

LANGUAGE USED IN ADVERTISEMENTS

**A Thesis Submitted to the Department of English Education
In Partial Fulfilment for the Master of Education in English**

**Submitted by
Tara Datt Bhatt**

**Central Department of Education
University Campus
Tribhuvan University
Kirtipur, Kathmandu
2014**

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N. 1646

– Tara Datt Bhatt

DECLARATION

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

Date: 26/03/2014

.....

Tara Datt Bhatt

RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Mr. Tara Datt Bhatt** has prepared the thesis entitled **Language Used in Advertisements** *under* my guidance and supervision.

I recommend the thesis for acceptance.

Date: 26/03/2014

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This thesis has been recommended for evaluation from the following
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EVALUATION AND APPROVAL

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DEDICATION

*Dedicated to
my parents who have devoted their entire life to uplift and
enlighten my life.*

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This task of thesis writing has really taken me to a newer world. As a result, I have felt a new experience in the context of my study. I have come to the realization that it is a part of the intensive study that gives a person an insight into self study. In course of writing this thesis, I have fully been inspired by the invaluable cooperation, suggestions, guidance and counseling by various persons. Therefore, first of all I would like to express my profound gratitude to my supervisor **Mrs. Madhu Neupane** Lecturer, Department of English Education for providing me with constant supervision and guiding me with regular inspiration, encouragement and invaluable suggestions throughout the study.

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I would like to acknowledge all the scholars and writers whose works I have consulted and cited during this study.

Date: 2014/ /

Tara Datt Bhatt

ABSTRACT

This research is an attempt to analyze and describe the language used in advertisements. This research is descriptive in nature which is based on only the secondary sources of data. The data for the study were judgmentally collected from the newspapers published in Nepal. The total sample populations of the study consisted of hundred texts. The required data was collected using observation as the data collection tool. The descriptive statistical tools were used to analyze the data. This study found that rhetorical and figurative language was maximally used to make the advertisement persuasive. In the case of tense, the non-past tense was more frequently used than the past tense. In the same way, passive voice was maximally used than active voice.

The whole thesis is divided into five chapters. Chapter one deals with the background of the study, statement of the problem, rational of the study, objectives of the study, significance, delimitations and operational definition of key terms. Second chapter deals with the review of the related literature and conceptual framework. Chapter three includes the vital elements of the research study, i.e. methodology which was adopted to conduct the whole study. It contains the design of the study, sources of the data, sample size, tools for data collection, data collection procedure and of analysis and interpretation of the data. The results have been discussed in chapter four and in the last chapter the whole study has been summarized and concluded along with the implications.

TABLE OF CONTENTS

	Page No.
Declaration	i
Recommendation for Acceptance	ii
Recommendation for Evaluation	iii
Evaluation and Approval	iv
Dedication	v
Acknowledgements	vi
Abstract	viii
Table of Contents	ix
List of Tables	x
CHAPTER-ONE: INTRODUCTION	1-10
1.1 Background	1
1.1.1 Media and Language	3
1.1.2 Print Media	4
1.1.3 Newspaper	5
1.2 Statement of the Problem	6
1.3 Rationale of the Study	7
1.4 Objectives of the Study	8
1.5 Research Questions	8
1.6 Significance of the Study	8
1.7 Delimitations of the Study	9
1.8 Operational Definitions of the Key Terms	9

**CHAPTER TWO: REVIEW OF RELATED LITERATURE AND
CONCEPTURAL FRAMEWORK 11-23**

2.1	Review of Related Theoretical Literature	11
2.1.1	Advertisement	11
2.1.1.1	Types of Advertisements	12
2.1.1.2	Product Advertising	13
2.1.1.3	Purpose of Advertising	13
2.1.2	Discourse Analysis	14
2.1.3	Propaganda Techniques in today's Advertising	16
2.1.4	Rhetoric in Media	19
2.1.5	Devices in Persuasive Discourse	20
2.2	Review of Related Empirical Literature	21
2.3	Implications of the Review for the Study	23
2.4	Conceptual Framework	24

**CHAPTER - THREE: METHODS AND PROCEDURES OF
THE STUDY 25-28**

3.1	Design of the Study	25
3.2	Sources of Data	27
3.2.1	Secondary Sources of Data	27
3.3	Sampling Procedure	28
3.4	Tools for Data Collection	28
3.5	Data Collection Procedure	28
3.6	Data Analysis and Interpretation Procedure	29

CHAPTER-FOUR: RESULTS AND DISCUSSION 30-47

4.1	Results	30
4.2	Use of Propaganda	31

4.3	Analysis of Non Linguistic Devices	40
4.4	Analysis of Tenses Used in Advertisements	41
4.5	Analysis of Voices Used in the Advertisements	43
4.6	Analysis of the Sentence Used in Advertisements	45
CHAPTER-FIVE: SUMMARY AND IMPLICATION		48-50
5.1	Summary	48
5.2	Implications of the Study	49
	5.2.1 Policy Level	49
	5.2.2 Practice Level	50
	5.2.3 Further Research	50
REFERENCES		51-53
APPENDIXES		

LIST OF TABLES

Table No. 1: Propaganda Used in the Advertisement	31
Table No. 2: Non Linguistic Devices Used in Advertisement	40
Table No. 3: Use of Tenses in the Advertisements	41
Table No. 4: Use of Voices in the Advertisements	43
Table No. 5: Use of Sentence Types in the Advertisements	45