

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.

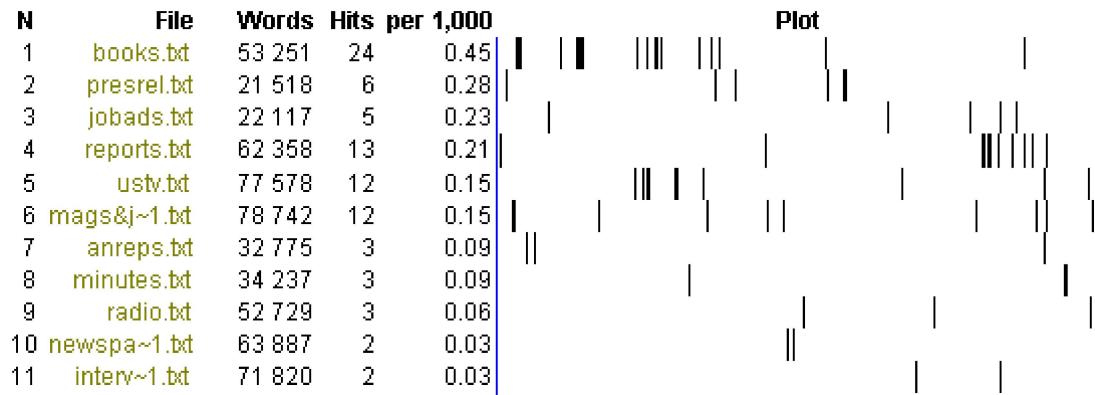
semantic prosody	frequency/ 85 & %	example
obtaining & improving market share	37 - 43.52%	plans <i>to gain</i> market share rivals <i>battle</i> for market share <i>increasing</i> market share
losing market share	6 - 7.05%	<i>losing</i> market share <i>take</i> market share <i>away</i>

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



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 calendar year 1998 and have a significant market share in their niche area, selling to UK
34	rkets that barely exist? How can one maximize market share in an industry where the product
35	s department are to grow sales and to increase market share in profitable markets. Additionally
36	n ideas about how Arrivederci should regain its market share in the UK but he wanted the deci
37	rly \$140 billion market cap, and a commanding market share in pharmaceuticals. Mr. ARVIN
38	distribution model Marketing and PR. Increase market share in each of the key markets. Integ
39	fortunately. They should. They have tripled their market share in the Naganoprefecture in Japan
40	ire Tea which is the only brand currently gaining market share in the UK which has supported a
41	uld force Samsung to lose some of its market share in the next generation of chips. S
42	's strategic position. But what is the meaning of market share in 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 increased to 94, giving the division a market share of 13%. Since 1990, EMAP has
51	credibility, vision and business acumen to improve the market share of SIMS Graseby, as well as contributing
52	C). The combined entity would have a pharmaceutical market share of somewhere around 5.79 percent. A
53	and sales had been increasing due to the increasing market share of own label teas. The business was the
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.