English Modal Verbs from The Golden State Media Concepts' Marketing Podcast (GSMC): Episode 1-108

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Abstract

This study aims 1) to survey the frequency of positive and negative modal verbs from The Golden State Media Concepts' Marketing Podcast (GSMC). 2) to analyze modal verbs concepts from The Golden State Media Concepts' Marketing Podcast (GSMC) and 3) to analyze concepts of modal verbs in terms of affirmative, negative, and interrogative forms from The Golden State Media Concepts' Marketing Podcast (GSMC). The research method is qualitative with document analysis. Data are collected from 101 podcast videos in Apple Podcast app from YouTube. Antconc Program is used to classify the frequency of the target word. The results show that 1. The top three frequent positive Modal verbs are *Can* (3408, 32.03%), *Will* (1576, 14%), and *would* (1157, 10.87%), respectively, while the top three frequent negative modal verbs are: *Cannot/Can't* (394, 37.70%), *Will not/won't* (152, 14.54%) and *Do not have to/don't have to* (121, 11.57%), respectively. *Modal verbs as "Have not got to /haven't got to, ought not to/oughtn't to, had better not/hadn't better, daren't/ dare not, shall not/shan't, used not to, would not rather/wouldn't rather",* do not appear in the collected data. The finding concepts of modal verbs, the highest concepts are permission, possibility and ability at 49.89% that indicate actions, states and conditions associated with people's communication in 108 episodes. Thus, it can see how to express the different modalities; for example, Can: *'You can yell'* – is an example of the modal verb 'can' impacting the verb 'yell'. Here the modality that it is expressing is an ability because the individual is stating that they are *able* to yell.

Introduction

English is the language of international communication, allowing you to make genuine connections with people while learning about different cultures, locations, and lifestyles. English makes entertainment and the internet more accessible. People's intelligence, personality, and sense of self-worth can all be improved. Simply said, learning a foreign language strengthens and diversifies the brain, and mastering English makes it easier to go to amazing destinations (EDS Global, 2020). Moreover, Rita Mae Brown (Profesor ingles, 2018) said that "Language is a culture's road map; it reveals where its people came from and where they are traveling". Furthermore, many famous quotes about how to interact with the world with English, such as "One language sets you in a corridor for life. Two languages open every door along the way" as Frank Smith (Thasbih Amin, 2019) once said. To get meaning from the quotes, you must master the English language and be sure you have a good English dictionary (Jon, 2019).

The Golden State Media Concepts' Marketing Podcast (GSMC) dedicates to the news that the Marketing will ever purchase them if it cannot effectively deliver the message. Language is critical in effectively communicating what the business is trying to deliver. A specific target market comprises various cultural groups and people of multiple ethnicities. There are hundreds of advertising strategies that a company must address regularly, and language is one of them. Language is essentially for how people communicate with each other. Effective communication is vital in marketing. Get the latest news in the advertising world, from the latest trends like podcasts, digital, and streaming to the old standbys such as radio, television, and billboard that can help you understand and know the basic marketing sentences involving the frequency of modal verbs.

Elli (2021) explains that modal verbs show possibility, intent, ability, or necessity. Because they're a type of auxiliary verb (helper verb), they're used together with the sentence's main verb. Common examples include can, should, and must. According to Biber,

et al. (1999, p. 4), modality in English can be expressed by nine central modal auxiliary verbs, i.e., can, could, may, might, shall, should, will, would and must, and a number of semi-modals, i.e., marginal auxiliary verbs and fixed idiomatic phrases that function as modals (e.g., need (to), ought (to), dare (to) and used (to) and (had) better, have to, (have) got to, etc.). Further, Gajšt (2012) added that modal auxiliary verbs *can, could, may, might* express permission, possibility and ability; modal auxiliary verbs must and should, marginal auxiliary verbs need to and ought to and fixed idiomatic phrases had (better), have (got) to and be supposed to denote obligation and necessity. While modal auxiliary verbs will, would and shall, and the phrase be going to indicate volition and prediction in negative structures, *better* comes before *not*. e.g.: You had better not go now.

Objectives

The aims of the study are:

1. To survey the frequency of positive and negative modal verbs from the GSMC Marketing Podcast.

2. To analyze modal verbs concepts from the GSMC Marketing Podcast.

3. To analyze concepts of modal verbs in terms of affirmative, negative, and interrogative forms from the GSMC Marketing podcast.

Scopes

This study focuses on modal verbs in GSMC Marketing Podcast 1-108.

Methodology

The researcher conducts the study as the following steps:

1. Survey the content of The Golden State Media Concepts' Marketing Podcast (GSMC) appearing in Apple Podcast.

2. Collect 108 episodes from The Golden State Media Concepts' Marketing Podcast (GSMC) on December 6, 2019- September 15, 2020.

3. Transcribe 108 episodes from podcasts to text files by Antconc Program.

4. Identify frequency of modal verbs from The Golden State Media Concepts' Marketing Podcast (GSMC) text file.

5. Analyze the modal verb concepts and give the sentence examples.

6. Investigate verbs that associate with modal verbs in The Golden State Media Concepts' Marketing Podcast (GSMC).

7. Check the concepts by the native speaker.

8. Conclude and discuss the results.

9. Summarize the report.

Results

The results found that the frequency of modal verbs from The Golden State Media Concepts' Marketing Podcast (GSMC) are as follows:

1. Frequency of positive and negative modal verbs

The top three frequent positive Modal verbs are: *Can (*3408, 32.03%), *Will* (1576, 14%), and *would* (1157, 10.87%), respectively. *"Have got to, ought to, had better and dare"* did not appear. While, the top three frequent negative modal verbs are: *Cannot/Can't* (394, 37.70%), *Will not/won't* (152, 14.54%) and *Do not have to/Don't have to* (121, 11.57%), respectively. *"Have not got to /haven't got to, ought not to/oughtn't to, had better not/hadn't better, daren't/ dare not, shall not/shan't, used not to, would not rather/wouldn't rather"*, all of these did not appear. (See Table 1).

Table 1 Frequency of positive and negative modal verbs.

Positive and negative modal verbs					
Positive	Freq.	%	Negative	Freq.	%
Can	3408	32.03	Cannot/Can't	394	37.70
Could	688	6.46	Could not/Couldn't	38	3.63
Will	1576	14.81	Will not/Won't	152	14.54
Would	1157	10.87	Would not/Wouldn't	77	7.36

Positive and negative modal verbs					
Positive	Freq.	%	Negative	Freq.	%
May	669	6.28	May not/Mayn't	78	7.46
Might	490	4.60	Must not/Mustn't	89	8.51
shall	0	0	Shall not/Shan't	0	0
Should	600	5.64	Should not/Shouldn't	52	4.97
Must	19	0.17	Must not/Mustn't	1	0.095
Have to	631	5.93	Do not have to /Don't have to	121	11.57
Have got to	0	0	Have not got to /Haven't got to	0	0
Ought to	0	0	Ought not to/Oughtn't to	0	0
Had better	0	0	Had better not/Hadn't better	0	0
Dare	0	0	Daren't/ Dare not	0	0
Need	1291	12.13	Needn't/Need not	43	4.11
Used to	104	0.977	Used not to	0	0
Would rather	3	0.0282	Would not rather/Wouldn't rather	0	0
Total	10637	100	Total	1045	100

Example sentences:

Positive: 1) Can: *"You can also follow us on Twitter and Facebook"*.

Negative: 1) Cannot: *"I cannot stress how active we actually are on social media because…"*

2. Concepts of modal verbs from The Golden State Media Concepts' Marketing Podcast (GSMC).

The highest concepts are permission, possibility and ability at 49.89%, the second group of ideas is obligation, necessity and prohibition at 24.129%, and the last ones are volition and prediction at 25.94%. (See Table 2).

Table 2 The frequency of modal verb concepts from The Golden State Media Concepts' Marketing Podcast (GSMC).

	Permission, Possibility and Ability				Obligation, Necessity and Prohibition						Volition and Prediction	
Modal verbs	Can (3408)	Could (688)	May (669)	Might (490)	Must (19)	Should (600)	Have got to (0)	Need (1291)	Have to (631)	shall (o)	Would (1157)	Will (1576)
%	32.36	6.53	6.35	4.65	0.18	5.69	0	12.26	5.99	0	10.98	14.96
Total	49.89				24.129						25.94	

3. Modal verbs in terms of *affirmative, negative, and interrogative* forms from The Golden State Media Concepts' Marketing Podcast (GSMC).

Total modal verbs are 10,637; 686 negatives, 6,355 affirmatives and 259 interrogatives. The highest of affirmative, negative, and interrogative sentences with modal verbs are: 1) Negative: cannot and can't (247, 3.38%), 2) Affirmative: can (3042, 41.65%), 3) Interrogative: Can (subject) ...? (112, 1.53%). (See Table 3).

Table 3 Modal verbs in terms of *affirmative, negative, and interrogative* forms

Affirmative												
Permission, Possibility and Ability				Obligation, Necessity and prohibition							Volition and Prediction	
can	could	may	might	must	should	have got to	need	ought	have to	shall	would	will
3042	99	225	371	11	442	0	899	0	233	0	165	868
(41.65)	(1.35)	(3.08)	(5.08)	(0.15)	(6.05)		(12.31		(3.19)		(2.25)	(11.88)
6355												

Interrogative												
Permission, Possibility and Ability				Obligation, Necessity and prohibition							Volition and Prediction	
can	could	may	might	must	should	have got to	need	ought	have to	shall	would	will
112 (1.53)	17 (0.23)	0	1 (0.01)	0	41 (0.56)	0	0	0	0	0	39 (0.53)	49 (0.64)
259												

Example sentences:

1) Affirmative

   You can (2999): *"You can yell at me on Twitter about it because…"*

2) Negative

   You cannot/can't (108): *"You cannot take or steal anything off of Pinterest without giving credit to the original creator".*

   3) Interrogative

   Can you… (43): *"How can you create a beautiful fruitful garden for your marketing?"*

4. Verbs that associate with modal verbs in The Golden State Media Concepts' Marketing Podcast (GSMC).

The most frequent lexical verb in modal verb phrase structures are *Be, (1697), the second is 'Do, (392). And the last one is Find, (169).*

Table 4 the most frequent verbs that associate with modal verbs in The Golden State Media Concepts' Marketing Podcast (GSMC).

Modal verbs/Semi-modal verb	Lexical verbs (number of occurrences with a Modal verb/Semi verb)
Can	be(335), do(243) find(149), use(112), take(105), go(95) ,make(81), start(71), help(71)
Could	be(131), do(45), give(11), come(11), imagine(6)
Will	be(380), help(82), give(78), get(35), see(34), have(25), come(16), continue(21), come(16), find(16)
Would	love(194), be(182), like(63), say(22), take(9)
May	be(154), have(38), seem(8), tell(5), need(4), long(2)
Might	be(170), seem(32), affect(26), want(8), think(7), take(7), make(4)
Should	be(203), have(30), do(20), consider(17), take(12), follow(11)
Must	be(6), sound(2), go(2), super(1), wear(1), have(4), take(1), bring(1), Follow(1)
Have to	be(126)do,(74), create(18), wait(10), have(8), take(8), work(8), ask(6), find(4)
Need	help (10), utilize (1)
Use to	work (11), be (10), do (10), care (2), make (1), take (1), know (1), produce (1), connect (1)
Would rather	watch (1), know (1), get (1)

Conclusion and discussion

Using Anconc Program to analyze lexical verbs contributes to understanding modal verbs and modal verb phrase structures in the English language. The study concerned the frequency and the distribution of these models and semi-modals according to their key meaning (i.e., permission/possibility/ability; obligation/necessity/prohibition; volition/prediction), and the types of modal verb phrase structures and lexical associations of modality. By performing a quantitative likewise, qualitative analysis from the Anconc Program, the results revealed the 108 episodes of the Golden State Media Concepts' Marketing Podcast (GSMC) that (1) modal verbs and semi-modals in The Golden State Media Concepts' Marketing Podcast (GSMC) express the conversations that they are talking about the latest news from the newest trends, conveyed by lexical verbs; (2) the types of prevalent modal verb phrase structures indicated that listening to business podcasts is not difficult, because of the concept indication of modal verbs; (3) a large number of lexical verbs in The Golden State Media Concepts' Marketing Podcast (GSMC) that predominantly express various actions points to all kinds of different activities the speaker uses: can or cannot, will or will not, would or would not, etc. Moreover, the findings indicated that the most common conversations often use 'Can.' Thus, this study is similar to the investigation of English Modal Verbs in Modal Verb Phrase Structures and Lexical Associations of Modality 'Standard Terms and Conditions of Sale' by Nataša Gajšt (2012). The main strength of the analysis is the established knowledge of how modal verbs and semi-modals function associated with standard terms used in the Golden State Media Concepts' Marketing Podcast. Undoubtedly, further research into these individual modal verbs and semi-modals, the nature of modal verb phrase structures and lexical verbs that collide with the above modals, is always possible.

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