Indonesian Wildiaries brochure is a brochure about Indonesian tourism. A brochure that tell about the natural beauty found in Indonesia, such as tourist attractions, types of native Indonesian flora and fauna, and authentic Indonesian food. Apart from that, this brochure also contains a guide on how to travel to various places in Indonesia.

Astia and Yunianti (2020) explore the frequency and use of adjectives during the COVID-19 pandemic through corpus analysis. Their study highlights how public discourse evolved, reflecting societal responses—both emotional and informational—during the health crisis. McGee (2009) investigates adjective-noun collocations by comparing elicited data with corpus data. The study delves into the patterns and differences in these collocations, offering insights into why certain pairings are more common.

Gavioli (2001) introduces corpus concordancing in classrooms, positioning learners as researchers. This approach emphasizes using concordances to explore language patterns, fostering a more interactive and engaging learning experience. Joybrato Mukherjee, Ghadessy, Henry, and Roseberry (2001) contribute to a compilation exploring the application of small corpora in English Language Teaching (ELT). Their work combines theoretical insights with practical applications, illustrating how small corpus data can enhance teaching methodologies. Granger (1998) discusses the emergence of computer learner corpora as valuable resources for Second Language Acquisition (SLA) research. The paper examines how these corpora provide unique insights into learner language and its distinctive features.

Granger (2002) offers an overview of learner corpus research, summarizing the contributions made to SLA and foreign language teaching. This work provides a broad perspective on the significance of corpus-based studies. Granger, Dagneaux, and Meunier (2002) introduce the International Corpus of Learner English, a key resource for analyzing learner language across different contexts. The corpus enables cross-linguistic comparisons and deepens the understanding of language acquisition.

Granger (2004) reviews the current state of computer learner corpus research and discusses its future directions. The study emphasizes the continuing importance of corpus-based research in applied

linguistics. Henry and Roseberry (2001) focus on using small corpora to gather data for teaching specific genres. Their study combines linguistic analysis with pedagogical strategies, offering practical insights for genre-based instruction. Hunston (2002) explores the role of corpora in applied linguistics. The book examines both the theoretical foundations and practical applications of corpus research, providing a comprehensive discussion on its impact on language teaching and research. Hunston (2002) likely outlines methods for interpreting these lines effectively, balancing both qualitative and quantitative insights. The chapter serves as a guide for researchers looking to extract meaningful conclusions from concordance data, with emphasis on identifying significant linguistic patterns through a systematic approach. Given its academic nature, this work would be valuable for linguists, students, and professionals engaged in corpus-based research. The chapter forms a critical part of the broader work *Corpora in Applied Linguistics*, which discusses various applications of corpora in understanding and analyzing language use.

Yanyu (2021) investigates the use of corpus linguistics in the oral language education of Police English, emphasizing the importance of specialized language instruction in law enforcement. By analyzing targeted linguistic features, the research highlights how a tailored corpus can enhance communication skills specific to police work. The approach underscores the role of corpus-based methods in improving real-world professional interactions. Indhiarti (2018) explores the application of corpus tools in English structure analysis classes, focusing on adjective clauses. The study demonstrates how corpus analysis can be integrated into educational settings to help students grasp complex grammatical structures, offering practical implications for language pedagogy.

Hu (2015) examines the semantic prosody of synonymous adjectives using COCA data, revealing how subtle differences in collocational patterns influence word choice and meaning. Selmistraitis (2020) delves further into the semantic preference and prosody of synonyms in English, shedding light on the nuanced patterns of adjective usage based on context and distribution. Ramón (2015) analyses the placement of adjectives in original versus translated Spanish texts, offering a unique perspective on how syntactic structures shift during translation. Ajmal et al. (2022) investigate the use of adjectives like “beautiful,” “handsome,” and “pretty” in different contexts, emphasizing how cultural and gender norms shape their application. Astia and Yunianti (2020) study adjectives in COVID-19 discourse, illustrating how language frames public perception during crises. In studies on adjectival concord, Jarrah et al. (2023) and Winchester (2019) examine agreement features in various languages, from Arabic to Romance and Germanic, enriching syntactic theory with cross-linguistic perspectives.

Adjectivization presents interesting aspects in general languages as well as in domain-specific languages, which have not yet been fully analysed. Adjectives, modifying, modulating, or elaborating the meaning of nouns, play a relevant role in discourse: they are also used to describe an entity, to put forward some characteristic, or to express an opinion, judgment, or emotional attitude towards an entity, which has the power specifically to condense the evaluation of one lexeme.

The author chose adjectives in a tourism brochure entitled “Wildiaries Indonesia” as a research topic. The author chose this brochure because the author saw many adjectives used in the tourism brochure. This tourism brochure consists of 4 chapters on 60 pages and is an Indonesian travel guide brochure from Simon Mustoe the founder of Ecology and Wildiaries. Contains nature in Indonesia, including tourist attractions, various types of typical Indonesian flora and fauna, typical Indonesian food, and guides for traveling in several regions in Indonesia.

2. Method

This research employs a descriptive qualitative approach to explore the use of adjectives within the tourism brochure “Wildiaries Indonesia.” The data collection method is based on corpus linguistics, an empirical approach to linguistic analysis and language description (Cheng, 2012). Corpus linguistics allows for the systematic examination of language patterns by utilizing computational tools. For this study, the linguistic corpus was processed using the AntConc 3.5.9.0 software application.

In the data collection process, keywords and specific words were selected as triggers to extract relevant adjectives from the brochure using the AntConc software. This process involved inputting selected words into the software to identify patterns and occurrences of adjectives within the text. Once the data were gathered, the extracted adjectives were subjected to analysis to determine their forms, types, and contextual use in the brochure.

The analysis was conducted using both formal and informal techniques. Formal techniques involved presenting the findings in tables to offer a clear overview of the data distribution and frequency of the adjectives. The tables enabled a general categorization and quantification of the adjectives, which is vital for understanding the dominant linguistic features used in the tourism brochure.

On the other hand, informal techniques were applied to interpret and describe the results in more detail. This involved a descriptive analysis that captured the nuances of how these adjectives contribute to the overall communication strategy and effectiveness of the brochure. The sentences generated in the informal analysis provided insights into the linguistic and semantic implications of adjective use, offering a deeper understanding of how language is crafted in tourism materials to attract and engage potential visitors. In summary, the research methodology integrates corpus linguistics with qualitative analysis, utilizing AntConc software for data extraction, and applying both formal and informal techniques to present and interpret the findings. This comprehensive approach allows for a robust examination of the language used in tourism brochures, particularly focusing on the descriptive qualities conveyed through adjectives.

A research model on language discourse that serves as an inspiration for this study (Wajdi, 2018). The insights from his work provide a foundational framework, guiding the exploration and analysis of language discourse in the present research. This study builds upon Wajdi's (2018) approach, adapting it to the specific context under investigation.

3. Results and Discussion
3.1 Result of AntConc

In the initial stage, the “Indonesian Wildiaries” tourism brochure in PDF form was converted into a document in plain file form. This is done so that the brochure can be processed in the AntConc concordance software. Through the wordlist feature, the document is processed by the software and produces a list of words contained in the tourism brochure based on their frequency or number of occurrences according to corpus linguistics.

Table 1 List of AntConc process word results by frequency

Corpus Files		Concordance	Concordance Plot	File View	Clusters/N-Grams	Collocates	Word List	Keyword List
Indonesia Travel Broch		Word Types: 2880	Word Tokens: 15024	Search Hits: 0				
Rank	Freq	Word						
1	682	the						
2	465	to						
3	450	and						
4	366	of						
5	264	a						
6	237	you						
7	224	in						
8	178	is						
9	157	for						
10	121	your						
11	117	with						
12	116	be						
13	115	on						
14	114	indonesia						
15	113	are						
16	113	travel						
17	106	day						
18	103	s						
19	102	or						

Word types indicate the individual types of words used in the tourism brochure. The number of words used is 12,395 words which will then be reduced, classified, and analyse. Meanwhile, word token is the total number of words in the tourism brochure, including repeated words, or in other words, word token is the total of all words resulting from adding up the frequency of each word. The tourism brochure "Wildiaries Indonesia" with a total of 50 pages contains a total of 15042 words.

At this stage, researchers focus on the field data that has been collected. Field data is in the form of a list of words based on the frequency with which they appear. Next, it is reduced by separating the adjectives. The reduction stage determines the degree of relevance to the research objectives.

Table 2 Example of the list of basic words

Rank	Freq	Word
1	682	the
2	465	to
3	450	and
4	366	of
5	264	a
6	237	you
7	224	in
8	178	is
9	157	for
10	121	your
11	117	with
12	116	be
13	115	on
14	114	indonesia
15	113	are
16	113	travel
17	106	day
18	103	s
19	102	or

Table 3 Example of the list of Concordances

Concordance Hits 7	
Hit	KWIC
1	and safety gear incl vest, paddle etc - 2 nights accom in Bali « inight accom in Labuan
2	ions Return flights Bali - Lombok # transfers 2 nights accom in Senggigi 3 nights camping Transfers to
3	« Domestic airfares - City tour in Sorong -« 6 nights accommodation Meals from dinner on day 1 to
4	Lombok # transfers 2 nights accom in Senggigi 3 nights camping Transfers to and from Mt. Rinjani
5	from AU \$1,750 pp twin share Duration 4 days / 3 nights Departures Year-round, min 2 guests You don'
6	AU \$2,890 pp twin share Total duration 6 days / 5 nights Departures Year-round, min 2 guests Extend your
7	in Bali « inight accom in Labuan Bajo -« 2 nights in safari style tents in Komodo islands

Table 4 Example of the list of Cluster

Total No. of Cluster Types 8			Total No. of Cluster Tokens 26
Rank	Freq	Range	Cluster
1	15	1	nights departures
2	2	1	nights accom
3	2	1	nights departures
4	2	1	nights in
5	2	1	nights price
6	1	1	nights accommodation
7	1	1	nights camping
8	1	1	nights xx

At this stage, researchers classify the selected data which are adjectives. Classification is carried out by selecting and separating the list of words based on their respective word classes. These words are classified based on the theory of Gelderen (2010) which explains that lexical categories (word classes) in English are syntactically divided into 5 categories, namely Noun, Verb, Adjective, Adverb, and Preposition. And this research will focus on the adjectives contained in the tourism brochure "Indonesian Wildiaries". According to Gucker (59: 1966), *"adjective is used to modify a noun or pronoun, that is, to describe the noun or pronoun"*.

Table 5 List samples of based on adjectives

No.	Adjectives	Frequency	Rank
1	Night	26	80
2	Well	17	139
3	Best	15	149
4	Large	15	155
5	Beautiful	14	161
6	Famous	14	164
7	Small	14	169
8	Suitable	14	173
9	Great	12	197
10	Early	10	225
11	Available	9	246
12	Dry	8	275
13	Good	8	280
14	High	8	281
15	Incredible	8	283
16	Amazing	7	308
17	Hot	7	330
18	Long	7	338
19	Soft	6	359
20	Special	6	424
21	Spectacular	6	425
22	Wonderful	6	444
23	Deep	5	472
24	Expert	5	482
25	Near	5	501
26	Hard	4	586
27	Difficult	3	724
28	Fantastic	3	747
29	Reasonable	3	834
30	Essential	2	1031

3.2 Discussion: Data Analysis

After all the data is classified based on its adjectives, it will then be analysed manually to look for features attached to these words. Based on the theory put forward by Gelderen (2010) and Quirk, et al (1980), the features of each verb were found which can be concluded as follows.

Because it is seen from the adjectives, it is also necessary to know the form and type of these adjectives which are known from the concordances. It can be concluded that the adjective features found in the noun class are:

- Beautiful

Concordance Hits 14	
Hit	KWIC
1	n magnificent rainforest before arriving at a beautiful beach fringed with jungle and the Indian
2	Gilis are powdery white, the water a beautiful clear blue and they are positioned perfectly
3	drive up the west coast to via beautiful coastline and stunning mountain scenery to Toraja
4	either paddle or boat to Kambing, a beautiful coral reef island where you'll snorkel
5	start of the soft trek to the beautiful Cunca Wulang Waterfall, nestled among rainforest.
6	- The rafting at Songa is through a beautiful gorge with waterfalls. It's gentle grade
7	where you will enjoy walking under the beautiful jungle canopy, home to the rare Black
8	culture of this unique city with its beautiful mountain views and hot springs. Day 8: A
9	Toba has been described as the most beautiful places on earth : Natuna Mane hang KUALA
10	most unspoiled and remote islands, camp on beautiful, pristine beaches and visit charming local villag
11	e afternoon exploring the surrounds of this beautiful rainforested area. Day 3 : Elephants once used t
12	afternoon at your leisure. There are many beautiful spots along the coastline from Teluk Nare
13	paradise on a privately-guided expedition to beautiful Waigeo Halmahera 42 43/60 10/10/23, 2:20 PM
14	a slanted slope that is covered with beautiful yellow and orange soft coral. With a

Total No. of Cluster Types 14			Total No. of Cluster Tokens 14
Rank	Freq	Range	Cluster
1	1	1	beautiful beach
2	1	1	beautiful clear
3	1	1	beautiful coastline
4	1	1	beautiful coral
5	1	1	beautiful cunca
6	1	1	beautiful gorge
7	1	1	beautiful jungle
8	1	1	beautiful mountain
9	1	1	beautiful places
10	1	1	beautiful rainforested
11	1	1	beautiful spots
12	1	1	beautiful waigeo
13	1	1	beautiful yellow
14	1	1	beautiful, pristine

So in the adjective beautiful, it is found that:

(1) Degree of Comparison

.... the most beautiful places on earth...

This is the degree of comparison, which is an adjective used to compare 2 or more things. Degree of comparison is divided into comparatives which compare 2 things and superlatives which state something is "-est" among 3 or more things besides itself.

Comparatives themselves have 2 variations of form. The first variation ends with "-er", where this variation is used for adjectives that only have 1 syllable. The second variation begins with "more", and is used for adjectives that have 2 or more syllables.

Superlatives also have 2 variations of form. The first variation starts with "the" and ends with "-est" for adjectives that only have 1 syllable. Meanwhile, if an adjective has 2 or more syllables, then the superlative type degree of comparison with the prefix "the most" is used.

Like the example sentence below:

"Toba has been described as the most beautiful place on earth: Natuna Mane hang KUALA"

(2) Nominal Adjective

..... the beautiful jungle canopy, home

nominal adjectives are adjectives that function as nouns. Adjectives can be nouns if the noun is omitted and the adjective that describes the noun is still written.

Several types of adjectives are used to indicate a particular class or group by describing one of the attributes of that group.

Like the example sentence below:

“Where you will enjoy walking under the beautiful jungle canopy, home to the rare Black”

(3) Predictive adjective

..... *its beautiful mountain views and hot springs*

As adjectives, predicative adjectives appear after the noun, so they modify or explain the noun and function as a predicate in a sentence. Predicative adjectives state something about the subject in a sentence that is connected to to be or follows linking verbs. Linking verbs are verbs that have a special function that connects the subject with the adjective.

Like the example sentence below:

“Culture of this unique city with its beautiful mountain views and hot springs.”

(4) Attributive Adjectives

..... *at a beautiful beach fringed with....*

The attributive adjective form modifies the noun that follows it. There are so many adjective attributes that describe nouns, there can be more than one for the same noun. A noun can also have more than one adjective attribute that describes it.

Like the example sentence below:

“Rough magnificent rainforest before arriving at a beautiful beach fringed with jungle and the Indian.”

4. Conclusion

Promotional activities are an important factor in increasing tourism visits to tourist attractions. Promotion is a process designed to inform visitors about the tourism image offered, with various attractive and innovative attributes. One way is to use brochures as promotional media, and of course, they must be designed to be as attractive as possible, especially regarding the use of language. Because brochures are a communication tool in building awareness about destinations, information, knowledge and the desire to buy products. Naturally, the language used should be clear, interesting and easy for readers to understand. In this research, the use of a corpus is very useful for research related to language, especially in tourism. A corpus can easily provide data from various communication or linguistic media. Concordance, collocation, and frequency using AntConc can be used as a reference corpus when you want to research language. For further research, you can use a broader research topic on tourism so that many references can be used for further research.

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