



# **Morphological Configuration and Syntagmatic Patterning of Captions of Commercial Brands**

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## Abstract

This paper focuses on analyzing captions written under the commercial brands directly from morphological and syntactic perspectives. Such captions are used to give the main features of the commercial products which are new methods of promoting the products. These captions should be examined linguistically; their linguistic style should be decoded in order to recognize the morphological building of its constituents and the syntactic patterns followed in constructing their structures. Structurally, most of the captions are phrases; while a few others are sentences, but with different syntactic forms. They are short yet persuasive to let the consumer apprehend the features and contents of the product.

Framing a caption might require certain word formation processes including compounding, derivation, prefixation and suffixation. The word orders of captions do not go randomly rather they are governed by syntactic rules that make them acceptable grammatically. However, a bundle of captions of distinct products is used to support the approach of analysis which is already aided with images of the products illustrating their trademarks.

**Keywords:** *Captions, Morpheme, Compounding, Derivation, Brands.*

## Introduction

Manufacturers concentrate heavily on persuasive advertisements to promote their new products, but such advertisements were more preferably acted in short video clips, but today producers adopt a new technique of advertising by writing a caption to feature a certain product throughout giving its main advantages and functions. More importantly, one should notice the language and style embraced in these captions beside producer's choice of words which have formulated the phraseology of captions discriminately. Also, the syntactic word order of captions should be checked in order to recognize whether they are following sound grammatical structures or they are structured randomly, namely they are violating the grammatical rules. Some readers of these captions might think that they are grammatically unacceptable forms. So, this paper aims at analyzing these captions morphologically and syntactically in order to inspect their grammatical appropriateness and explore how they are structured. The researchers hypothesize that the captions used under the brands are short and concise yet meaningful. The methods of research to be conducted in this work are to adopt Stageberg's Model (1981) of wordformation and syntactic patterns of words which fit the approach of analysis. Also, Quirk and Greenbaum's Model (1973) is exploited to analyze adjectives syntactically. The data was taken from different commercial products' captions but shampoo products constitute the largest proportion of corpus.

### 1. Morpheme: Morphological Issues

Morpheme is "the smallest meaningful unit in a language; it is not necessarily equivalent to a word, but may be a word or part of a word" (Brinton, 2000:75-76). Like the phoneme, the morpheme refers to either a class of forms or an abstraction from the concrete forms of language. A morpheme is internally indivisible; it cannot be further subdivided or analyzed into smaller meaningful units. It has internal stability since nothing can be interposed in a morpheme. It is also externally transportable, i.e., it is positionally mobile which can occur in various contexts.

Akmajian et al. (2010: 20) state that morphemes are categorized into two classes: free morphemes and bound morphemes. A free morpheme can stand alone as an independent word in a phrase, such as the word 'tree' in John sat in the tree. A bound morpheme cannot stand alone, but must be attached to another morpheme like, for example, the plural morpheme (-s), which can only occur with nouns, such as book → books, or the suffix 'cran-', which must be combined with certain nouns, such as berry which becomes 'cranberry' or more recently, it has been used with apple which becomes 'cranapple', or grape which becomes 'crangrape'. However, all the parts of speech are considered free morphemes because they can stand alone, while all types of affixes are considered bound morphemes because they cannot be used alone unless they are attached to free morphemes to give full meaning, such as adding the suffix (-er) to a verb to form a noun 'drive' → 'driver'.

Prefixes are one of the types of affixes which are attached to the beginning of a word, for instance, the prefix 're-' is added to verbs to mean 'again', such as the verbs 'redo', 'rewrite', 'rethink' and as for the suffixes, they are attached to the end of a given word, such as (-ize) in the verbs 'modernize', 'equalize', and 'centralize'.

### 1.2. Creativity of Inflectional and Derivational Morphemes

Morphology comprises two main morphemes; inflectional morphemes and derivational morphemes. Inflectional morphemes are used to show if a word is plural or singular, if it is past tense or not, and if it is a comparative or possessive form. So, inflectional morphemes are not used to produce new words in the

language, but rather to indicate aspects of the grammatical function of a word, (Yule, 2010:69). Booij (2005:124) believes that "inflection is the morphological marking of properties on a lexeme resulting in a number of forms for that lexeme, a set of grammatical words". Inflectional morphemes include plural (-s), 3<sup>rd</sup> personal singular (-s) added to verbs, such as 'he laughs'. Also, the suffix (-'s) is an indicator of the possession of objects, as one can say 'Tom's book'. The suffix (-ing) added to verbs of present and past participle forms is a fixed form in grammatical structures. The suffixes (-er) for comparative forms and (-est) for the superlative forms are added to adjectives to show higher degree of comparison between two persons or objects as can be noticed in the example 'Jason is shorter than Jack'.

In morphology, derivation is the process of adding an affix to a word or changing it in some other way according to the rules of the grammar of a language, (Richards and Schmidt, 2010:281). For example, in English, verbs are inflected for 3<sup>rd</sup>-person singular, e.g., 'I work' or 'she works'. For the past tense, the 'suffix (-ed) is added to the regular verb as shown in: 'I worked'. Therefore, the suffix (ed1) refers to the simple past form of the verb, such as 'worked', while the suffix (-ed2) refers to the past participle form of the verb as shown in the example 'I had worked'.

Derivational suffixes do not always change the part of speech of the stem they attach to, but they do always specify the part of speech of the words they produce. The suffix (-ness), for instance, always produces nouns, no matter whether it is attached to an adjective or to a word that is already a noun. Hence, when adding the suffix (-ness) to the adjective 'kind', it becomes 'kindness', (Harley, 2006: 124).

## 2. Formation of New Words

Forming new words is part of morphology known as word formation. Crystal (1991: 441) defines word formation as "the process of creating words out of sequences of morphemes". Word formation comprises many morphological processes including prefixation, suffixation, compounding, derivation, etc. Derivation including prefixation and suffixation along with compounding are the most creative word formation processes which pervade to various fields of life.

### 1.2.1 Structural Patterns of Compounding

Compounding is defined by Crystal (2008: 96-97) "consisting of two or more free morphemes". For example, compound nouns, such as 'bedroom', 'rainfall', and 'washing machine'; represent the syntactic pattern subject + object, etc. Where the clause element consists of more than one noun phrase or pronoun, as in 'the boys and the girls shouted'. Furthermore, Yule (Ibid) presents another type of compound, which is a preposition + noun as can be noticed in the words 'in-text', 'in details', and 'in accordance with'.

In many languages, compounding (also called composition) is the most frequently used way of making new lexemes. Its prominent property is that it consists of the combination of lexemes into larger words. In simple cases, compounding consists of the combination of two words, in which one word modifies the meaning of the other, the head. This means that such compounds have a binary structure, (Booij, 2005:75). On the other hand, Viljoen and Berg (2008:7) present a new type of compounding which they call location or place compounding which "indicates place names or locations". One may come across words, such as 'South Iraq' or 'North Iraq' or 'West Baghdad' where each compound consists of a direction + a proper noun.

Akmajian et al. (2010: 35) classify compounding into seven morphological patterns:

1. **Noun + Noun** consists two nouns only, such as 'clergyman'.
2. **Adjective + Noun** consists of an adjective followed by a noun, such as 'bigwig'
3. **Preposition + Noun** consists of a preposition followed by a noun, such as 'overdose'.
4. **Verb + Noun** consists of a verb followed by a noun, such as 'scarecrow'.
5. **Adjective + Adjective** consists of two adjectives, such as 'red-hot'.
6. **Noun + Adjective** consists of a noun followed by an adjective, such as 'skin-deep'.
7. **Preposition + Verb** consists of a preposition and verb, such as 'oversee'.

In fact, these patterns of compoundings are appropriate for analyzing the morphological aspect of captions.

## 2. Basic Syntactic Elements Used in Captions

English words are categorized into different parts of speech which form the elements of the English sentence. These parts of speech are classified into: nouns, verbs, adjectives, adverbs, pronouns, etc. Speakers should pay attention to the uses and functions of these parts because each one has its own position and function. For example, nouns can function as subjects, objects and complements. In addition, adjectives can function as modifiers (premodifiers and postmodifiers). Nouns and adjectives are the central parts of speech which fit the purpose of the present study; therefore, detailed accounts are given below for each one.

## 2.1. Syntactic Scope of Nouns

Noun is the most important part of speech which is defined by Newson (2006: 5) "these are words that name people, places, or things". English nouns can also take a suffix (-s) to indicate plural number. Here the lack of a suffix is given a very specific interpretation, namely singular number, which might lead us to assume the presence of a zero suffix which means the noun that has no suffix or does not receive the plural suffix (-s) as in the case of the word 'sheep' which cannot be pluralized by adding the plural suffix (-s). On the other hand, there are many nouns (called mass nouns) which do not normally take the plural suffix, such as 'air', 'wheat', 'courage', 'static', etc. For these nouns, there is no contrast between singular and plural; therefore, they do not take the plural suffix (-s). It seems preferable to assume that they are unmarked category of nouns, (Kroeger, 2005: 18).

In English, most countable nouns have two word forms; singular and plural. Inflectionally, for any noun lexeme X, there are only two grammatical words, 'singular of X' and 'plural of X', contrasting in number. Thus, to the lexeme 'cats' there corresponds a singular form 'cat', consisting of just one morpheme, and a plural form is 'cats', consisting of a root 'cat' and the suffix (-s), so they differ in number only, (McCarthy, 2002: 34).

A noun might include abstract words which are uncountable, such as 'happiness', 'courage', and 'love'. In addition, it has concrete nouns which include 'book', 'door', and 'key' which are countable nouns. Traditional grammarians often tried to define a noun as 'the name of a person, place or thing', but this does not work. For example, 'red' is the name of a color, so, this definition indicates that it should be a noun and yet it usually functions as an adjective, as in 'red skirt' where the word 'red' premodifies the noun 'skirt'.

Like any part of speech, nouns can adequately be defined only in terms of their grammatical behavior. In English, an obvious grammatical characteristic of nouns is that most of them can appear in two different grammatical forms, called singular and plural. Most English nouns form their plural by adding (-s), as in girl → girls and tree → trees, but some have irregular plurals which were derived from historically fossilized forms, as in child → children, goose → geese, sheep → sheep, (Trask, 2007: 188).

## 2.2 Functionality of Adjectives

Adjectives can be divided into two categories based on their position in a sentence. Adjectives can occur both before and after a noun. These two positions are called attributive position and predicative position. When an adjective occurs before a noun, it is in the attributive position and that adjective is called an attributive adjective. When an adjective occurs after a noun, it is in the predicative position and the adjective is called a predicative adjective, (Quirk and Greenbaum, 1973: 78). Therefore, the main difference between attributive and predicative adjectives is that attributive adjectives occur before the noun whereas predicative adjectives occur after the noun. Let's consider the position of the adjective 'pretty' in the sentence below:

- The pretty girl smiled at me.

The adjective 'pretty' is attributive because it precedes the noun 'girl'. The adjective has the role of ascribing an attribute or feature to a noun. It may occur either attributively within the nominal phrase, in which case it serves to modify the headword noun, or predicatively outside the nominal phrase to which it relates. The adjective which functions attributively, it is mainly found before the headword noun, in a pre-head position (prenominal), but in selected contexts it can come after the headword noun, in a post-head position (postnominal), (Morley, 2000: 39). The predicative adjective comes after the verb 'Be' and it describes the subject as shown in the example below:

- This area is dangerous.

The adjective 'dangerous' functions predicatively, it is mostly in relation to the subject, in English it is separated from the subject by the verb Be. If, however, the adjective relates to an object nominal phrase, then it will typically be adjacent to the object but structurally distinct from it, (Morley, 2000: 39).

## 3. Modification

Modification is defined by Stageberg (1981: 26) "a grammatical function represented by a word or a group of words that performs this function". A modifier does not belong to the form-class or the position-class; rather it belongs to the function class, such as subject, direct object or indirect object or object complement.

- The jolly minstrel sang beautifully.

The word 'jolly' by form is an adjective and by position is adjectival and by function is a modifier.

Modification is a largely optional function performed, for instance, by adjectives in the noun phrase, and by intensifying adverbs in the adverb phrase. Premodifiers precede the head, and postmodifiers follow it; in noun phrases, premodifiers follow determinatives. Semantically, modifiers add descriptive information to

the head, often restricting the reference of the head. Thus, in the phrase 'a green table', the adjective 'green' has a more specific meaning than a table, as the intensifier 'very' in the phrase 'very tall' has a more specific meaning than the adjective 'tall', (Quirk et al. 1985: 65).

Quirk and Greenbaum (1973:67) indicate that a premodifier is a word, especially an adjective or a noun that is placed before a noun and describes it or restricts its meaning in some way. They further add that some nouns function as premodifiers of other nouns (headwords), as shown in the example below:

- August weather is very hot.

The word 'August' which is a noun premodifies the noun 'weather' which is the headword of the sentence. Therefore, the noun 'August' takes the position of the adjective because syntactically, it is known that the adjective precedes the noun.

#### 4. Commercial Captions: A Method of Advertisement

The term 'caption' or sometimes called subtitle is just an explanation or illustration for the commercial products which gives its advantages and features which is a kind of promotion for the product. Richards and Schmidt (2010: 571) define the term caption "the practice of superimposing written text on film or video or product". This definition shows that the caption is written directly under the brand or trademark which could be only one phrase or a sentence or more than that. Likewise, Online Dictionary.com (201<sup>^</sup>) explains the term caption as "a title or explanation for a picture or illustration, especially in a magazine". So, both references emphasize on the basic idea that caption is merely an explanation to a product or event or video or film, etc.

Manufacturers focus on captions because such brief illustrations provide the consumer with the main features of the product. As these captions are almost short and have various morphological forms and different syntactic patterns of words. They perform the same function of logo where any logo gives the main promoting idea of the company, for instance, the Apple Incorporation adopts a logo in 2009 "Once you go Mac, you'll never go back", which means that when one buys their product, he will feel good and will be their continuous customer. However, the function of each caption is to give the characteristics of the commercial product. Linguistically, one should examine the morphological frames and syntactic moulds of such structures. Slogans might take the form of a question, phrase, or conditional sentence, or just with one word, but the captions take different forms and moulds which are different from the slogans' forms.

#### 5. Morphological Analysis of Captions

The method of analyzing the captions of commercial products is to follow up Stageberg's Model (1981) of analyzing word formation processes and explaining the suffixal homophones in forming nouns or adjectives or verbs. He (ibid: 97) presents the term suffixal homophones of (-er) and (-ing) which show how it is possible to derive a noun from a verb or an adjective from a verb. The verbal inflectional suffix (-ing vb) is suitable for the morphological analysis of word formation. He (ibid) states that the verbal inflectional suffix (-ing vb) has two homophones of (-ing). The first is the nominal derivational suffix (-ing) as it is obvious in the examples 'meet' (v.) becomes 'meetings' (n.) and 'write' (v.) becomes 'writings' (n.). The second inflectional verb (-ing) is the adjectival morpheme (-ing AJ) as can be seen in the example 'a charming girl'. This suffixal homophone can occur before and after the noun it modifies as explained below:

- a. We saw a **burning** house.
- b. We saw a house **burning**.

The adjective 'burning' in sentence (a) precedes the noun, while the same adjective in sentence (b) follows the noun.

Table (1): Morphological Analysis of Captions

No	Brands	Products' Images	Captions	Patterns of Compounds
1	SUNSILK		Co-creations Strong Growth	Prefix + Noun Adjective + Noun
2	TOURI		Extra Power Extra Care	Prefix+Noun Prefix+Noun

3	L'Oréal Elvive		Total Repairs Repairing Shampoo	Adjective+Noun Verb+Noun (Derived Adjective –ing Suffix)
4	Garnier		Replenishing Shampoo	Verb+Noun (Adj–ing Suffix)
5	Clean &Clear		Morning Energy Shine Control Daily Facial Scrub	Adjective+Noun Adjective+Noun Ad+Adj+Noun (Zero Derivation)
6	Head & Shoulder		Dry Scalp Care	Adj+Noun+Noun (Zero Derivation)
7	Dove		Nourishing Oil Shampoo	Verb+Noun+Noun Nourishing has (Adj morpheme –ing Suffix)
8	L'Oréal Elvive		Total Repairs Advanced Repairing Shampoo	Adjective + Noun Verb+Verb+Noun (Derived Adj-ed +Derived Adj-ing Suffix)
9	LINA		Disinfectant kills germs & bacteria	Noun+Verb+ Noun 'dis' is a negative prefix)
10	Fashion		Relaxed & Activating Shower Jel	Verb+Verb+Noun+Noun (Derived Adj-ed +Derived Adj-ing)
11	Stimulate		Hair Growth & Prevent Hair Loss	Noun+ Noun+Verb+ Noun +Noun (Zero Derivation)
12	BANANA		Truly Nourishing Shampoo	Adverb+Verb+Noun (Derived Adj-ly +Derived Adj-ing Suffix)
13	LANA		Hair Dye Shampoo  Quickly Washing Black	Noun+Noun+Noun  Adverb+Verb+Noun Washing has (Derived Adj –ing Suffix)

14	VALERA		Whitening Complex Rejuvenating System	Verb+Noun (Derived Adj -ing Suffix)  Verb+Noun (Derived Adj -ing Suffix)
15	KETONAZ		Antifungal Antidandruff	Prefix + Adjective  Prefix + Noun
16	LIFEBUOY		Anti-Hair Fall	Prefix + Noun +Noun
17	CLEAR		Anti-Hair Fall	Prefix + Noun +Noun
18	EMERON		Hair Fall Control	Noun + Noun +Noun

The above morphological analysis of the words used in captions reveals that the processes of derivation and compounding are the most exploited methods in composing the advertising captions. First, the mechanism of framing the caption words depends on using compounding which refers to two or more words which are joined together to have a new word. Thus, the patterns followed in formulating the compounds are (Adjective +Noun), (Noun +Noun), (Adverb + Adjective + Noun), and (Adjective + Noun + Noun). However, the most occurring compounding pattern is (Adjective + Noun). Secondly, derivation is the second process which is used in phrasing the words of captions. However, some adjectives are formed by adding the suffixal (-ing) to the verb and turn it into an adjective, such as "Repairing Shampoo" where the word 'repairing' is an adjective modifying the noun shampoo. Another suffixal homophone found out in the wording of captions according to Stageberg's Model (1981) is the suffixal homophone (-ed) which is added to the verb to become an adjective, such as "Advanced Repairing Shampoo". The suffix (-ed) was added to the verb 'advance' which became an adjective modifying the noun shampoo.

### 6. Syntactic Analysis of Captions

To analyze the language of captions under the trademarks used by manufacturers to market their products requires adopting an appropriate model of syntax. In fact, Quirk and Greenbaum's Model (1973) suits the method of analyzing captions because the writers explain the syntactic positions and functions of nouns and adjectives. Quirk and Greenbaum (1973: 77-85) expounds the terms nouns and adjectives in details from syntactic points of view and the researchers make use of such method as they design the approach of analyzing captions syntactically. The approach relies on trumping up new patterns after decomposing the elements of each single caption and setting them up into organized syntactic casts. The approach of analysis reclines on showing the structural positions and functions of the strings of each caption as it attempts to state the number of new innovative patterns that can be deduced from the commercial captions. Consider the syntactic analysis of captions below:

#### 1. Strong Growth = Adjective functioning a Premodifier + Noun (Head Word)

<u>Pattern</u>	Adjective + Noun	(Head Word) = Growth
<u>Function of Adjective</u>	Attributive - Intensifying	<u>Sub Type</u> : Central Inherent Amplifier
<u>Quantity of Words</u>	٢	<u>Caption Form</u> : Noun Phrase

## 2. (a). Extra Power = Adjective functioning a Premodifier + Noun

<u>Pattern</u>	Adjective + Noun	(Head Word) = Power
<u>Function of Adjective</u>	Attributive - Intensifying	<u>Sub Type</u> : Emphasizer
<u>Quantity of Words</u>	٢	<u>Caption Form</u> : Noun Phrase

## (b). Extra Care = Adjective functioning a Premodifier + Noun

<u>Pattern</u>	Adjective + Noun	(Head Word) = Care
<u>Function of Adjective</u>	Attributive - Intensifying	<u>Sub Type</u> : Emphasizer
<u>Quantity of Words</u>	٢	<u>Caption Form</u> : Noun Phrase

## 3. (a). Total Repairs = Adjective functioning a Premodifier + Noun

<u>Pattern</u>	Adjective + Noun	(Head Word) = Repairs
<u>Function of Adjective</u>	Attributive - Intensifying	<u>Sub Type</u> : Non-inherent Amplifier
<u>Quantity of Words</u>	٢	<u>Caption Form</u> : Noun Phrase

## (b). Repairing Shampoo = Adjective functioning a Premodifier + Noun

<u>Pattern</u>	Adjective + Noun	(Head Word) = Shampoo
<u>Function of Adjective</u>	Predicative	
<u>Quantity of Words</u>	٢	<u>Caption Form</u> : Noun Phrase

## 4. Replenishing Shampoo = Adjective functioning a Premodifier + Noun

<u>Pattern</u>	Adjective + Noun	(Head Word) = Shampoo
<u>Function of Adjective</u>	Predicative	
<u>Quantity of Words</u>	٢	<u>Caption Form</u> : Noun Phrase

## 5. (a). Morning Energy = Noun functioning a Premodifier + Noun

<u>Pattern</u>	Noun + Noun	(Head Word) = Energy
<u>Function of First Noun</u>	Premodifier	
<u>Quantity of Words</u>	٢	<u>Caption Form</u> : Noun Phrase

## (b). Shine Control = Adjective functioning a Premodifier + Noun

<u>Pattern</u>	Adjective + Noun	(Head Word) = Control
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<u>Function of Adjective</u>	Predicative	
<u>Quantity of Words</u>	٢	Caption Form: Noun Phrase

(c). Daily Facial Scrub = Adverb functioning a Modifier + Adjective functioning a Premodifier + Noun

<u>Pattern</u>	Adverb + Adjective + Noun	(Head Word) = Scrub
<u>Function of Adjective</u>	Attributive	<u>Sub Type</u> : Denominal Adjective
<u>Quantity of Words</u>	3	Caption Form: Noun Phrase

6. Dry Scalp Care = Adjective functioning a Premodifier + Noun functioning a Premodifier + Noun

<u>Pattern</u>	Adjective + Noun + Noun	(Head Word) = Care
<u>Function of Adjective</u>	Attributive	<u>Sub Type</u> : Denominal Adjective
<u>Quantity of Words</u>	3	Caption Form: Noun Phrase

7. Nourishing Oil Shampoo = Adjective + Adjective functioning Premodifiers + Noun

<u>Pattern</u>	Adjective + Adjective + Noun	(Head Word) = Shampoo
<u>Function of Adjective</u>	<i>Nourishing</i> is Predicative <i>Oil</i> is Predicative	
<u>Quantity of Words</u>	3	Caption Form: Noun Phrase

8. (a). Total Repairs = Adjective functioning a Premodifier + Noun

<u>Pattern</u>	Adjective + Noun	(Head Word) = Repairs
<u>Function of Adjective</u>	Attributive - Intensifying	<u>Sub Type</u> : Non-inherent Amplifier
<u>Quantity of Words</u>	٢	Caption Form: Noun Phrase

(b). Advanced Repairing Shampoo = Adjective + Adjective functioning Premodifiers + Noun

<u>Pattern</u>	Adjective + Adjective + Noun	(Head Word) = Shampoo
<u>Function of Adjective</u>	<i>Advanced</i> is Predicative <i>Repairing</i> is Predicative	
<u>Quantity of Words</u>	3	Caption Form: Noun Phrase

9. Disinfectant kills germs & bacteria = Subject + Verb + Object

<u>Pattern</u>	Noun+ Verb+ Noun	(Head Word) = Disinfectant
<u>Function of Adjective</u>	<i>Disinfectant</i> can function as attributive Adjective	<u>Sub Type</u> : Denominal Adjective
<u>Quantity of Words</u>	5	Caption Form: Noun Phrase

10. Relaxed & Activating Shower Jel = Adjective + Adjective functioning Premodifiers + Noun + Noun

<u>Pattern</u>	Adjective + Adjective + Noun+Noun	(Head Word) = Jel
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<u>Function of Adjective</u>	<i>Relaxed</i> is Predicative <i>Activating</i> is Predicative	
Quantity of Words	5	Caption Form: Noun Phrase

11. Hair Growth & Prevent Hair Loss = Noun functioning a Premodifier+ Verb+ Noun + Noun

<u>Pattern</u>	Noun+ Noun & Verb+ Noun+ Noun	(Head Word) = Growth (Head Word) = Prevent
<u>Function of Adjective</u>	<i>None</i>	
Quantity of Words	6	Caption Form: NP + VP

12. Truly Nourishing Shampoo = Adverb Functioning a Modifier+ Adjective Functioning a Premodifier + Noun

<u>Pattern</u>	Adverb + Adjective + Noun	(Head Word) = Shampoo
<u>Function of Adjective</u>	Predicative	
Quantity of Words	3	Caption Form: Noun Phrase

13. (a). Hair Dye Shampoo = Noun + Noun Functioning Premodifiers+ Noun

<u>Pattern</u>	Adverb + Adjective + Noun	(Head Word) = Shampoo
<u>Function of Two Nouns</u>	Premodifiers	
Quantity of Words	3	Caption Form: Noun Phrase

(b). Quickly Washing Black = Adverb functioning a Modifier + Adjective functioning a Premodifier + Adjective

<u>Pattern</u>	Adverb + Adjective + Noun	(Head Word) = Black
<u>Function of Adjective</u>	Predicative	
Quantity of Words	3	Caption Form: Adjective Phrase

14. (a). Whitening Complex = Adjective functioning a Premodifier + Noun

<u>Pattern</u>	Adjective + Noun	(Head Word) = Complex
<u>Function of Adjective</u>	Predicative	
Quantity of Words	٢	Caption Form: Adjective Phrase

b). Rejuvenating System = Adjective functioning a Premodifier + Noun

<u>Pattern</u>	Adverb + Adjective + Noun	(Head Word) = System
<u>Function of Adjective</u>	Both Predicative and Attributive	
Quantity of Words	3	Caption Form: Noun Phrase

15. (a). Antifungal = Adverb functioning a Premodifier + Adjective

<u>Pattern</u>	Adjective + Noun	(Head Word) = Fungal
<u>Function of Adjective</u>	Attributive	

Quantity of Words	٢	Caption Form: Adjective Phrase
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**b). Antidandruff= Adverb functioning a Premodifier + Noun**

<u>Pattern</u>	<b>Adverb + Noun</b>	(Head Word) = Dandruff
<u>Function of Adjective</u>	Attributive	
Quantity of Words	2	Caption Form: Noun Phrase

**16. Anti-Hair Fall = Adverb +Noun functioning Premodifiers + Noun**

<u>Pattern</u>	<b>Adverb + Noun + Noun</b>	(Head Word) = Fall
<u>Function of Adjective</u>	Attributive	
Quantity of Words	3	Caption Form: Noun Phrase

**17. Anti-Hair Fall = Adverb +Noun functioning Premodifiers + Noun**

<u>Pattern</u>	<b>Adverb + Noun + Noun</b>	(Head Word) = Fall
<u>Function of Adjective</u>	Attributive	
Quantity of Words	3	Caption Form: Noun Phrase

**18. Hair Fall Control= Noun + Noun Functioning Premodifiers + Noun**

<u>Pattern</u>	<b>Noun + Noun + Noun</b>	(Head Word) = Control
<u>Function of Two Nouns</u>	Premodifiers	
Quantity of Words	3	Caption Form: Noun Phrase

Captions written under the brands of the products follow syntactic patterns which are grammatically sound and well-formed. Syntactically, the most frequent occurred type of adjective according to Quirk and Greenbaum's Model (1973) is the attributive adjective. Functionally, the most occurring function of adjective is the premodifier which precedes the head noun of the caption. Furthermore, some nouns take the position of the adjective (being premodifier) and function as premodifiers of the head nouns of the phrase. The syntactic pattern (Adjective +Noun) is the most used pattern in captions. According to the samples used by the researchers, the highest number of words used in captions is (6) words, while the average number is (2).