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Adverb-Adjective Collocation Patterns in English Native and Non-Native Skincare Advertisements: A Comparative Analysis

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ABSTRACT

The role of advertising language in shaping consumers' perceptions is crucial, especially in the global skin care industry, as it is positioned between the emotional and scientific appeals in promotion. The purpose of this study is to explore the varied use of adverb-adjective collocations in skin care advertisements from both native and non-native English-speaking countries. This study aims to analyze differences in collocation usage and address their cultural and rhetorical significance. This study relies on a corpus of 27 advertisements sourced from the official websites of skin care brands within native English-speaking countries (United States, United Kingdom, Australia, and Canada) and non-native English-speaking countries (France, Germany, South Korea, India, and Pakistan). The study identifies the frequency and compares differences of adverb-adjective collocations in both corpora using AntConc software. The findings of the study reveal that advertisements in the native corpus use collocations with an emphasis on scientific evidence and measurable effects such as "clinically proven," "instantly quenches," and "significantly improves" repeatedly in their advertising language. Conversely, the advertisements in the non-native corpus use forms that provide users with emotional reassurance, such as "deeply hydrating," "gently clarifying," and "naturally enriched." This study unearths that adverb-adjective collocations are culturally strategic forms of advertising language with implications for cross-cultural knowledge and communication, as well as further research in the field of applied linguistics and marketing discourse.

Keywords: Skin care, Advertisements, Native, Non-native, Adverb-adjective collocations

1. Introduction

In contemporary consumer culture where personal care products dominate the market, advertising language is central to shaping consumers' perceptions. Language is an important part of advertising identity and making claims with language. Collocations, particularly adverb-adjective collocations, can serve as an effective rhetorical strategy to compound claims, provoke emotional responses, and designate differences between brands (Cook, 2001; Ringrow, 2016). Skincare advertisements often exemplify this strategy as brands attempt to convince consumers to make immediate, visible differences in their personal appearance. All of the expressions that suggest truly instant improvement and delivery (ex. "instantly radiant," "deeply nourishing," and "clinically proven") highlight how collocations allow advertisers to merge scientific authority with emotional potency. Existing research on advertising discourse has reported on how lexis and grammar function to create a discourse of beauty, efficacy, and self-care (Piller, 2001; Bhatia, 2005); however, the majority of studies have either focused on

Western monolingual advertising or broader multimodal discourses, with less attention to showing 'how' collocational patterns facilitate, shape, and differ between cultural production. The importance of understanding collocational practices in skincare advertising is significant to the globalization of the beauty industry for both cross-cultural knowledge and theoretical understandings. Although scholars have shown increasing interest in advertising language, exploring different lexis and rhetoric to acculturation in advertising, there is little empirical investigation of the collocational practices used in skincare advertising across English-speaking (native) and non-native speakers.

In Ringrow's (2014) notion of the constitutive role of advertising, marketing messages are saturated with cultural discourses about beauty. Beyond commercial imperatives, these considerations matter, partly, in the context of apprehending consumer trust. In Anglo-American markets, advertisers frequently proffer tufts of double adverb-adjective collocations (ex. "clinically proven" and "significantly improve") to establish measurable performance. In contrast, non-native English skincare advertisements in countries like India, South Korea, or France index collocations such as "holistic care" and "global beauty" to connote texture and affective use. The linguistic expression of these preferences—adverbially—through words such as "instantly," "deeply" or "gently"—demonstrates a logistical element to how brands co-opt their communications to local cultural values. However, very few studies have offered a territorial understanding or quantification regarding collocations or examined how these collective realizations might function rhetorically; thus, it remains unknown how culture has imposed shape on lexis in advertising.

This research seeks to resolve this issue by exploring adverb-adjective collocations in skincare advertising, next to or against, comparisons of native and non-native English-speaking countries. To begin, the study will address which adverb-adjective collocations are invoked most frequently; through which scenes these collocations differ; and what the differing scenes illustrate about the brand's understanding of consumer expectations and efficacy within persuasive practices. This is guided by two core questions: (1) What is the difference in the distribution of adverb-adjective collocations in native compared to non-native skincare advertisements? (2) What do these differences illustrate about linguistic and cultural preferences in advertising discourse? To answer these questions, we (the authors) methodically collected 27 advertisements from the official websites of brands in the USA, UK, Australia, Canada, France, Germany, South Korea, India, and Pakistan. The advertisements were compiled into a corpus, and analytical tool Antconc (Anthony, 2022) has been used to know the frequency of the adverb-adjective collocations, deriving on typical conventions for discovering collocations (Benson et al., 1986; Wei, 2013). By finding the frequencies and resolving the rhetorical functioning of collocations,

this study aims to contribute a nuanced view on the functioning of language in global beauty marketing.

There are two important aspects of this research. First, this study contributes to the growing body of literature on advertising discourse by providing systematic evidence about how collocational patterns vary across linguistic and cultural contexts. In the past, the persuasive role of collocations has been recorded (Furini, 2018; Ringrow, 2016), but little prior research has done a comparative analysis of frequency and distribution differences across English-speaking environments. Second, the results are useful and can be beneficial to marketers and copywriters looking to adapt and tailor their messages for culturally diverse audiences. As brands are increasingly required to localize content in ways that remain consistent, marketers are tasked with considering which collocations will appeal to respective consumers (Piller, 2001). This study has implications for the conflicting tensions of global branding and local authenticity in a world where even the smallest lexical choices like promising "instantly visible results" versus "deeply nourishing results" reflect cultural meanings. Finally, this study embodies a contribution to applied linguistics, marketing communication, and cultural studies by showing that collocations are not simply decoration but contextually shaped, crucial persuasion tools--just as universal as style.

1.1: Research Questions

1. What are the most frequently used adverb-adjective collocations in skincare advertisements in native and non-native English-speaking countries?
2. How do the types and frequencies of these collocations differ across cultural and linguistic contexts and what do these differences reveal about advertising strategies?

2. Literature Review

The idea of collocation in English has been a central topic in corpus linguistics and phraseology for a long time. Sinclair (1991) initially recognized the significance of frequently repeated word combinations, showing that collocations or pairs of adverbs and adjectives allowed for more natural discourse, further emphasizing that collocational patterns were important in a descriptive sense in their power to produce persuasive discourse. Moon (1998) later argued that linguists should not only concentrate on word combinations based on frequency but also on the connotational and evaluative meaning of word combinations and their impact on persuasion. In terms of advertisers, such choices convey collocational meanings that evoke brand meanings in relation to consumers by reinforcing a message about what products can do, creating a fictional relevance about brand identity such as credibility or effectiveness, and suggest what products can do, for example, the

repeated collocation of adverbs such as instantly and visibly with adjectives about improvement or enhancement (Sinclair, 1991; Moon, 1998). Therefore, in general corpora, collocations have been broad and general with few studies specifically focusing on the collocations situated within the specialized discourse of advertising, particularly in a cross-culturally comparative way. This is an ongoing gap area and should remain especially illuminated now with the globalization of English-language marketing materials into both native and non-native English contexts (Bhatia, 2008). Many have explained that advertising, and advertising authorship, rely heavily on linguistic creativity to develop and perform formulaic language to generate meaningful and persuasive narratives.

In addition, Cook's (2001) observation that the repetition of the same collocation in context helps a message stick, heighten recall, and increase familiarity constitutes two out of four criteria for a successful advertisement. Furini (2018) showed that when analyzing health/beauty adverts, specifically adverb and adjective collocations were found to systematically imply immediacy and transformation by including time adverbs such as instantly and/or visibly along with a transformational adjective, in examples the advertisements include radiant / smoother, etc. This advertising choice positions advertisers as taking a position and moving into aspirational discourses of addressing real transformation, making implied offers about products being highly effective and capable of producing observable change with as little effort.

Likewise, Ringrow (2016) found that the collocations used in beauty advertising were usually well thought out to appeal to consumers' desires and cultural values. Each of these studies supports an interpretation of collocational choices as an intentional, rather than arbitrary, instrument to manipulate consumer attitudes and purchase decisions. Research across cultures has also demonstrated the ways that language in advertising reflects wider cultural priorities (and markets) and implications. For example, Piller (2001) has conducted a study on multilingual advertising and determined that brands that are not predominantly English-speaking often follow English collocation patterns to create a sense of modernity and internationalism.

In skincare, this means English phrases like clinically proven or scientifically tested are being used even when English is not a native language. In comparing English and French language skincare ads, Ringrow (2014) found that both English and French ads used scientific lexicon; however, the French ads utilized a more descriptive and emotive lexicon while the English language ads relied more on evidence-based lexicon. These studies show that collocations in advertising are situated in both language and culture, particularly at the intersection of local expectations and global marketing. The intersection of local expectations and global marketing supports the analysis of collocational tendencies in native and non-native speakers as being more relevant than ever. For non-

native speakers, collocation mastery is a serious challenge. Durrant and Schmitt (2009) established that even advanced learners of English treat the many common collocations of English with caution and therefore experience greater frequency and writerly credibility using simple and more unidiomatic combinations. This concession is a factor for non-native authors creating texts for advertisers, as a body of research has also shown that non-native collocation use may unintentionally expose the cultural or linguistic background of the writer, and this may impact a reader's perception of the author's credibility or authenticity.

For advertisers, where language is intended to be convincing with cultural relevance, this challenge presents itself as specific to collocational use. These brief statements implicate that the differences in collocational frequency and types of collocations are staged for native and non-native skincare brands and might be simply designed by just these linguistic and contextual constraints. However, understanding the parallel between the two brands contributes to marketing studies as well as second language acquisition studies. Further, recent discourse analytic studies have noted how collocations are contributing to what Fairclough (2003) called the "marketization of discourse." This ongoing and widespread blending of commercial discourse encroaches into increasingly academic territory as advertising language embraces scientific and technical language and is pared down with emotional words claiming authority and desirability. However, Ringrow (2016) has noted that certain combinations in skincare ads appear together with each other frequently such as adverbs like 'clinically proven' and 'scientifically formulated' with emotional adjectives like 'gentle' and 'natural.' Those two examples traverse authority with scientific appeals and the emotional/cultural context suggested by the adjectives. These practices are similar to Gualda and Gonzalez (2017), who noted how the ingredient-based and evidence-based claims associated with skincare advertising practices appeared to reflect a blended or hybrid discourse between claims and natural beauty.

Understanding lexical patterns in both native and non-native frameworks is useful for understanding how linguistic choices represent broader cultural and communicative practices. Anwar, Malik, and Jamshaid (2020) stated that lexical bundles in EAL academic discourse can be necessary, as non-native learners depend the most on formulaic sequences in establishing textual coherence as well as authority. In this way, and similarly, non-native advertising producers will depend on adverb-adjective collocations when targeting audiences and attempting to portray trustworthiness. Anwar and Anwar (2021) extended this line of reasoning in their focus on sports news where they found native discourse uses a much richer evaluative repertoire in the use of attitude markers. This further suggests that English advertising discourse will involve more variety in collocational choice which have the potential to engage

audiences affectively in native English-speaking contexts. Furthermore, in Anwar, Butt, and Zuree's (2024) study on verb choices in Pakistani English newspapers, the findings demonstrated clear examples of regional communicative preference. This leads to suggest that non-native advertising discourse in the English Lexi sphere will display the same preference for directness and steeply personal overt strikes of disposition towards its audience that remains appropriately aligned with clarity and persuasion through regional and local communicative norms. Additionally, Shahzadi, Anwar, and Zuree (2024) studied lexical shifts in Indian English literary writing and their valuable exploration of these dynamic does well to show how culturally and contextually derived tendencies can foster a tendency towards adjustments rather than merely lone values. This supports the presumption that adverb-adjective collocation decisions in skincare advertising messages are also impacted by ways of knowing about beauty and authenticity, and considerations of a non-native form of English. Thus, collectively, these studies provide a backdrop to discuss collocational choices in advertising discourse, spanning a number of different established and discriminatory questions about construction of meaning in both native English-speaking and non-native English-speaking contexts. These studies indicate that the selection of adverb-adjective combinations is located in a wider range of rhetorical practices that are designed to create trust and separate products in a crowded marketplace. These same studies also indicate a need to undertake comparative work that addresses how these practices differ across linguistic and cultural contexts. Though advertising as a discourse is increasingly becoming an area of academic research, to date there has been little focus on a comparative study of adverb-adjective combinations in native and non-native contexts. The research on collocations has tended to treat them as simply part of a larger body of lexical or stylistic features in advertising.

Several important studies, like those conducted by Bhatia (2005) and Piller (2001), provided great insights into how advertising takes place across multiple languages, though they did not differentiate or analyze the use of collocations systematically or quantify collocation frequencies or distinctions. This is significant, as adverb-adjective combinations play a crucial role in establishing immediacy, efficacy, and sensory appeal in commercial constructions consisting of instantly glowing, visibly firmer, or deeply nourishing (Adverb-adjective combinations in commercial discourse represent composite indexical signs that permit product commodification, sometimes with hyper-real associations).

This study addresses a significant gap in the academic literature by providing a targeted examination of the frequency and variability of adverb-adjective combinations in global skincare brands using a corpus-based design. Within a framework situated in the discussion of advertising and discourse studies and intercultural communication, it contributes a more nuanced understanding of

how language articulates consumer culture through social/market relationships.

3. Research Methodology

This section outlines the methodology utilized in this study including the data sources, data collection, and analysis steps taken to examine the adverb-adjective collocations in skincare advertisements.

3.1: Data Sources

The data has been collected from the official websites of recognized skincare brands around the world to authenticate the origin of the data. A variety of brand recognition studies based on financial value were published by Brand Finance (2024), which have indicated that the chosen brands for data collection would fall into the criteria of this study. The sample also included native English-speaking brands (USA, UK, Australia, Canada) and non-native English-speaking brands (France, Germany, South Korea, India and Pakistan). The methodology for sample selection coincides with researchers who have also examined multilingual advertising and collocation research agendas in their studies (Piller, 2001; Ringrow, 2014).

3.2: Data Collection

The data was collected through advertisements between January 2024 and March 2025. Overall, 27 advertisements were collected; 12 native contexts and 15 non-native contexts. The data included three different brands from each country for unit consistency. The advertisements sampled focused on facial skin care products—cleansers, moisturizers, serums, and masks. Only the core advertising text as it presented the benefits of the line were analyzed in the condition data; disclaimers and ingredient lists were not analyzed. All texts were saved in the Newspeak UTF-8 encoding. Brand names and product names were preserved to provide accuracy for citation purposes when classified. The design followed standard protocols outlined by Cook (2001) and Furini (2018) who have indicated that only the core advertising text should be analyzed for the purpose of studying persuasive strategies.

4. Data Analysis

The study specifically examined adverb-adjective collocations, defined as adverbial modification of an adjective to deepen or soften a product's claims (for example, "instantly glowing," "visibly smoother"). We adopted the classification from Benson et al. (1986) along with aspects from Wei's (2013) work. Both have identified criteria for recognizing lexical collocations. At first, all text files were imported into Antconc. Word lists were generated to determine the most common adjectives. The collocates function was then used to extract adverbs occurring within a four-word window. Collocations were compiled and cross-verified using the Oxford Collocations

Dictionary (2009). Collocations were categorized by country and frequency of occurrence. Frequency counts were calculated to investigate the prominence of specific adverbs such as instantly, visibly, and deeply.

Previous research programs have shown that collocational choices often combine scientific and emotive strategies (Ringrow, 2016; Gualda & Gonzalez, 2017), and our analysis, while quantitative in examining frequency of use, used qualitative techniques for interpretation. Corpus was alas small. However, approach provided a systematic way to suggest how collocations were used in global skincare advertising. Future studies could extend the corpus, possibly finding more social media text.

Table 1: Occurrence in Native Countries

Countr y	Brand	Advertisements	Adverb- Adjective Collocation	Official Website
USA	Olay	"Our formula is clinically proven to reduce wrinkle"	clinically proven	https://www.olay.com
USA	Neutrogena	"This gel instantly quenches dry skin."	instantly quenches	https://www.neutrogena.com
USA	Cetaphil	"Leaves skin noticeably softer after cleansing."	noticeably softer	https://www.cetaphil.com
UK	Boots No7	"Proven to make skin visibly smoother and firmer."	visibly smoother	https://www.boots.com/no7
UK	Liz Earle	"Harnesses the power of naturally active ingredients."	naturally active	https://www.lizearle.com
UK	Simple Skincare	"Our formula is gently soothing for sensitive skin."	gently soothing	https://www.simple.co.uk
Australia	Sukin	"A mask that is deeply hydrating for all skin types."	deeply hydrating	https://sukinnaturals.com.au
Australia	Aesop	"This lotion is rapidly absorbed and lightweight."	rapidly absorbed	https://www.aesop.com/au
Australia	Jurlique	"Leaves skin instantly radiant and supple."	instantly radiant	https://www.jurlique.com/au
Canada	Indeed Labs	"Skin feels visibly plumper and hydrated."	visibly plumper	https://indeedlabs.com
Canada	The Ordinary	"Clinically proven to significantly	significantly improve	https://theordinary.com

	y	improve skin tone."		nary.com
Canada	Marcelle	"This cream is instantly refreshing and light."	instantly refreshing	https://www.marcelle.com

Table 2: Occurrence in Non-native Countries

Country	Brand	Advertisements	Adverb - Adjective Collocation	Official Website
France	L'Oréal Paris	"Our cream delivers clinically proven efficacy."	clinically proven	https://www.lorealparis.com
France	Vichy	"Skin feels instantly hydrated after application."	instantly hydrated	https://www.vichyusa.com
France	Clarins	"Leaves skin noticeably smoother and luminous."	noticeably smoother	https://www.clarinsusa.com
Germany	Nivea	"This lotion is intensely hydrating and refreshing."	intensely hydrating	https://www.nivea.com
Germany	Weleda	"Our cream gently nourishes dry skin."	gently nourishes	https://www.weleda.com
Germany	Balea	"Skin feels instantly refreshed and soft."	instantly refreshed	https://www.dm.de/balea
South Korea	Innisfree	"Leaves skin instantly refreshed "	instantly refreshed	https://www.innisfree.com

		and clean."		
South Korea	Laneige	"Skin looks visibly plumper and more elastic."	visibly plumper	https://www.laneige.com
South Korea	Etude House	"This essence is deeply hydrating and soothing."	deeply hydrating	https://www.etude.com
India	Himalaya	"Skin feels deeply nourished and revitalized."	deeply nourished	https://www.himalayawellness.in
India	Biotique	"Leaves skin instantly glowing and fresh."	instantly glowing	https://www.biotique.com
India	Forest Essentials	"Our serum is gently clarifying for clear skin."	gently clarifying	https://www.forestessentialsindia.com
Pakistan	WB by Hemani	"A formula that is naturally enriched for healthy skin."	naturally enriched	https://wbhemani.com
Pakistan	Conatural	"Gives an instantly glowing complexion."	instantly glowing	https://www.conaturalintl.com
Pakistan	Saeed Ghani	"Leaves skin noticeably softer after each use."	noticeably softer	https://www.saeedghani.pk

The dataset covered 27 ads from nine national cultures. English-speaking nations (USA, UK, Australia, Canada) included twelve texts, and non-English-speaking countries (France, Germany, South Korea,

India, Pakistan) included fifteen. All texts were processed in the Antconc program, and a search for collocations was made for where adverbs modify an adjective that directly describes the effect of the product. All ads included 38 different adverb and adjective adjacencies across the total sample. There are two components to explore; First, we will discuss the frequencies of the collocations, and second, we will explore the meanings and contextual distribution.

4.1: Quantitative Findings

The five most frequent adverbs across the entire dataset were instantly, visibly, deeply, gently, and noticeably. Table 3 presents the total frequencies.

Table 3: Occurrence and Percentage

Adverb	Occurrences	Percentage	Examples
Instantly	8	(29.6%)	instantly quenches, instantly radiant, instantly refreshing, instantly hydrated, instantly refreshed (2), instantly glowing (2)
Visibly	3	(11.1%)	visibly smoother, visibly plumper (2)
Deeply	3	(11.1%)	deeply hydrating (2), deeply nourished
Deeply	3	(11.1%)	gently soothing, gently nourishes, gently clarifying
Noticeably	3	(11.1%)	noticeably softer (2), noticeably smoother
Clinically	2	(7.4%)	clinically proven (2)
Naturally	2	(7.4%)	naturally active, naturally enriched
Rapidly	1	(3.7%)	rapidly absorbed
Significantly	1	(3.7%)	significantly improve
Intensely	1	(3.7%)	intensely hydrating

Among the native advertisements, the most frequent was "instantly" at four, and then "clinically," "noticeably," and "significantly." Several researchers (Ringrow, 2014; Furini, 2018) have noted that immediacy and proven evidence of scientific rigor are a part of the Anglo-American advertising discourse. Native brands frequently made the claims "clinically proven," "instantly quenches," "noticeably softer," and "significantly improve," all referring to a measurable result. For example, Neutrogena makes the claim "instantly quenches dry skin" as temporal evidence to indicate immediacy and suggest a sensory benefit. Similarly, the ordinary claims "clinically proven to significantly improve skin tone," are appealing to a more rational

way to assess effectiveness. In the non-native advertisements, the most common sequence was "instantly," "deeply," and "gently." South Korean, Indian, and Pakistani brands employed a particularly emotional, sensory model of language—for example, "deeply hydrating," "gently clarifying," and "enriched with natural ingredients." French and German brands evinced an amalgamation between scientific and emotive—for example, L'Oréal's "clinically proven effectiveness," and Nivea's "intensely hydrating lotion." So, while "instantly" was frequently cited across all nation-states.

4.1.1: Comparative Distribution

Table 4: Frequency of Adverb-Adjective Collocations

Collocation	Native Ads (n=12)	Non-native Ads (n=15)
instantly + adj.	4	4
visibly + adj.	2	2
deeply + adj.	1	3
gently + adj.	1	3
noticeably + adj.	2	2
clinically + adj.	2	1
naturally + adj.	0	2
significantly + adj.	1	0
rapidly + adj.	1	0

This distribution of colligations points to two important patterns:

1. Shared Emphasis on Immediacy: The two groups are using "instantly" and "visibly" as indicators of rapid impact.
2. Divergence in the Claims They Support: Native brands are pairing immediacy with scientific-based claims or measurements (clinically proven, markedly improved). Non-native brands, however, are using natural and sensory descriptors (naturally enriched, deeply nourishing). This is important because it highlights the influence of cultural patterns of marketing. In Anglo-American marketing, direct claims are often supported by evidence. Non-native, culturally-based marketing, especially in Asia, often emphasizes scientific language and blends holistic imagery as an acceptable, consumer-influenced representation of reality (Ringrow, 2016; Gualda & Gonzalez, 2017).

4.2: Qualitative Interpretation

The repeated use of "instantly" across cultures reinforces the importance of immediacy. Cultural attitudes toward beauty shape the language strategies used in skincare advertising. When examining native contexts such as the UK and the US, advertising discourse promotes realistic expectations through more gradual transformations. The adverb-adjective collocations "softly hydrated" and "deeply moisturized" suggest authenticity, self-expression, and realizable outcomes that take place over time. For example, "Olay delivers visible results in 14 days" not only conveys rationality but

also builds trust. Non-native advertisements, especially in Pakistan and other emerging markets, utilize hyperbolic language that guarantees instantaneous perfection. Collocations like “intensely glowing” or “totally clear” sell aspirational ideals and reflect the cultural impulse to conform to idealized beauty standards; for instance, “Fair & Lovely gives you instantly fairer skin.” From a marketing perspective, native advertisements encourage consumers to use their reasoning when evaluating advertisements because their claims are realistic and can be achieved through consistent use—as long as the consumer is satisfied over time. This type of advertising reinforces brand loyalty, referencing values such as authenticity and individualism. By contrast, non-native advertisements emphasize immediate results with promises of safety. Therefore, implicitly, advertising itself advocates for instant gratification and impulse purchases. Non-native advertisements depend on inflated language to quickly convince consumers that there is a solution to their problems.

While this technique is effective in capturing attention, it can be damaging in the long term. If consumers are not pleased with the results, it risks creating buyer's remorse and skepticism when promises are not fulfilled. Language adaptation also reflects normalized trends around the globe. Native advertisements still use varying degrees of collocation with reasonable limits that reflect cultural preferences for subtlety and credibility. Non-native contexts show signs of evolving in a Western direction. This evolution toward more exaggerated claims about beauty supports a competitive modality within emerging markets and the intensifying nature of consumption excitement, forcing brands to compete aggressively for consumers' attention by referencing premature and idealized beauty. As Cook (2001) states, advertising takes advantage of the desire to be changed in an instant without postponement, using the desire for instant gratification to appeal to consumers. Despite this, native advertising has consistently been more aligned with a “scientific discourse” than declarative non-native ads. Ringrow (2014) and Furini (2018) note a pattern of native ads using terms like “clinically proven” and “significantly improve,” appealing to credibility, authority, and rational persuasion. It is interesting to note that non-native ads, coming from countries such as South Korea, India, and Pakistan, tend to construct collocations that emphasize sensory properties or natural qualities while mostly not stating anything clinically.

For instance, “deeply hydrating” and “naturally derived” are examples of Piller's (2001) “affective marketing,” in which non-native ads appeal to tradition, beauty ideals, and holistic wellness. The frequent collocation of “gently” followed by terms such as “nourishing” and “clarifying” suggest the use of adjectives that stress product safety in congruence with promises of outcomes if—and maybe only if—the product is used safely for their skin type. The relatively lesser use of “significantly” and “clinically” in non-

native ads may reflect either prudence in language or strategic differentiation. As Liu (2012) notes, non-native advertisers may overuse idiomatic or technical collocates, perhaps as a hedge to avoid making errors or creating cultural dissonance. Nevertheless, they may have meant to do this in order to allow a tone that implies warmth and intimacy, trusting the product's sensory qualities over claims made by scientists. The analysis demonstrates consistent differential variation; native-marketed items provided combinations of immediacy with measurable efficacy (i.e., “instantly quenches,” “clinically proven”), while non-native branded items relied more on emotive descriptors or natural descriptors (i.e., “deeply hydrating”), which, similar to their native counterparts, were largely assembled in combinations of immediacy combined with transitive affect. This analysis aligns with prior studies of cultural variation in advertising discourse (Bhatia, 2005; Ringrow, 2016).

The motivations for the differences imply that brand strategists use these collocations strategically, as they attempt to reflect consumer expectations. In the native contexts found in the dataset, they provide support that yields empirically identifiable, possibly quantifiable and predictable, results. Comparatively, in non-native cultural contexts, and specifically with the results from the Asian non-natives, there was a preference for collaboratively using: “gently,” “deeply,” and “naturally.” This focus on linguistic descriptors is likely owed to a cultural framing of care holistically, as well as to conveying a sense of reassurance—emotional trust in product safety and efficacy through natural care. As a result, these linguistic constructs work to create a brand identity and locate the product within a larger contextual/narrative account about beauty, trust, and efficacy.

5. Findings and Discussion

The analysis of the 27 skincare advertisements found different usage patterns around adverb-adjective collocations in native and non-native English contexts. Among native advertisements from the USA, UK, Australia, and Canada, there was a clear market orientation toward collocations referencing scientific proof or quantifying effects. Consistent occurrence of terms such as “clinically proven,” “significantly improved,” and “rapidly absorbed” illustrates the emphasis on scientific validation. This observation supports Ringrow's (2016, p. 107) comments regarding Anglo-American advertising often being influenced by science and evidence-based discourse to support credibility and create trust with consumers. The predominance of “instantly” in native advertisements also substantiated Cook's (2001) argument that immediacy is a common rhetorical tool in the beauty industry. The evidence here suggests that in native English contexts, consumers expect direct and provable claims about product effectiveness. This highlights a cultural expectation based on people's experience that consumers

will rely on and prefer empirical evidence (in the form of scientific evidence) before making a purchasing decision.

On the other hand, and with the exception of the non-native advertisement sample, sponsored by a considerable number of advertisements from South Korea, India and Pakistan, non-native English-speaking advertisements tended to collocate in a different way, stressing the terms “deeply hydrating,” “gently clarifying,” and “naturally enriched” in greater frequency. There is a clear link between this observation and Piller's (2001) sentiment regarding advertising affective marketing being a copy strategy that emphasizes sensations and experiences versus verifiable, quantifiable claims. For example, the term “naturally” did not occur in any native English advertisement but did occur twice in non-native advertisements. Similarly, the terms “gently” and “deeply” appeared with greater frequency in non-native English contexts.

These distinctions highlight the ways in which cultural traditions, such as Ayurveda, K-beauty, and European naturals marketing, shape the lexical choices brands make to comply with expectations from their local consumers. These findings affirm Bhatia's (2005) claim that advertising isn't solely a product of marketing logics, but also of social and cultural frameworks. The observation that the sort of collocates adjacently combined with “instantly” were the same for both groups indicates that the promise to produce immediacy is a collective one and crosses cultural lines; whether in the USA or in Pakistan, skincare advertisements have an insistence to communicate that change can happen very quickly. There is some fidelity in the advertisements, since even in less-than-native contexts, we see persistent aspiration to immediacy with advertisements stressing the promise of quick transformation.

As to the collocates used familiarly with “instantly,” those pairs were different—and in native ads, “instantly” more frequently paired with adjectives that stressed clinical outcomes, such as “instantly quenches,” “instantly radiant”; while in the non-native situations, “instantly” paired more frequently with adjectives and word significance that stress sensory effects, such as “instantly glowing,” “instantly refreshed.” Clinically, speed appears to be a collective appeal, while what apparently counts as an attractive result is culturally variable. These more finely honed findings follow Furini's (2018) earlier work into creative collocation and dimensions of hiring ads, illustrating that collocation activity can satisfy global as well as local communicative needs.

6. Conclusion

The present study has provided an insight into the use of adverb-adjective collocations found in the skincare advertising space, both from native and non-native English-speaking contexts, confirming that they are used and applied differently across the two linguistic groups. Overall, the data showed that natives were more likely to

incorporate collocations of evidence-based scientific validation (clinically proven, significantly improve, etc.) versus non-natives, which included more emotive or sensory collocations (deeply hydrating, gently clarifying, naturally enriched). This reflects the claim that advertising discourse is culturally mediated, expressing different consumer expectations regarding what constitutes a desirable and trustworthy product (Ringrow, 2016; Piller, 2001).

The small sample size of 27 advertisements and the focus exclusively on official websites excluded all advertising forms such as social media, videos, and print advertising, which could have revealed further collocational patterns. The study did not undertake a systematic analysis of how such visual and textual contextual features of the texts worked together on the website to reinforce collocational claims. The issue of translation approaches may have impacted the naturalness of how some collocations were presented in non-native advertising, or which collocations were used. As Liu (2012) notes, translation involves changes to the frequency and acceptability of collocational associations, and these changes are difficult to control.

Future studies may extend the corpus into multimodal content on social media or larger datasets from combined user-generated reviews and influencer campaigns. Researchers might also want to match collocations to product category (e.g., anti-aging compared to hydrating lines) or targeted demographic (e.g., men's skincare). Comparative work with other industries may also reveal the extent to which collocation practices vary across advertising fields. In the end, caution may be taken to better understand the cultural and strategic context of collocational practices.

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