

**LANGUAGE USED IN ADVERTISEMENTS
IN ENGLISH DAILIES**

**A Thesis Submitted to The Department of English Education
in Partial Fulfilment of Master of Education in English**

**Submitted By
Rabin Basnet**

**Faculty of Education
Tribhuvan University, Kirtipur
Kathmandu, Nepal
2010**

**LANGUAGE USED IN ADVERTISEMENTS
IN ENGLISH DAILIES**

**A Thesis Submitted to The Department of English Education
in Partial Fulfilment of Master of Education in English
(Specialization in English Education)**

**Submitted by
Rabin Basnet
Faculty of Education
Tribhuvan University, Kirtipur
Kathmandu, Nepal
2010**

**T.U. Reg. No. 9-1-9-696-98
Second Year Examination
Roll No. : 281450/2064**

**Date of approval of the
Thesis Proposal: 2065-12-25
Date of Submission: 2067-01-10**

DECLARATION

I hereby declare to the best of my knowledge that this thesis is original; no part of it was earlier submitted for the candidature of research degree to any university.

Date:2067-01-09

Rabin Basnet

RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Mr. Rabin Basnet** has prepared this thesis entitled "**Language Used in Advertisement in English Dailies**" under my guidance and supervision.

I recommend this thesis for acceptance.

Date:

.....

Mrs. Saraswati Dawadi

Teaching Assistant

Department of English

T.U. Kirtipur

Kathmandu, Nepal.

RECOMMENDATION FOR EVALUATION

This Thesis has been recommended for evaluation by the following 'Research Guidance Committee'.

Dr. Chandreshwar Mishra	Signature
Professor and Head
Department of English Education	Chairperson
Tribhuvan University,	
Kirtipur, Kathmandu	
Dr. Anjana Bhattarai
Reader	Member
Department of English Education	
Tribhuvan University,	
Kirtipur, Kathmandu	
Mrs. Saraswati Dawadi (Guide)
Teaching Assistant	Member
Department of English Education	
Tribhuvan University,	
Kirtipur, Kathmandu	

Date:

EVALUATION AND APPROVAL

This thesis has been evaluated and approved by the following 'Thesis Evaluation and Approval Committee'.

Dr. Chandreshwar Mishra	Signature
Professor and Head
Department of English Education	Chairperson
Tribhuvan University,	
Kirtipur, Kathmandu	
Dr. Jai Raj Awasthi
Professor	Member
Department of English Education	
Chairperson	
English and Other Foreign Languages Education	
Subject committee	
Tribhuvan University,	
Kirtipur, Kathmandu	
Mrs. Saraswati Dawadi (Guide)
Teaching Assistant	Member
Department of English Education	
Tribhuvan University,	
Kirtipur, Kathmandu	

Date:

DEDICATION

Dedicated to
My loving parents
Whose inspiration and efforts brought me in this world.

ACKNOWLEDGEMENTS

It is my pleasure to acknowledge my respected teacher and the thesis supervisor **Mrs. Sawraswati Dawadi** who has provided me with the guidance and suggestions for carrying out this work successfully from the beginning to the end. I am really grateful to her for her kind cooperation, guidance and feedback. Without her inputs and feedback it would not have been possible for me to bring this thesis in this final form.

I express my deep gratitude to **Dr. Chandreshwar Mishra**, Professor and Head of the Department of English Education for his support and valuable suggestions for this research work.

I want to record my equal gratitude to **Dr. Jai Raj Awasthi**, Professor of the Department of the English Education T.U. Kirtipur, for his advice and valuable suggestions in the time of need.

Similarly, I am very much indebted to **Dr. Anjana Bhattarai**, Reader, Department of English Education, T.U. Kirtipur, for her valuable suggestions provided to me. I would like to express my sincere gratitude to **Dr. Shanti Basnyat** and **Dr. Tirth Raj Khaniya**, Professors of the Department of English Education, for their invaluable advice, useful comments and continuous feedback to complete this thesis in this final form. I am very grateful to **Mrs. Madhavi Khanal**, Librarian of the Department of English Education, for her kind help while consulting library and administrative work.

I am thankful to **Mr. Padam Karki** who helped me in the study. I feel very proud of my wife **Mrs. Shashikala Karki** who fully supported me from the

beginning to the end of my research work, I am thankful ro my brother **Mr. Ranjan Basnet** who supported me for discussion and **Mr. Agni Prasad Khanal** who supported me for computing and editing.

Date:

Rabin Basnet

ABSTRACT

This study entitled "Language Used in Advertisement in English Dailies" is an attempt to analyze the features of language used in advertisement. The main objective of this research was to find out the features of language used in advertisements of the daily newspapers in English version. In order to fulfill the objectives of the study thirty advertisements from 'The Himalayan Times' and 'The Kathmandu Post' were collected and studied. Fifteen advertisements from each daily were randomly selected. This means only secondary sources were used to collect the data. Then the features of language used in the advertisement of product, institution and vacancy announcement of the two national dailies, were analyzed. The research shows that hyperbole is commonly used in all the advertisements. The advertisement of products are colourful with different sizes of letters. Advertisers do not use negative sentence structures in any advertisements.

This thesis consists of four chapters. The first chapter includes general background. It deals with the importance of the English language in the present situation, the main features of language used in advertisement, types of advertisement, techniques of advertisement, history of advertisement and designing of advertisement. It also contains review of the related literature, objectives of the study and significant of the study. The second chapter deals with the methodology adopted for the study which includes source of data, tools for data collection, process of data collection and limitations of the study. The third chapter presents analysis and interpretation of data. Chapter four consists of the findings and recommendations of the study. Eventually, references and appendices are attached.

TABEL OF CONTENTS

	page
<i>Declaration</i>	<i>I</i>
<i>Recommendation for Acceptance</i>	<i>II</i>
<i>Recommendation for Evaluation</i>	<i>III</i>
<i>Evaluation for Approval</i>	<i>IV</i>
<i>Dedication</i>	<i>V</i>
<i>Acknowledgements</i>	<i>VI</i>
<i>Abstract</i>	<i>VIII</i>
<i>Table of Contents</i>	<i>IX</i>
<i>List of Tables</i>	<i>XI</i>
<i>List of Abbreviations and Symbols</i>	<i>XII</i>

CHAPTER ONE: INTRODUCTION

1.1 General Background	1
1.1.1 Importance of English Language	2
1.1.2 English Grammar	3
1.1.2.1 Word Classes	3
1.1.2.1.1 Major Word Class	4
1.1.2.1.2 Minor Word Class	6
1.1.3 History of Newspapers in Nepal	6
1.1.4 Advertisement	8
1.1.4.1 History of Advertisement	10
1.1.4.2 Types of Advertisement	11
1.1.4.3 Medium of Advertisement	13

1.1.4.4 Designing of Advertisement	15
1.1.4.5 Main features of Language Used in Advertisements	18
1.2 Review of the Related Literature	24
1.3 Objectives of the Study	26
1.4 Significance of the Study	26
CHAPTER TWO: METHODOLOGY	
2.1 Source of Data	27
2.1.1 Secondary Sources	27
2.2 Sampling Procedure	27
2.3 Tools for Data Collections	28
2.4 Process of Data Collection	28
2.5 Limitations of the Study	28
CHAPTER THREE: ANALYSES AND INTERPRETATION	
3.1 Main Features of Language used in the Advertisements	29
3.2 Features of Language Used in the Advertisement of Products	31
3.3 Features of Language Used in the Advertisement of Institutions or Organizations	34
3.4 Features of Language Used in the Advertisement Vacancy of Announcement	37
CHAPTER FOUR: FINDINGS AND RECOMMENDATIONS	
4.1 Findings	40
4.2 Recommendations	41
REFERENCES	
APPENDICES	

LIST OF TABLES

Table No. 1: Main Features of Language Used in Advertisements	29
Table No. 2: Features of Language Used in the Advertisement of Products in THT	31
Table No. 3: Features of Language Used in the Advertisement of Products in TKP	32
Table No. 4: Features of Language Used in the Advertisement of Institutions or Organizations in THT	34
Table No. 5: Features of Language Used in the Advertisement of institutions or Organizations in TKP	35
Table No.6: Features of Language Used in the Advertisement of Vacancy Announcements in THT	37
Table No. 7: Features of Language Used in the Advertisement of Vacancy Announcements in TKP	38

LIST OF ABBREVIATIONS AND SYMBOLS

%	-	Percentage
Dr.	-	Doctor
e.g.	-	For example
i.e.	-	That is
M.Ed.	-	Master of Education
No.	-	Number
p.	-	page
Prof.	-	Professor
THT	-	The Himalayan Times
TKP	-	The Kathmandu Post
T.U.	-	Tribhuvan University
viz.	-	Namely

CHAPTER-ONE

INTRODUCTION

1.1 General Background

Language is the medium of communication which conveys a message including thoughts, feelings and emotions of every activity. It is called as voluntary vocal system of human communication, which involves the transmission of information from person to person. It is considered to be a system of communication with other people using sounds, symbols and words to express message, ideas and thoughts. It can be used in many forms; primarily through oral and written modes of communication as well as using expressions through body language. Language has been defined variously by many linguists. According to Todd (1991) "a language is a set of signals by which we communicate" (p.6). Sapir (1978) defines, "It as a primarily human and non instinctive method of communicating ideas, emotions and desires by means of a system of voluntarily produced symbols" (p.8). Corder (1977) defines, "It as a concrete object which can be handled physically like a tool" (p. 20).

Various languages are used in the world, among them English is the most standard one because it has played an eminent role in technology, education, entertainment and every aspects of social life. Likewise, it has the written dictionaries and grammar books, used in the general assembly of UNO, law court, bureaucracy, education, scientific documents and it is highly accepted by the world people. The English language links the people of different societies and countries speaking separate languages. Generally, it is claimed that one in every seven people can speak English in the world.

In the past, English was taken as a means of interaction and medium of writing by the people from educated and elite circle. Nowadays, the importance of the English language is growing rapidly in all the walks of life. So, English is taught as compulsory subject from elementary level to Bachelor's level in Nepal.

1.1.1 Importance of the English Language

English is currently the most wide spread language in the world. It is second only to Mandarin Chinese in terms of the number of people who speak it, but second to none in terms of the number of people learning it. It is currently the primary language used on the World Wide Web, in the political and business arenas. It has even become the language of today's pop culture.

While English may not have large as number of speakers as Mandarin Chinese, it is still more widespread and it is more important. Mandarin Chinese is hardly spoken outside Chinese communities, however in many regions of the world where English is not the native language, it is still widely spoken and integrated in the curriculums of educational institutions. In many countries like Malaysia, for example, where there are various ethnic groups with their own unique language, English is used as a means of communications between all of them.

English is an international language. It is the mother tongue of the people of the many countries. In many countries, it is taught as a secondary language. Being widely used language, most of the books in any subjects are written in English. We need to know the English language to read any books on any subject; It is medium of science, literature, commerce, trade and international organizations. English is the most important language in the sense that we cannot do any work

properly without its knowledge. If we want to study abroad or visit any country, we must know the English language. If we buy medicine, cosmetic products, packets of foods, clothes etc. we must know English to read their uses. If we do not know the English language we feel ourselves handicapped.

1.1.2 English Grammar

Every language of the world has its own grammar. It is claimed that grammar is the backbone of language. It is the framework of language which governs the structure of the language. It is the study of rules for forming words and combining them into sentences. Grammar is also the system of rules describing the way in which words change themselves and group together to make sentences.

Hornby (2000) defines grammar, "as the set of rules in language for changing the form of words and joining them into sentences" (p. 559).

According to Cross (2003)

Grammar is the body of rules underlying a language. The grammar includes rules which govern the structure of words (suffixes and prefixes) and to form clauses and sentences that are acceptable to educate native speaker's traditional descriptions of English grammar developed from the grammars of Greek and Latin (p.26).

English Grammar deals with different parts of grammatical items. Word Class is one of them.

1.1.2.1 Word Classes

Traditional grammarians classified words into different 'parts of speech' and defined each part of speech in notional terms. According to the traditional grammarians, there are eight parts of speech viz; noun, pronoun, adjective,

verb, adverb, preposition, conjunction and interjection. However, the modern grammarians maintain that there are two types of word classes viz, major word classes and minor word classes. In the grammatical analysis of language, words are assigned to word classes on the formal basis of syntactic behavior, supplemented and reinforced by differences of morphological paradigms, so that every word in a language is a member of a word class.

1.1.2.1.1 Major Class

Major classes are also called open classes; their membership is unrestricted and indefinitely large since they allow the addition of new members. In English there are four major words classes viz; nouns, adjectives, adverbs and verbs.

i. Nouns

The notional, or semantic, definition of noun is "the name of a person place of thing." This definition works for the noun 'John', 'London' and 'eraser' but some linguists add to account for abstract nouns such as 'democracy', 'environment' etc. Within the class of nouns we can distinguish members which are identifiable as nouns on the basis of typical derivational suffixes. For example, friendship, childhood etc. In these examples, 'ship' and 'hood' are derivational suffixes. Moreover, most nouns are morphologically characterized by their ability to take typical inflexional suffixes, for example, baths, children, boys etc. Nouns are further divided into proper nouns and common nouns; and common nouns are subdivided into count nouns, for example Chairs, etc and mass nouns for example music, despair etc according to Aarts and Aarts.

ii. Adjectives

An adjective is a word which describes or denotes the qualities of something. Adjectives commonly occur between a determiner and a noun. Many members of the class of adjectives are identifiable on the basis of typical derivational suffixes. Many adjectives are also characterized by the fact they inflect for the comparative and the superlative forms. Some typical derivational suffixes of adjectives are:-

-able: preferable, reasonable

-full:- beautiful, harmful etc.

Many adjectives take inflexional suffixes to form the comparative (-er) and the superlative degrees (-est.), for example, bright-brighter- brightest, ec.

iii. Adverbs

Adverbs modify verbs and contribute meaning of various sentences.

Particularly common are adverbs of direction, location, manner, time and frequency. Many Adverbs can be identified on the basis of typical derivational suffixes.

Typical derivational suffixes for adverbs are:

-ly: fully, wishley

-ward (s): homewards

-wise: clockwise, lengthwise

When functioning as sentence constituents adverbs express such meanings as time, place, manner, degrees and also express the attitude of the speaker.

iv. Verbs

It is a word that denotes an action or state of being. The verb is marked to agree with the singular and plural subject. Four inflections can be used with English verbs.

i) - s of third person singular present tense verb: John jogs everyday.

ii) - ed of past tense verb: He jogged yesterday.

iii) - en of the past participle: He has done his homework.

iv) - ing of the present participle: I am writing a novel

Within the class of verbs two subclasses can be distinguished: auxiliary verbs and lexical verbs. The former constitute a close class, the latter an open class. Auxiliary verbs fall into two classes: modal auxiliary and primary auxiliaries. There are two ways of classifying lexical verbs. The first is based on complementation. The second involves the distinction between one-word and multi-word verbs. The class of complement verb consists of two subclasses: transitive and non-transitive complement verbs.

1.1.2.1.2 Minor Word Class

Minor word classes are closed classes; the membership of which is restricted and therefore, very small. The word groups of minor word classes are pronouns, prepositions, conjunctions, interjections, determiners, intensifiers and classifiers.

1.1.3 History of Newspapers in Nepal

Newspaper is a medium of communication. News is expressed in printed form on paper. "A newspaper is an unbound serial publication issued at frequent intervals and devoted primarily to news. Most newspapers are issued daily or weekly. Some are published semi-weekly; there have been rare example fortnightly and monthly newspaper." (Encyclopaedia Britannica)

The history of Nepalese journalism began when Rana prime minister Dev Shumshur Rana began publishing of a newspaper in Nepal. He started the printing of *Gorkhapatra* in the 1958 B.S. The first issue was published on Monday, May 6, 1901 A.D.[1961 B.S.]. After a power struggle in the Rana family, Chandra Shumsher again stopped printing the paper. In the interim period, the paper had reached as far as Britain and France. After pressure from those countries, Chandra Shumshur was forced to restart the publication.

A large number of tabloids appeared as a part of surrounding the revolution of 1951, when the autocratic Rana rule was ended. Since the beginning to this day, *Gorkhapatra* has been run under the supervision of the government and, in several instances, this has been turned into a propaganda agent of the government. 'The Rising Nepal' is the English version of the 'Gorkhapatra' which is run under the supervision of the government. Besides these, there are many daily newspapers published in Nepal at private level.

a. Current list of National Daily Newspapers in Nepal

There are eleven newspapers which are published as national dailies from Kathmandu at private sectors. They are published in Nepali and English medium.

i Kantipur National Daily (Nepali)

- ii Nepal Samachar Patra Daily (Nepali)
- iii The Himalayan Times (daily, English)
- iv The Kathmandu Post (daily, English)
- v Rajdhani Daily (Nepali)
- vi Himalaya Times (daily, Nepali)
- vii Annapurna Post (daily, Nepali)
- viii Naya Patrika (daily, Nepali)
- ix Nagarik (daily, Nepali)
- x Republica (daily English)
- xi Janadisha (daily Nepali)

'The Kathmandu Post' and 'The Himalayan Times' are published at private level as national dailies from Kathmandu in the English medium. They contribute to develop the communication in Nepal. Both have been published after the restoration democracy in Nepal

1.1.4 Advertisement

Advertising is a form of commercial mass communication designed to promote the sale of a product or service, or a message on behalf of an institution, organization, or candidate for political office. Some traces of advertising existed in some ancient cultures; however it became a major industry in the 20th century. Due to the dominance of electronic media, this industry has become even more prolific in the present century. Millions of people are employed in this industry and money spent worldwide on advertising exceeds billions of dollars every year. On the basis of its advertisers, advertising can be divided into four types product advertisements, public service advertisements,

institutional advertisements, and political advertisements. Advertisements are designed to promote the sale of a product are product advertisements.

Advertisements such as avoidance of alcoholic products or encouraging people for family planning, which are advertised mostly by the state, are public service advertisements. Such advertisements are intended to change the behaviors of general public. Institutional advertisements are intended to promote an institution. They encourage people to donate money or their service –and sometimes just to promote their image. Political advertisements are mostly used for political campaigning.

On the basis of who is influenced, advertising can be divided into two types- consumer advertising which is directed at the public and trade advertising which is directed at the whole sellers or distributors who resell the products.

Many different media are used for the advertisements. The most popular media in Nepal are televisions, newspapers, radio, outdoor advertising, yellow pages and internet. On the basis of money spent on advertising television, newspapers and radio take a lion's share. Among the three, televisions stand first as advertising on them can combine sight, sound and image to create excitements and easy influence to the consumers. However, advertisements on newspapers too influence people not less than those on televisions. Since newspapers have greater coverage, they can reach the people of different age groups and income levels so newspapers are, too, full of advertisements. Besides, advertisers do not have to pay as much for the advertisements in newspapers as on the televisions.

Advertising has an important effect on a country's economy, society, culture, and political system. Most economists believe that advertising has a positive

impact on the economy because it stimulates demand for products and service, strengthening the economy by promoting the sale of goods and services.

Manufacturers know that advertising can help sell a new product quickly, enabling them to recoup the costs of developing new products. By stimulating the development of new products, advertising helps increase competition.

Advertising can have wide –ranging impacts on a society. Some critics suggest that advertising promotes a materialistic way of life by leading people to believe that happiness is achieved by purchasing products. They argue that advertising creates a consumer culture in which buying exciting new products becomes the foundation of the society’s values, pleasures, and goals.

Advertising has a major social impact by helping sustain mass communication media and making them relatively inexpensive to the public. Newspapers, magazines, radio and broadcast television all receive their primary income from advertising.

Advertising is now a major component of political campaigns and therefore has a big influence on the democratic process itself. Political advertising enables candidates to convey their positions on important issues and to acquaint voters with their accomplishments and personalities.

1.1.4.1 History of Advertisement

The basic reason for employing the advertisement technique during earlier times was the same as now; to communicate information and idea to groups of people in order to change or reinforce on attitude. The first known printed advertisement in the English language appeared in 1473. At that time William Caxton, an English adapter of Gutenberg's idea of movable type, printed and

distributed a hand bill which called the attention of potential buyer, to a book of ecclesiastical rules he had just published. By the middle of the seventeenth century, weekly newspaper called "Mercuries," started to appear in England. The printing press was used in a fashion which led to the gradual growth and development of advertising, by providing practical, readily available medium to deliver advertising messages to the literate people. Most early newspapers' advertisements were in the form of announcements. Prominent among early advertisers were importers of products to New England. Evidence of "competitive" advertising as contrast with pioneering advertising that aims to building acceptance for a previously unknown product can be found as early as 1710. After the industrial revolution, advertisement expanded domestic market in England. Advertisement became an institution; and its availability had to be communicated to potential users. In the 20th century, events gave added impetus to the growth of advertising namely, the appearance of the radio and of television on the scene. The invention of the electronic transmission of messages, with its subsequent commercial application, is second only to the invention of printing in the development of advertising media. It became possible to advertise goods and services to illiterates. By the time of the invention and commercial application of radio, some advertising messages can be delivered more easily and more quickly through the ear than through eye.

Historically advertising grew out of the widening of the gap between producers and consumers. In fact, the origin of advertisement may be traced to the use of brands which was rather a subordinate phrase or increase in aggressive selling. The brands of essential or semi-essential products by private producers provided the mark of identification for merchandise, as the producers extended their selling efforts.

1.1.4.2 Types of Advertisements

Virtually any medium can be used for advertising. Commercial advertising media can include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television advertisements, web banners, mobile telephone screens, shopping carts, web popups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logojets"), in flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles (grabertising), the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising. Advertisement can be categorized into different types on the basis of different categories. Some of the classifications are presented below.

i. Purpose

Advertisement is a commercial matter where many purposes of advertisements are there. On the basis of their purpose, there are three types of advertisements which are mentioned below.

a. Product Advertising

The purpose of product advertising is to sell goods or to make the buyer favorably disposed toward the product. It can introduce a new product, maintain market position or improve it. Such advertisements are directly

addressed to consumers. This advertising falls into broad classes that of consumers' goods and services and that of industrial goods and services. Consumers' goods advertising breaks down into that which is directed to consumers and that which is directed to the trade.

b. Institutional Advertising

Institutional advertising, also known as corporate or prestige advertising is intended to sell ideas or form it. Its purpose is to make friends for the company or organization to create goodwill. Here, the purpose is not to highlight the merits of a special product, but to build-up the positive image of the institution. Such advertisements are designed to indirectly step-up profits by increasing the prestige of an institution through means other than selling the merits of its products. It helps to develop institutional reputation.

c. Vacancy Announcement Advertising

The purpose of this advertising is to fulfill the posts. It is intended to fulfill the requirements of the institutions. It helps to promote the name and fame of the institutions too. It can be published through different media.

Similarly, on the basis of media advertisements can be categorized into two types such as broadcast media advertising and print advertising.

1.1.4.3 Medium of Advertisement

There are different media to advertise something. There are mainly three media for advertisements which are mentioned below.

a. Broadcast Media

Advertisers use two types of media to reach target consumers over the air waves: Radio and Television. The radio is a prominent vehicle of advertising. It serves principally local rather than national or regional markets. Many small advertisers use the radio to do some large origination. TV appeals both the senses of sound and of sight and achieves deeper impact than the other media do. There are two types of advertising on the basis of broadcast media. They are radio advertising and television advertising.

i. Radio Advertising

Radio advertising is a form of advertising through the medium of radio. Radio advertisements are broadcasted as radio waves to the air from a transmitter to an antenna and a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the obvious limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. The advantages of radio advertising are immediacy, low cost, flexibility, practicality, low cost audience selection and mobility.

ii. Television

TV advertising offers advantages of impact, mass coverage, repetition, flexibility, and prestige. The TV commercial is generally considered the most effective mass-market advertising format, as it is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The majority of television commercials feature a song or jingle that listeners soon relate to the product.

b. Print Media

Print media describe advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. Advertisements in a newspaper can be classified in two different types. They are classified advertisements and display advertisements.

i. Classified Advertisements

They are presented within a limited space without picture and decoration. They are sub-divided under headings, like public appointments, public notices, etc.

ii. Display Advertisements

They are presented with pictures and decorated with different colours and sizes of letters in a separate space. They usually cover products and they are mostly illustrated. They may cover all sorts of everyday life products like cosmetics, domestic items, electronic goods, institutional etc. They are commercial in nature and artistic in sight.

c. Online Advertising

Online advertising is a form of promotion that uses the Internet and World Wide Web _ for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual advertisements that appear on search engine results pages, banner advertisement, text advertisements, rich media advertisements, social network

advertisements, online classified advertising, advertising networks and e-mail marketing.

1.1.4.3 Designing of Advertisements

Designing of advertisements is an artistic work which needs special technique to compose it. Various types of advertisements are designed to fulfill the various purposes. Designing of advertisements are as given below.

i. Layout

A layout is an arrangement of headlines copy blocks, photography's, works of art, logotypes, borders and other typographic devices that serve as a preview for the client and a guide for the illustrator, lettering artist, engraver, typesetter and printer to layout (two words) an advertisement to engage in activity that will produce a layout (one word). When principles of design are followed in doing the lay out, the advertisement becomes a more pleasing visual experience for the viewer. The advertisement then is said to be designed not merely layout.

ii. Creativity

The designer of advertisement engages in expressive creativity as he works on his first crude sketches or doodles. As he polishes his doodles, making them more readable to people he works with, he engages in productive creativity. In most cases this is as far as his creativity takes him. Only the most talented designers carry their art to the innovative and emergentive levels. No one can brainstorming function effectively at the two highest levels. At none of the levels does high intelligence play in important role. No one does logic

necessarily help. The artist solving a design problem theoretically goes through four stages of creativity, at whatever level he works. Firstly, he studies the client, secondly the product, thirdly the audience and fourthly the medium and other design solutions anything to prepare himself to handle the assignment better. This is the exposure stage of designing advertisement.

iii. The Printing Process

The printer does today what the scribe did in medieval times, he makes copies of an original manuscript. But, using machines, he does it very fast with fewer errors. While the designer himself does not touch the type or operate the presses or even fully understand them, he does have basic knowledge of processes so that what he turns out can actually be produced.

iv. The Letterpress

In the Letterpress operation, the printer uses a raised surface to make his impression. Our daily newspapers and most of our general circulation magazines use the letterpress process. If the quality of newspaper printing does not seem to measure up, it is because of necessary economies adopted by publishers principally the relatively inexpensive paper newsprint is used.

v. Offset Lithography

Offset lithography, as a printing process, is based on an art from: stone lithography. Interestingly, the image on the plate is flat; we can not feel it as we rub our hands over it.

vi. Setting the type

Setting the types printers called the setting of type "composing" and the type itself "composition". They work with two basic kinds of composition, hot type and cold type.

vii. Production and Designing

The designer familiar with the terminology can communicate with the printer. The printer will have more respect for designer; will know he cannot so easily put thing over on him. The designer will be able to take advantage of the economies each process offers. The designer can prepare his materials so they will reproduce at their best.

1.1.4.4 Main Features of Language Used in Advertisements

There are many features of language used in advertisement. According to Wells (2004), advertisement has the following features:

i. Humorous and Brief Language

Humorous can be linguistics and non linguistic, but aims to show the product Positively. Brief languages are used to show the features of products and institutions. For example, 'Hot and fresh!', 'Snow fun' etc.

ii. Rhythmic Language

Repetition of the name of products, the slogan and the features are mentioned in the similar rhyme. For example, 'it is the latest, it is the best'.

iii. Figurative Language

Figurative language can be used in the advertisements. the figurative language like simile and metaphor can be used to advertise the productions and institutions. These features are used to attract the attention of consumers. For example, 'Tiger shoes are made for tigers'.

Similarly Ahuja (2006,p 16-30), has shown the following features of language used in advertisements:

i. Instructive Language

Imperative sentences are used to show the features of products and institutions to attract the attention the people. They begin from present plural form of verb. For example, 'Buy one get one free', 'visit our showroom', 'use with special tiger socks', 'avoid using metal implements' etc.

ii. Light and Popular Language

Common language is used in the advertisement of products which can be easily understood. Very simple and popular languages are used to make effective and attractive advertisements. For example, 'it is a complete solution; your satisfaction is our desire'.

iii. Appealing Language

It is used in the advertisement of products and institutions which can be appeal for the customers. Polite request can be used for appeal which can lure the customer. Appealing means able to attract interest or draw favorable attention. For example, 'we are very serious about the consumers demand'.

iv. Eye-Catching and Sincerity

It is the attraction of advertisements. By using different sizes and colours advertisements will be made Eye-catchy and sincerity. For example, 'WANTED: Snow fun' etc.

In the same way, according to Ratho (2002), the language used in advertisements has the following features:

i. Use of Both Linguistics and Non-linguistic Devices

The advertisers use the pictures, symbols to advertise their products and the institutions with very short language. Non-linguistics devices are difficult to mention as examples. Only linguistic devices are mentioned here. For example, 'it is your dream of your life'.

ii. Use of Hyperbole

Hyperbole means a way of speaking or writing that makes something sound better and more exciting than it really is. The advertisers give enormous

publicity of their products and institutions by using adjectives and adverbs. For example, 'the latest and the best product of our company'.

iii. Coinage of New Words

Coinage of new words means creating the new words. It is used to show the feature of product in the advertisement. For example, 'utterly - bitterly delicious', 'purely honely honey'.

According to Gray (1995), advertising Language is characterized by the following features:

i. Hyperbole - Hyperbole means a way of speaking or writing that makes something sound better and more exciting than it really is. It means exaggeration, often by use of adjectives and adverbs. For example, 'reputed and well established school'.

ii. Use of Adjectives and Adverbs - A limited range of evaluative adjectives includes new, clean, white, real, fresh, right, natural, big, great, slim, soft, wholesome, improved....

iii. Neologisms - It means creating new words or expressions a new meaning of a word. It may have novelty impact, for example Beanz Meanz Heinz, Cookability, etc. Long noun phrases are also sometimes used. Similarly, frequent use of pre and post modifiers for descriptions can be found in the same advertisements.

iv. Short Sentences - It is used to make impact on the reader. This impact is especially clear at the beginning of a text, often using bold or large type for the "Headline" or "slogan" to capture the attention of the reader.

iv. Ambiguity - This may make a phrase memorable and re-readable. Ambiguity may be syntactic (the grammatical structure) or semantic (puns for example).

v. Weasel Words - These are words which suggest a meaning without actually being specific. One type is the open comparative: "Brown's Boots Are Better" (posing the question "better than what?"); another type is the bogus superlative: "Brown's Boots are Best" (posing the question "rated alongside what?")

vi. Use of Imperatives - Imperative sentences are used in advertisements to give instruction and precaution. Instructive language is used. For example, 'Use only with tiger shoes' etc.

vii. Euphemisms - It is an indirect word or phrase that people often use to refer to make something is more acceptable than it really is. For example, "Clean Round the Bend" for a toilet cleaner avoids comment on "unpleasant" things. The classic example is "B.O" for "body odour" (in itself a euphemism for "smelly person").

viii. Avoidance of Negatives - Advertisers do not use negatives in the advertisements. Advertising normally emphasises the positive side of a product - which seems that all publicity is good.

ix. Simple and Colloquial Language - Simple and most usual language is used in the advertisement. Vague and complex sentences are not used. For example we are coming in your locality. For colloquial language, "It ain't half good" to

appeal to ordinary people, though it is in fact often complex and deliberately ambiguous.

x. Familiar Language - Advertisers use second person pronouns to address audience and suggest a friendly attitude. For example, 'you are requested to visit our show room'.

xi. Present Tense - Present tense is used most commonly, though nostalgia is summoned by the simple past. For example, 'we are looking for qualified candidate for the post'.

xii. Simple Vocabulary - Simple vocabulary is most common in advertisements. For example, 'my mate Marmite', with the exception of technical vocabulary to emphasize the scientific aspects of a product computers medicines and cars but also hair and cleaning products which often comes as a complex noun phrase, the new four wheel servo-assisted disc brakes.

xiii. Repetition - Advertisers repeat the brand name of the products and the slogan of the institutions. Repetition of the brand name and the slogan, both of which are usually memorable by virtue of alliteration, finger of fudge, for example, the best four by four by far; rhyme, mean machine, the cleanest clean it's ever been; rhythm, drinka pinta milka daysyntactic parallelism, stay dry, stay happy association, fresh as a mountain stream

xiv. Humour - This can be verbal or visual, but aims to show the product positively. For example, 'it is lovely for you. Visuals are difficult to mention here'.

xv. Glamorisation - Glamorisation is probably the most common technique of all. For example, "Old" houses become charming, characterful, olde worlde or

unique. "Small" houses become compact, bijou, snug or manageable. Houses on a busy road become convenient for transport.

Among them the following are the common features of language used in the advertisements:

1. Parallelism (Repetition of words, noun phrases or sentence structure)
2. Coinage of new words
3. Poetic
4. Colorful and different sizes of letters
5. Use of non-linguistic devices
6. Present tense and passive structures
7. Avoidance of negatives
8. Imperatives
9. Glamorization
10. Appealing language
11. Humorous language
12. Use of hyperbole (Exaggeration)

1.2 Review of the Related Literature

Many studies have been carried out in the field of the language used in different newspapers. Some of the researches which have been studied are given below.

Bhandari (1999) has, carried out a research on "The use of tense and aspect in Nepali English newspapers." This is the first study in media language in Nepal because no one has done before it. She has descriptively analyzed the use of tense and aspect in Nepali English newspapers. The study shows that in general

non past tense and perfective aspect are more frequently used in Nepali newspapers.

Shrestha (2000) has, in his M.Ed. thesis written on "An analysis of newspapers Headlines". This study attempts to analyze newspaper head lines from the point of view of their structure, tense and aspect. He has come up with the newspaper headline has its own style of writing which differs from general pattern of writing. He concluded that the tense of the news headlines is found in present simple and in terms of voice, passive has been used.

Pokharel (2004) carried out the research entitled " The Use of English in Broadcast and Print Media: A Comparative Study" The main objective of the study was to find out the similarities and differences of language used in print and broadcast media. He compared the two types of media in terms of sentence type, narration, voice, tense aspect, sentence length, contracted form and s-v proximity. He found that the language is more complex in broadcast than print media. He analyzed only front pages of each newspaper but not other pages included in those newspapers.

Baral (2006) has conducted the research work entitled " Language Used in Banner: An Analytical Study." The main objective of the study was to find out the linguistic and physical features of language used in banner. He collected one hundred fifty banners and analyzed linguistically and physically. He explained that the shape, single colour in writing, multiple colours in paintings and bold type font are the physical characteristics of banner. Verbless construction, non past tense, simple aspect and major word class were linguistics analysis.

Poudel (2007) has studied on "Language Used in Classified Advertisement". He has studied the language used in classified advertisement. The main objective of the research was to find out the language used in classified advertisement. He carried a descriptive study of language used in classified advertisement. He concluded that informal and short forms of language have been used in the classified advertisement.

Shrestha (2007) carried out a research entitled "Language Used in Newspapers Editorials: A Descriptive Study." His study comprised of forty editorials from selected newspapers. He found that complex sentences having complex subordination and heavy information density had been used maximally. Non-past tense was frequently used with more than three- fourth of total sentences.

Beside these, no significant studies have been made on the language used in the advertisements of daily newspapers and almost all the studies mentioned above tried to analyse the language structures. Nobody has studied on the features of language used in advertisements. Therefore, my study differs from others.

1.3 Objectives of the Study

This study had the following objectives:

- a) To find out the features of language used in advertisement of the daily newspaper in English version.
- b) To suggest the pedagogical implications of the findings.

1.4 Significance of the Study

As the public faces hundreds of advertisement every day, the impact of advertising on people is quite significant. The study of language used in advertisements is a language for specific purpose. Therefore, this study may interest the students/ teachers in studying/ teaching mass media and thus can be of some pedagogical significance as well. People directly or indirectly involved in the field of advertising can also be benefited from this study. Moreover, this study may provide other research with some insight into this subject. Language teachers and students can learn the features of language used in advertisements so it is helpful for their teaching learning activities. These features can be used in day to day communication.

CHAPTER-TWO

METHODOLOGY

The following methodology was adopted to achieve the objectives of the present research.

2.1 Source of Data

For collecting the data of this study only secondary source of data was used.

2.1.1 Secondary Sources

For this study two national dailies viz. 'The Himalayan Times' and 'The Katmandu Post' were the main secondary source of data. The researcher also consulted different books like Bhandari (1999), Wells (2004), Aujha, (2006), Metha (1992) and different related theses were consulted.

2.2 Sampling Procedure

The researcher selected two national dailies viz. 'The Himalayan Times' and 'The Katmandu Post' which are published from Katmandu and altogether 30 advertisements of products, institutions or organizations and vacancy announcements were collected. Fifteen advertisements from each dailies were randomly chosen. Five issues were taken for each advertisement from two newspapers.

2.3 Tools for Data Collections

The researcher prepared observation list of the special features of language used in the advertisements. It was used to collect the data for this research.

2.4 Process of Data Collection

First of all, five issues of 'The Himalayan Times' and 'The Kathmandu Post' were collected. Thirty advertisements were selected from those issues: Fifteen from 'The Himalayan Times' and fifteen from 'The Katmandu Post'. He categorized those advertisements into different headings viz. product and vacancy announcement then he studied the languages of the advertisements of those issues and observed the advertisements with the help of observation list and he analysed the features of language used in advertisements.

2.5 Limitations of the Study

This study had the following limitations:

- 1) The subject area was limited to the three categories of advertisements viz. products, institutions/organizations and vacancy announcements.
- 2) Only two national dailies 'The Himalayan Times' and 'The Katmandu Post' were taken for the collection of advertisements.
- 3) Only five issues of newspapers were taken for data collection.
- 4) Only thirty advertisements were taken for the data collection.

CHAPTER-THREE

ANALYSIS AND INTERPRETATION

The features of language used in the advertisements of products, institutions or organizations and vacancy announcements of two national dailies, 'The Himalayan Times' and 'The Kathmandu Post', are analyzed.

3.1 Main Features of Language Used in the Advertisements

Any advertisement can be composed of different components or parts known as the elements or parts of advertisements. It indicates the product that is being offered for sale. While analyzing the language used in advertisements I found the following common features used in the advertisements.

Table No. 1

Main Features of Language Used in the Advertisements

Features	THT	Frequency	%	TKP	Frequency	%
Colourful and different sizes of letters	15	10	66.67%	15	10	66.67%
Use of non-linguistic dives	15	10	66.67%	15	10	66.67%
Use of hyperbole (Exaggeration)	15	10	66.67%	15	12	80%
Use of present tense and passive structure	15	13	86.67%	15	15	100%

Avoidance of negative	15	15	100	15	15	100%
-----------------------	----	----	-----	----	----	------

The table shows the main features of language used in advertisements.

i. Colourful and different sizes of letters - It was mostly used in all the advertisements by using different colours and sizes of letters. It was more attractive than the rest of the copy. They were also distinct from the body matter. They were found in 20 advertisements out of 30 advertisements of both dailies.

ii. Use of non-linguistic devices - Advertisers used non-linguistic devices in the advertisements of products and institutions by using different pictures and symbols. Illustration was there in the advertisement of products and institutions. They were found in 20 advertisements out of 30 advertisements of both dailies.

iii. Use of hyperbole (Exaggeration) - Hyperbole was used do to be different from others. It was commonly found in all the advertisements. For example, 'the best and well managed school is seeking dedicate candidates'. A 'reputed construction company is seeking two engineers' etc. This feature was found in 22 advertisements out of 30 advertisements of both dailies.

iv. Use of present tense and passive structure – The present tense and passive structures were commonly used in all the advertisements. For example, 'the mint makes your breath extra fresh'. 'Application forms are being given out for admission' etc. They were found in 28 advertisements out of 30 advertisements of both dailies.

v. Avoidance of negatives - Advertisers did not use negatives in any advertisements. I did not find any negatives in all the advertisements. It was found in 30 advertisements out of 30 advertisements of both dailies.

3.2. Features of Language Used in the Advertisement of products

Language used in the advertisement of products is very simple and appealing. Brief language is used with special pictures and symbols. The features found in the advertisements of both dailies are presented bellow.

a. The Himalayan Times

Five advertisements of products were taken to find the features of language used in the advertisement of product. These features are presented in the table below.

Table No. 2

Features of Language Used in the Advertisement of products in THT

Features	Frequency	Percentage (%)
Parallelism (Repetition of words, noun phrases or sentence structures)	2	40 %
Coinage of new words	0	0 %
Poetic	0	0 %
Colorful and different sizes of letters	5	100 %
Use of non-linguistic devices	5	100 %
Present tense and passive structures	3	60 %
Avoidance of negatives	5	100 %
Imperatives	3	60 %

Glamorization	2	40 %
Appealing language	4	80 %
Humorous language	3	60 %
Use of hyperbole (Exaggeration)	2	40 %

The table shows the use of non-linguistic devices were found in all the five issues of products. They used different pictures and figures of product with short language. Similarly, colorful and different sizes of letters were also found in five advertisements of product. They were attractive with different colours and different sizes of letters. However, the features like coinage of new words and poetic were not used in the advertisements of the product.

b. The Kathmandu Post

The features of language used in the advertisements of products which were found in 'The Kathmandu Post' were also analyzed. To analyze the features five advertisements of products were taken. These features found in the advertisements are presented in the table below:

Table No. 3

Features of Language Used in the Advertisement of products in TKP

Features	Frequency	Percentage (%)
Parallelism (Repetition of words, noun phrases or sentence structures)	3	60 %
Coinage of new words	0	0 %
Poetic	0	0 %

Colorful and different sizes of letters	5	100 %
Use of non-linguistic devices	5	100 %
Present tense and passive structure	5	100 %
Avoidance of negatives	5	100 %
Imperatives	3	60 %
Glamorization	2	40 %
Appealing language	4	80 %
Humorous language	3	60 %
Use of hyperbole (Exaggeration)	3	60 %

The table shows features and frequency of language used in advertisements . Use of non-linguistic devices were frequently used in all advertisements where different pictures and symbols of the products were found with brief language. Colourful and different sizes of letters were commonly found in all the five advertisements. The present tense and passive structures were found five times in the five advertisements. For example, 'The Mint Makes Your Breath Extra Fresh', 'Mc Dowell's Signature is made for courageous people', 'New 'Close Up' removes Yellowness of your teeth'. Imperatives were also found in the all advertisements of products. For example, 'Explore endless possibilities in Kitchen solutions', 'Collect all three of them', 'Test for its natural flavor' etc. Similarly, advertisers did not use any negatives sentences in the advertisements. Coinage of new words and poetic were not used in the advertisements of products of selected five issues of 'The Kathmandu Post'.

3.3 Features of Language Used in the Advertisement of Institutions or Organizations

Advertisement of institutions or organizations is designed to promote or increase the market of the institutions or organizations. Mainly appealing and humorous language are used in the advertisement of institutions or organizations. Many other special language features are there in the advertisements.

a. The Himalayan Times,

The features of language used in the advertisement of institutions or organizations in 'The Himalayan Times' are presented in the table below.

Table No. 4

Features of Language used in the Advertisement of Institutions or Organizations in THT

Features	Frequency	Percentage (%)
Parallelism (Repetition of words, noun phrases or sentence structures)	3	60 %
Coinage of new words	0	0 %
Poetic	0	0 %
Colorful and different sizes of letters	5	100 %
Use of non-linguistic devices	5	100 %
Present tense and passive structures	5	100 %

Avoidance of negatives	5	100 %
Imperatives	3	60 %
Glamorization	4	80 %
Appealing language	4	80 %
Humorous language	4	80 %
Use of hyperbole (Exaggeration)	3	60 %

The table shows colorful and different sizes of letters were repeated five times in the five issues. It was mostly found in these advertisements by using various colours and sizes of letters. Different types of colours are difficult to mention as examples but they were commonly found in the advertisements. Use of non-linguistic devices were also found in the advertisements of institutions with pictures of the institutions. They used brief language to advertise it. The present tense and passive structures were found in the all advertisements of institutions in 'The Himalayan Times'. For example, 'we open admission for class nursery', 'you are requested to come and visit our collage once before you make your decision'. Advertisers did not use any negatives in all advertisements. However, coinage of new words and poetic were not found in the advertisement of institutions or organizations of the selected issue of 'The Himalayan Times'.

b. The Kathmandu Post

The language features of institutions or organizations which were found in 'The Kathmandu Post' are presented in the table below.

Table No. 5

Features of Language used in the Advertisement of Institutions or Organizations in TKP

Features	Frequency	Percentage (%)
Parallelism (Repetition of words, noun phrases or sentence structures)	2	40 %
Coinage of new words	0	0 %
Poetic	0	0 %
Colorful and different sizes of letters	5	100 %
Use of non-linguistic devices	5	100 %
Present tense and passive structures	5	100 %
Avoidance of negatives	5	100 %
Imperatives	3	60 %
Glamorization	2	40 %
Appealing language	4	80 %
Humorous language	4	80 %
Use of hyperbole (Exaggeration)	4	80 %

Letters of colorful and different sizes were repeated five times in all the advertisements. It was mostly found in these advertisements by using various colours and sizes of letters. Different types of colours are difficult to mention as examples but they were commonly found in the advertisements. Use of non-linguistic devices were also used in the advertisements of institutions with pictures of the institutions, they used brief language to advertise it. The present tense and passive structures were found in all the advertisements of institutions in 'The Kathmandu Post'. For example, 'admission forms are being given out'. 'We open our intuitions from the first of May 2009' etc. Similarly, no negatives

was found in the advertisements. Here, coinage of new words and poetic were not found in the advertisement of institutions or organizations of the selected issue of 'The Kathmandu Post'.

3.4 Features of Language Used in the Advertisement of Vacancy Announcements.

Language of vacancy announcements is more formal and polite than other advertisements. Only linguistic devices are used to describe the announcements. There features in different newspapers are presented below.

a. The Himalayan Times

Five advertisements of Vacancy announcements were taken to find the features of language used in the advertisement of vacancy announcements. These features are presented in the table below.

Table No. 6

Features of Language Used in the Advertisement of Vacancy announcements in THT

Features	Frequency	Percentage (%)
Parallelism (Repetition of words, noun phrases or sentence structures)	4	80 %
Coinage of new words	0	0 %
Poetic	0	0 %
Colorful and different sizes of letters	0	0 %
Use of non-linguistic devices	0	0 %

Present tense and passive structures	5	100 %
Avoidance of negatives	5	100 %
Imperatives	3	60 %
Glamorization	3	60 %
Appealing language	4	80 %
Humorous language	4	80 %
Use of hyperbole (Exaggeration)	5	100 %

The table shows the features of language used in the advertisement of vacancy announcements and their frequency in the selected five issues of 'The Himalayan Times'. It shows that present tense and passive structures were mostly found in the advertisement of the vacancy announcements. For example 'we are looking for qualified candidates for the post', 'you are requested to send your applications along with CV' etc. Use of hyperbole (Exaggeration) was also found in the advertisement of vacancy announcements. It was repeated all the times in the advertisement. For example, 'the best and well managed school is seeking dedicated candidates', 'reputed college in your locality' etc. However, no negative structures were found in all five advertisements. Similarly, coinage of new words, Poetic, Colorful and different sizes of letters and non- linguistics devices were not found any advertisement of vacancy announcements in 'The Himalayan Times'.

b. The Kathmandu Post

Five advertisements of vacancy announcements were taken to find the features of language used in the advertisement of vacancy announcements. These features are presented in the table below:

Table No. 7

Features of Language used in the Advertisement of Vacancy

Announcements in TKP

Features	Frequency	Percentage (%)
Parallelism (Repetition of words, noun phrases or sentence structures)	4	80 %
Coinage of new words	0	0 %
Poetic	0	0 %
Colorful and different sizes of letters	0	0 %
Use of non-linguistic devices	0	0 %
Present tense and passive structures	5	100 %
Avoidance of negatives	5	100 %
Imperatives	3	60 %
Glamorization	3	60 %
Appealing language	4	80 %
Humorous language	4	80 %
Use of hyperbole (Exaggeration)	5	100 %

It shows that the present tense and passive structures were mostly found in the advertisement of the vacancy announcements. For example, 'we are looking for qualified candidates for the post', 'you are requested to send your applications along with CV' etc. Use of hyperbole (Exaggeration) was also found in all the advertisement of vacancy announcements. For example, 'the best and well managed school is seeking dedicated candidates' etc. Advertisers did not use negative words and sentences in all the advertisements. However, coinage of new words, poetic, colorful and letters of different sizes and non-linguistic devices were not found in any advertisement of vacancy announcements in 'The

Kathmandu Post'. Features of language used in vacancy announcements were similar in both newspapers.

CHAPTER-FOUR

FINDINGS AND RECOMMENDATIONS

4.1 Findings

After analyzing and interpreting the collected data, the following findings were made.

1. Common features of the advertisements were colourful and different sizes of letters, use of non-linguistic devices, use of hyperbole, use of present tense of passive structures and avoidance of negatives.
2. Advertisement of products are colourful with different sizes of letters.
3. Non-linguistic device were found in the advertisement of products and institutions or organizations but they were not found in the advertisements of vacancy announcements in both dailies.
4. Advertisements of institutions/ organizations are colourful having letters of different sizes in both newspapers' advertisements.
5. Humorous, brief, instructive and appealing language were commonly found in most of the advertisements.
6. Polite and formal English language is used in vacancy announcements.
7. Poetic and coinage of new words were not found in any advertisements.
8. Language of vacancy announcements was different from the language of the advertisement of products and institutions or organizations in both dailies.

4.2 Recommendations

On the basis of the findings, the following recommendations are presented.

1. The study shows that different features of language like instructive language, appealing language, linguistics devices, and avoidance of negatives etc are used in the advertisements. Therefore, they should be used by teachers and students in the classroom.
2. It would be fruitful if curriculum designers and text book writers used such features in the text book.
3. Polite, formal and instructive language of advertisement can be used in day to day communication and teaching learning activities.
4. The teachers should make the students familiar with the different features of language used in the advertisements.
5. The common features found in the advertisements should be focused in the classroom to make the students able to understand different advertisements.
6. Similar types of other research can be carried out on communicative functions of advertisements.

References

- Aarts, F. and Aarts, J. (1986). *English syntactic structures*. London: Pergamon press.
- Ahuja B.N. (2006). *Advertising*. Surjit publication Delhi, India.
- A.S. Hornby (2003). *Oxford advanced learning's dictionary of current English*. Oxford University Press.
- Baral, J.D. (1999) *Language used in the field of Tourism: A general study*. An Unpublished thesis of M.Ed. T.U. Kirtipur.
- Baral, M.P. (2006). *Language used in banner*. An Unpublished thesis of M.Ed. T.U. Kirtipur.
- Bhandari, G.L. (1999). *A Study on the use of tense and aspect in Nepali English newspapers*. An Unpublished thesis of M.Ed. T.U. Kirtipur.
- Bhattarai, GR (2001). *A thematic analysis of research report Kathmandu: Ratna Pustak Bhandar*.
- Corder, S.P. (1977). *Introducing applied linguistics*. Harmondsworth: Penguin Book.
- Crystal D. (2003). *A dictionary of linguistics and phonetics*: Oxford: Blackwell Publishers.
- Metha D.S. (1992). *Mass communication and journalism in India*, New Delhi: Allied Publishers Pvt. Ltd.
- Murphy, R (2007). *Intermediate English grammar*. New Delhi: Cambridge University Press.
- Pokharel, B.R. (2006). *The use of English in broadcast and print media*. An Unpublished thesis of M.Ed. T.U. Kirtipur.
- Poudel, K. (2007). *Language used in the classical advertisement: A descriptive study*. An Unpublished thesis of M.Ed. T.U. Kirtipur.

Sapir, E. (1978). *Language*, New York: Harcourt Brace.

Sharma, T.P. (2007). *Language used in newspapers editorials: A descriptive Study*. An Unpublished thesis of M.Ed. T.U. Kirtipur.

Shrestha, G.P. (2000). *An analysis of newspaper headlines. A descriptive study*. An Unpublished thesis of M.Ed. T.U. Kirtipur.

Todd, L. (1991). *An introduction to linguistics*, Hong Kong: Longman.

Wells, W. (2004). *Advertising principles and practice*. University of Minnesota
www.google.com

APPENDIX-I

Languages used in the Advertisements

1. Advertisement of Products

The Himalayan Times, Sunday, April 12, 2009

- Vehicle for sale
- Ms Nepal invites offers for sale of 5 unites of Toyota Hi-Lux and 1 unite of Mitsubishi Pajero
- As is where is basis.

THT, Monday April 13, 2009

- Back With JACK
- Real Rarty Real Cock Tails
- Real Mixology Juice it up.

THT Tuesday April 14, 2009

- Start with Real Active Apple Juice now.
- Have a very happy, healthy and fit.
- No to added sugar, no to added color.

THT, Wednesday April 15, 2009

- The new I pod nano in different colours.
- I pod nano 8, 10 GB

THT, Thursday April 16, 2009

- Quest entertainment.

- Booking opens today.
- Saturday and Sunday 50% off.

The Kathmandu Post, Sunday April 12, 2009

- Wanna try ice?
- New Lirl Jey Cool.....
- An experience so nice, it feels like bathing with ice !

TKP, Tuesday April 14, 2009.

- Free !
- Cool school pouch, with every Horlicks Flavours 500 g promotion pack.
- Collect all three of them.
- offer valid as specially marked 50 gm chocolate Horlicks, vanilla horlicks and to free Horlicks promotion packs.

TKP, Monday, April 13, 2009

High quality UP.VC

Live protection

Doors, windows and partitions.

Benefits: Weather proof, Anti-fungi, maintenance free, fire resistant etc.

First UP.VC manufacture and fabricator company in Nepal.

TKP, Wednesday, April 15, 2009.

- Now, why ordinary modular kitchen.
- Own a sleek kitchen.
- It'll be your pride.
- Let others envy.

- Explore endless possibilities in kitchen solution.
- world class Italian and Indian chimneys and Hobs.
- More than 50 profiles and colours of shutters to choose from.

TKP, Thursday, April 16, 2009

- New 'close up' lemon nint has lemon, which removes yellowness and makes your teach extra white and shiny.
- The mint makes your breath extra fresh.

2. Advertisement of Institutions/ Organizations

THT Sunday April 12, 2009.

- Kathmandu Guest House I pleased to announcement the introduction of wireless It system.
- Now our guest can use lap top in garden and café Bahal Resturant.
- We have also upgraded brand new latest computer in our business centure.
- The management is pleased to donate old computer to needy schools.
- please contact personally Ramesh Gurung It section, Kathmandu Guest House.

THT, Monday April 13, 2009.

- We are now closed to you.
- you can now buy our tickets at the following locations also.
- Also offers discounts for sky club members Yati Airline.

THT, Tuesday, April 13,2009.

- Have access to your account at any time.
- Nepal SBI Bank Ltd. Is pleased to announce the operation of another ATM with 365 days and 24 hours service at a prime place of kathmandu i.e. new Baneshwor.
- Our valued customers are welcome to utilize the facilities at their convenient place.
- For details please contact our following branches.
- Nepal SBI Bank Ltd.
- A joint venture with State Bank of India –India's.

THT, Wednesday, April 15, 2009.

- Admission at malpi institute.
- Application forms are being given out for admission to malpi institute to pursue the prestigious two year international GCEA level course.
- Students awaiting results of this year SLC examinations may apply.
- Interested parents and students may contact/ visit malpi institute.

THT, Thursday, April 16, 2009

- Happy New year 2066 SLC appeared students bridge course at pyramid education consultancy science and management.
- Scholarships available for deserving students.

TKP, Sunday, April 12 2009.

- Study in India.
- The land of knowledge offering quality education.
- Visit the largest Indian education Fair.
- Indian universities and colleges spot admission education fair, 20th and

21st April 2009. the Everest Hotel.

TKP, Monday, April 13, 2009

- INTEL Bridge course 2009.
- Your Best pathway to Higher Education.
- SLC students Awaiting Result.
- Bridge course comprises, advanced science course, A level Bridge course, Advanced management course, I. Sc/ +2 entrance preparation.
- INTEL INSTITUTE

TKP, Tuesday, April 14, 2009

- Asian institute of Technology, Thailand, Coming to Kathmandu.
- Strong research emphasis on solving real life development problems and industrial practices for hands on experiences.
- Experts providing carrier planning, Job placement and internship support.

TKP, Wednesday, April 15, 2009

- Dream to study in the UK.
- We will fulfill your dream.
- Course offered, ACCA, Accounting, BBA, MBA.
- Please contact BRATAIN INT'L Academy PVT. LTD. Putalisadak Kathmandu.

TKP, Thursday, April 16, 2009

- Education for liberation.
- Intensive International college.

- Education in moderate fee structure.
- Tribhuvan university affiliated.
- Admission open.
- Joint at intensive and feel the difference.

3. Advertisement of Vacancy Announcements

The Himalayan Times, Sunday, April 12, 2009

- Wanted.
- Well established
- Applicants educated in European schools or very fluent in English only need to apply.
- Grade teacher -2 (3 years experience)
- Primary Social studies – (3 years experience)
- Interested candidate may apply in person with full bio-data and pp size Photo immediately between 10 am to 3 pm.
- principal, Kantipur English high school.

THT, Monday, April 13, 2009

- reputed and well organized
- Vacancy announcement (re advertisement)
- A membership – based largest civil society organization dedicated to conserving bird bio-diversity on Nepal.
- It seeks to promote an interest on birds among the general public.
- BCN required a seasoned, dedicated and results oriented professional to lead the origination.
- Post- chief executive officer.
- Minimum qualification is masters in relevant field, PhD preferred.

- Experience in similar position for over five years in I/NGOs.
- Annual Gross Remuneration – Rs 910, 000 (negotiable)
- All qualified Nepalese citizens or encouraged to apply with the letter of interest. Latest CV, two references, copies of high Degree certificate, copy of Citizenship. And a recent PP size photo, not latter then 2 May 2009.
- Please submit your application to Human Resources Division, Po. Box 12465 Lazimpit Kathmandu.
- Note: This is a re-advertisement position those who have applied Earlier need not apply.

THT Tuesday, April 14, 2009

- WANTED
- New and emerging
- Spice Nepal Private Limited, a privately owned mobile phone Services operator in Nepal, is looking for a potential candidates for the following positions:
- translator, (asst. officer admin)
- Translation of documents, drafts, letter, etc.
- Legal and otherwise from Nepali to English and vice versa.
- Masters in English as major subject.
- Proficient in windows package.
- At least three years experience in similar position.
- Candidates are requested to send their resume with an application letter.

THT, Wednesday April 13, 2009.

- Vacancy Announcement.
- Reputed and well established
- Re – advertisements
- center for Research in energy
- Nepal Engineering college.
- Nepal Engineering college seeks the following faculty position for
Its education, research and development activities in the area of energy
and mechanical engineering.

Faculty position

- Junior Professor
- The applicant must have at a first division in M.E or M. Sc. Tech
Degree energy or mechanical engineering of B.E or B.Sc. degree in
the same with a minimum of five years professional job experience.
- An experience in teaching the under graduate engineering students
for at least a year is required.
- Salary and benefits as per the college rules.
- The application should reach us on or before April 30, 2009 with a
copy of latest CV.

THT, Thursday, April 16, 2009.

VANCACY

- Well established
- Post- Clerk
- Required Nos.- Two
- Age - not more then 35 years
- Bachelor's Degree in any discipline, fluent in return in spoken
English and good computer knowledge is essential.

- Three years experience in similar field.
- Please, send your application and curriculum vitae a long with a Recent passport size photograph.
- Contact telephone no. and address before 30 1st April 2009.
Hotel Del' Annapurna

The Kathmandu Post Sunday, April 12, 2009.

WANTED URGENTLY

- A reputed construction company (CTCE) is seeking two ENGINEERS to work for site supervision.
- Post: civil engineering.
- Qualification: B.E. in civil engineering with at least two years experience in related field.
- Contact.....

TKP, Monday April 13, 2009.

VACANCY

- Well facilities
- KATHMANDU KIDZEE CENTRE offers experience and qualified candidate for the following post.
- Co-ordinator - 1
- Bachelor's degree with 8-10 year experience in pre school.
- The interested applicants are requested to apply.
- (cover latter and resume) within 7 days in P.O.B. 11172

TKP, Tuesday April 14, 2009.

WANTED

- Reputed

- Post: English teacher -1
Mathematics teacher -1
Level: secondary Level
Qualification: min. bachelor degree (master degree preferred)
Experience: min. 2 years, apply within 31st Chaitra 2065.
(no salary bar for deserving candidates)
North Valley English Secondary School.

TKP, Wednesday, April 15, 2009.

- Job vacancy
Sales Officer
A reputed travel agency is looking for dynamic, result oriented personnel.
Ticketing officer
Graduate with at least 1 year of work experience.
Should have a two- wheeler driving license.
Interested candidate should submit or email their resume along with passport size photograph before 28 April, 2009 Rex Travels Pvt. Ltd.

TKP, Thursday, April 16, 2009

Urgently required staff for 3 star hotel in Gulf.
Food and beverage manager, executive chief manager, food and beverage controller, front office receptionist, cashier (lady only).
Please send your CV to anchorage_s@yahoo.com

Appendix-II

Observation List of the Special Features of Language used in the Advertisements:

1. Parallelism (Repetition of words, noun phrases or sentence structure)
2. Coinage of new words
3. Poetic
4. Colorful and different sizes of letters
5. Use of non-linguistic devices
6. Present tense and passive structures
7. Avoidance of negatives
8. Imperatives
9. Glamorization
10. Appealing language
11. Humorous language
12. Use of hyperbole (Exaggeration)