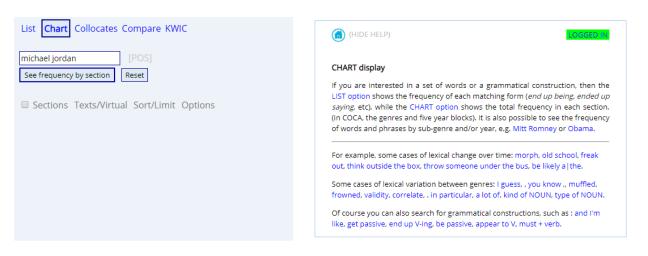
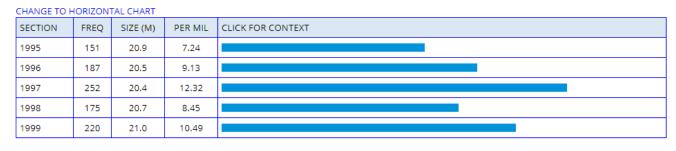
Task 2: COCA Concordance Search

Example 1: Concordance Search (Chart Mode) for Michael Jordan

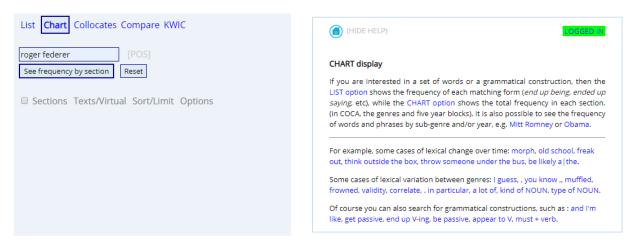


CHANGE TO HORIZONTAL CHART SECTION (CLICK FOR SUB-SECTIONS) FREQ SIZE (M) PER MIL CLICK FOR CONTEXT (SEE ALL) (SEE ALL SECTIONS AT ONCE) **SPOKEN** 629 116.7 5.39 **FICTION** 111.8 0.57 MAGAZINE 117.4 606 5.16 NEWSPAPER 1.237 113.0 10.95 ACADEMIC 1990-1994 497 104.0 4.78 1995-1999 985 103.4 9.52 102.9 2000-2004 547 5.31 277 102.0 2.71 2005-2009 102.9 1.13 2010-2014 116 142 2.28 TOTAL 2,564



Inference: From the concordance search, we can observe that the greatest number of matches are found in the year 1997. The reason behind this is the championship winning season of Jordan with the Chicago Bulls and the memorable Flu Game where he had played through food poisoning and fatigue to win the Game 5 of the NBA finals, eventually wrapping up the Finals in the next game and winning the MVP honours. Another reason is the bifurcation of the brand Air Jordan from Nike Inc. in 1997, with the sales figures reaching the peak amount shelling out nearly \$80 million.

Example 2: Concordance Search (Chart Mode) for Roger Federer



CHANGE TO HORIZONTAL CHART SECTION (CLICK FOR SUB-SECTIONS) FREQ SIZE (M) PER MIL CLICK FOR CONTEXT (SEE ALL) 38 116.7 **FICTION** 111.8 0.01 117.4 0.42 MAGAZINE 49 NEWSPAPER 115 113.0 1.02 ACADEMIC 111.4 0.00 1990-1994 0 104.0 0.00 0 103.4 102.0 95 0.93 2005-2009 102.9 2010-2014 60 0.58 2015-2017 31 62.3 0.50 TOTAL 203 SEE ALL TOKENS



Inference: From the concordance search, we can observe that the greatest number of matches are found in the year 2009. The reason behind this is the career defining season of Federer which started with a hotly contested final at the Australian Open, and won his only French Open title tying the record for most grand slams won over the career. He went on to win the Wimbledon title breaking the all-time record. Over the season he finished his career Grand Slam and ended up as the number one player for the year.