

## MARKET SHARE

### a) Keyness

‘Market share’ was the eighty-fourth most significant two-word cluster in the BEC corpus.

N	Word	bec freq.	bec.lst %	bnc freq.	bnc.lst %	Keyness	P
84	MARKET SHARE	85	-	12	-	119.5	0.000000

### b) Semantic Prosody

Left: Small sample size but two groups identified.

semantic prosody	frequency/ 85 & %	example
obtaining & improving market share	37 - 43.52%	plans <i>to gain</i> market share rivals <i>battle</i> for market share <i>increasing</i> market share
losing market share	6 - 7.05%	<i>losing</i> market share <i>take</i> market share <i>away</i>

Right: No groups identified but see colligation section below.

### c) Three-word clusters

N	cluster	Freq.
1	market share in	12
2	of market share	7
3	market share by	6
4	increase market share	5
5	increasing market share	5
6	its market share	5
7	market share of	5
8	battle for market	4
9	for market share	4
10	share in the	4
11	the market share	4

### d) Macro-generic distribution

N	File	Words	Hits	per 1,000	Plot
1	books.txt	53 251	24	0.45	
2	presrel.txt	21 518	6	0.28	
3	jobads.txt	22 117	5	0.23	
4	reports.txt	62 358	13	0.21	
5	ustv.txt	77 578	12	0.15	
6	mags&j~1.txt	78 742	12	0.15	
7	anreps.txt	32 775	3	0.09	
8	minutes.txt	34 237	3	0.09	
9	radio.txt	52 729	3	0.06	
10	newspa~1.txt	63 887	2	0.03	
11	interv~1.txt	71 820	2	0.03	

## e) Colligation

i) market share + in (these show the market in which the product is involved, either product or geographical area/place)

10 instances - 11.76% of sample

**N** **Concordance**  
33 ion in calendaryear 1998 and have a significantmarket sharein their niche area, sellingto UK  
34 rkets that barely exist? Howcan one maximize market sharein an industry wherethe product  
35 s departmentare to grow sales and to increasemarket sharein profitablemarkets. Additionally  
36 n ideas about howArrivederci should regain ts market sharein the UK but he wantedthe deci  
37 rly \$140billion market cap, and a commandingmarket sharein pharmaceuticals. Mr. ARVIN  
38 distribution model Marketing and PR Increasemarket sharein each of the key markets Integ  
39 fortunately. They should. They have tripled their market sharein the Naganoprefecture in Japan  
40 ire Tea which is the only brand currently gainingmarket sharein the UK which has supporteda  
41 uld force Samsung o lose some of its market sharein the next generationof chips. S  
42 's strategic position. But what is the meaning of market sharein markets that barely exist? Ho

ii) market share + of (these show either percentage value or the product/company under discussion)

5 instances - 5.88% of sample

**N** **Concordance**  
50 publishes has increasedto 94, giving the division a market share of 13%. Since 1990, EMAP has  
51 credibility, visionand business acumen to improve the market share of SIMS. Graseby, as well as contributin  
52 C): The combined entity would have a pharmaceutical market share of somewhere around 5.79 percent. A  
53 r and sales had been ncreasing due to the increasing market share of ownlabel teas. The business was th  
54 ing far more worthwhile to offer. WorldCom has a 5% market share of long-distance business, but is the lea

## f) Associates

‘Market share’ was key in 5 files. The only associate of frequency >=5 was ‘market share’ itself.