

LANGUAGE USED IN POSTERS

**A Thesis Submitted to the Department of English Language
Education, University Campus, Kirtipur in Partial Fulfillment for
Master's Degree in Education
(Specialization in English Language Education)**

By

Ishwari Prasad Dhakal

M.Ed. Second Year

Faculty of Education

Tribhuvan University

Kirtipur, Kathmandu, Nepal

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T.U. Regd. No.: 9-1-43-115-96

Campus Roll No.: 620/061-062

2nd year Examination Roll No.: 280240/062

29

Date of Approval of the thesis

Proposal: 2063-08-17

Date of Submission- 2064-10-

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ACKNOWLEDGEMENTS

First of all, I would like to express my sincere gratitude to my thesis supervisor Mr. Prem Bahadur Phyak, Lecturer of the Department of English Language Education, who provided me with all sorts of basic ideas and techniques essential for carrying out this research work from the very beginning to the end and enabled me to present the thesis in this form.

My sincere gratitude goes to Dr. Chandreswar Mishra, Head of the Department of English Language Education for giving me in valuable suggestions and encouragement.

I am much grateful to Prof. Dr. Jai Raj Awasthi, Prof. Dr. Shanti Basnyat, Prof. Dr. Tirth Raj Khaniya, Prof. Dr. Govinda Raj Bhattarai, Dr. Anjana Bhattarai, Dr. Bal Mukund Bhandari and all of my respected teachers of the Department for their kind support, encouragement and continuous inspiration during my study period in the department.

Furthermore, my thanks go to my brother Hari Dhakal for his kind support, Ram Hari Risal, Ishwor Adhikari and my wife Rita Devkota for helping me to collect posters.

Finally, I would like to thank Sundar and Rajan for their efficient computer typing of this research work.

Date: - 2064/10/14

Ishwari Prasad Dhakal

ABSTRACT

The main purpose of the thesis entitled "Language Used in Posters" was to describe and analyze the characteristic features of posters from linguistic point of view. This thesis presents the detailed description of the linguistic aspect of the language in terms of the tense, aspect, voice and sentence structure. The data for the research were collected from different categories of posters such as academic event and commercial posters available in the Kathmandu valley. The total sample population of the study consists of 100 posters and all together 239 sentences. The main tool that the researcher made use of was observation.

The findings of the study show that the simple sentences and non-past tense used maximally rather than other types. This study is very much useful for those who are involved in teaching and learning mass media.

This thesis comprises four chapters. Chapter one introduces the study in terms of general background with its short history. It also includes the review of the related literature, objectives of the study, significance of the study and the definition of the specific terms.

Chapter two deals with the sources of data, sampling procedures, tools for the data collection, process of data collection and limitation of the study.

Chapter three presents the analysis and interpretation of the data. In this section both statistical tools and descriptive approaches have been adopted.

Chapter four deals with the findings and recommendation of the study. The findings have been outlined on the basis of the data and appropriate recommendations and pedagogical implications have been made. The References and appendices form the concluding part of the thesis.

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ABBREVIATIONS AND SYMBOLS

%	Percentage
AP	Academic Posters
AV	Active voice
CMS	Compound Sentences
CP	Commercial Posters
CXS	Complex Sentences
EP	Event Posters
etc	Etcetera
Freq.	Frequency
Perf.	Perfective
Prog.	Progressive
PV	Passive Voice
S.No.	Serial Number
SS	Simple Sentence
VIZ	Namely

CHAPTER ONE

INTRODUCTION

1.1 General Background

Communication is the process or act of conveying a message designed to generate a response. It is a process of transmitting and interchanging ideas, thoughts, information etc. from one person to another or from one place to another place. To quote Crystal (2003:85), communication refers to "the transmission and reception of information (a message) between a source and receiver using a signaling system".

According to Richards et al. (1998:64), it is the exchange of ideas information etc. between two or more persons. Communication thus, helps us in imparting thoughts, feelings, ideas and emotions. Human communication may take place using any of the available sensory modes (hearing, sight).

Various communication types have come to the existence based on the number of participants involved. They are termed as personal, group, public and mass communication. Mass communication is very important in this era. The world has undergone a drastic change in the field of mass communication. Many attempts have been made to facilitate mass communication. The invention of modern technologies play a vital role. People have discovered many functionally distinct dimensions in which a message is transmitted to a large heterogeneous number of receivers simultaneously. These dimensions are known as mass media. Mass media informs people about events that the world otherwise knows a little about.

1.1.1 Mass media

Literally, the term 'mass' refers to 'a large number of people' and 'media' refers

to the means of mass communication such as TV, radio, newspapers etc. Thus, etymologically mass media refers to the means of communication for sending messages to a large scattered number of people over a vast area at the same time. According to D' Souza (1997), mass media are the media which reach the message spread over a vast area simultaneously. They are tools that make mass communication possible. The mass media report an important event as quickly as it often happens. People are exposed to the media daily in the form of print, sound wave and pictures. "Mass media are tools, instruments of communication that permit us to record and transmit information and experiences rapidly to large, scattered heterogeneous audiences; as such they extend our ability to talk each other by helping us overcome barriers caused by time and space." (Gamble and Gamble 1989:87).

Mass media includes newspapers, magazines, posters, pamphlets, television, radio, the internet etc. Broadly speaking, they can be categorized as print and electronic media. Both of them are equally important for mass communication.

1.1.2 The role of mass media in the present day world

Mass media have brought revolutionary changes in the world. They have narrowed down the world immensely. To put in Tagore's words (1919) "the role of mass media is to inform, educate, entertain, and persuade. They can transform society in shortest possible time. Thus, mass media have its spread is unprecedented."

Mass media play a major role in creating a feasible climate for the modern concept of democratic governance in a country. Mass media channels are especially effective when combined with interpersonal channels in modern media forms as well as traditional mass media. Mass media have been playing a vital role in the present day world. They make it possible to deliver the same message simultaneously to a vast and diversified audience, scattered far and wide. We depend on the technological innovations for entertainment,

information or instruction. The mass media are tools or instruments of communication that permit us to record and transmit information and experience rapidly to large and heterogeneous audience. In fact, the mass media have revolutionized our personal as well as social life. We are more capable of expanding our communication through mass media.

The role of mass media such as radio, TV, newspapers etc. in the present day world can be summarized as follows:

-) As sources of information, they have power to influence public opinion and hence control how social institutions work.
-) Function as the focus of public life, where we go to find out about domestic and international affairs.
-) Service as a major source of definition and images of social reality or change our culture and value systems.
-) Service as a source of fame, celebrities are not only made by the mass media, they also use it to market themselves to the public.
-) It is the source of information, education, influence, entertainment, advertising, socialization employment etc.

Mass media have been broadly categorized as print and electronic media. Print media make use of printed symbols to communicate message to receivers. They are also called representation media because they use the symbolic codes of prints, graphics and photographs. The print media are the oldest forms of communication but they have proved to be more effective and accessible media. This old system also preserved the treasure of knowledge. The print media include books, manuals, newspapers, magazines, periodicals, pamphlets, posters etc. with the invention of printing press, hand written text proliferated and people became widely educated.

1.1.3 Posters: A means of mass communication

The dictionary meaning of a poster is a large placard displayed in public place. Any large piece of printed paper which hangs from a wall or other such surface is called posters. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly textual. Posters are designed to be both eye catching and convey information. Posters may be used for many purposes, and they are a frequent tool of advertisers, propagandists, protestors, and other groups trying to communicate a message. Posters are also used for reproduction of art work, particularly famous works. Another type of posters are educational posters, which may be about a particular subject for instructive purposes. Related to these are academic or conference posters, which are often used at conference to communicate about research studies or academic projects. In addition to serving the above purposes, posters are also used for decorating purposes, especially by young people, since posters are generally low cost compared to original artwork. Many people also collect posters and some famous posters have themselves become quite valuable. The most conventional size for graphical posters tends to be around 24 by 36 inches; though posters may be of any size.

A poster is very handy and easy source of information. It tells people about some new ventures (danger work) being done, new business firms being started, admission made open, opportunities available in a particular occasion, etc. The function of posters are to attract people's current issues, to advertise and to make promises etc.

1.1.4 History of posters

The first posters were created in the mid 19th century in France as advertisements for new products. In less than ten years, the use of posters spread from France throughout the rest of Europe. They were also used for promotional purposes for theater, and operas shows and major events in pairs

and throughout France. But Jules Cheret, 'The father of the poster', was the first to give importance to the poster as an artistic image. In 1867, he used the new four lithographic process to create a highly stylized form of graphic art that thoroughly integrated text and image. Like Cheret, Henri de Toulouse-Lautrec and Pierre Bonnard designed numerous posters and lithographs during the nineteenth century.

In England outstanding poster designers included Fred Walker, Aubrey Beardsley, William Nicholson and James Pryde. These English artists created highly decorative posters in which the elements of picture and typography reminded unified, revealing the influence of East Asia prints. The American posters can be said to have originated with Matt Morgans circus advertisements (1890) and developed by Edward Penfield, Will H. Bardley etc. The Second World War period produced enormous numbers of political posters memorable among those were the works of Abram Games in England, Paul Colin in France and Joseph Binder in the United States. Outstanding poster designers of the 20th century were Frank Pick, Gregory Brown and Clive Gardiner in England, the Americans E. M. C. Knight Kauffer, Paul Rand in France etc.

1.1.5 Value of Posters

The value of posters depends on different perspectives like collector, historian, entrepreneur, consumer, teacher, artist or student. Posters unite people; they divide people. Posters influence our ethics, morals, and behaviours. They have monetary significance for collectors. They possess emotional value nostalgia appraisals, instructional merit, historical warrants in study, and aesthetic work to be enjoyed. Without a doubt, a poster's value is greater than its nascent intent. No matter what our department, posters will continue to endure, evolve, and be a voice for millennia, for they are barometers of social, economic, political and cultural events and interrelations, as well as mirrors of intellectual and practical activities. The posters in the field of language teaching function as the source of authentic material.

1.1.6 Types of posters

i. Propaganda and political posters

During the First and Second World Wars, recruiting posters became extremely common, and many of them have persisted in the national consciousness, such as the 'Uncle Sam Wants You' posters from United States, or "the Loose Lips Sink Ships" posters that warned of foreign spies. Posters during wartime were also used for propaganda purposes, persuasion and motivation. The use of political posters in Nepal is also high.

ii. Advertising Posters

Many posters, particularly early posters, were used for advertising products. Posters continue to be used for this purpose, with posters advertising films, music and comic books being particularly notable examples. Similarly, advertisement of private colleges, coaching centers so on are high in number in Nepal.

iii. Films Posters

The film industry quickly discovered that vibrantly coloured posters were an easy way to sell their pictures. The collection of movie posters has become a major hobby.

iv. Comic Book Posters

The resurgence of comic book popularity in the 1960s led to the mass production of comic book posters in the 1970s and onward. These posters typically feature popular characters in a variety of action poses. The fact that comic books are a niche market means that a given poster usually has a smaller printing run than other genres of poster. Therefore, older posters may be quite sought after by collectors.

v. Event Posters

Site boxing posters are used in and around the actual venue to advertise the forthcoming fight, date, ticket prices, and usually consisted of pictures of each boxer. Boxing posters vary in size and vibrancy but are not usually smaller than say 18 x 22 inches.

vi. Educational Posters

Posters are used in academia to promote and explain research work. They are typically shown during conferences, either as a compliment to a talk or scientific paper, or as a publication. They are reputed to be of lesser importance than actual articles. But they can be a good introduction to a new piece of research before the paper is published.

vii. Classroom Posters

Most classrooms in Nepalese schools have posters on the walls. Those posters motivate the students, similar to those found in offices or specific to the class subject matter especially in children class. They persuade people to join the institutes or buy the product from their description.

1.2 Review of the related literature

In spite of the great importance of mass media in language teaching, very few studies have been carried out in this field at the department of English Education. They are as follows:

Bhandari. (1999) conducted the research on 'A study on the uses of tense aspect in Nepali and English Newspapers.' She has descriptively analysed 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 English Newspapers.

Shrestha. (2000) has done a research entitled, 'An analysis of newspaper headlines.' This study had attempted to analyze the newspaper headlines from the point of view of their structure, tenses and aspect. He came up with the fact that newspaper headlines have their own style of writing which differs from general pattern of writing.

Upadhaya. (2003) did the research study on "language used in brochures". He described the language from physical and linguistic aspects. He analyzed the characteristics and its language in terms of tense, mood, voice and structure. He concluded that the verbless slogans are most frequently used in the language of brochures.

Baral (2006) has carried out the research on " language used in greeting cards". In this research work, she had analysed greeting cards from the point of view of their physical aspect such as color, size, shape, content, etc. and the language of greeting cards especially its sentence structure, tense, and aspect. She concluded that non-past tense was heavily used in the language of greetings.

Archarya (2006) conducted the research entitled 'language used in cartoon captions in English newspapers.' He had attempted to analyze the language used in cartoons in terms of their physical and linguistic aspect such as tense, aspect, voice and sentence structure. He concluded that the simple sentences and non-past tense were most frequently used in the language in cartoons captions in English newspapers.

However, no study has been carried out on the language used in posters yet. So, the researcher is interested to analyze the language of posters in terms of tense, aspect, voice, sentence type and writing style.

1.3 Objectives of the Study

This study has the following objectives:

- i. To analyze the language used in posters in terms of
 -) tense
 -) aspect
 -) voice
 -) sentence type
- ii. To suggest some pedagogical implications.

1.4 Significance of the study

The prospective researchers in the field of mass communication can be benefited from this research. It can also be a reference material for the teachers and the students who are involved in the teaching and learning of the course entitled 'English for Mass Media '.It can give a new insight to those who are involved in designing a course in the mass media and information communication.

1.5 Definition of the specific terms

Mass media: It refers to the source of information and news, such as newspaper, magazine, radio and television that reach and influence large numbers of people.

Print media: Print media refer to the mass media which make the use of printed symbols ,graphics and photographs to communicate message to the receivers eg. newspapers, posters, pamphlets, notices etc.

Posters: A poster is a large placard displayed in public place. It is very handy and easy source of information.

Sentence type: Sentence type refers to the type of the sentences according its structural complexity. From the structural point of view sentences are three types: complex, compound and simple.

Tense: Tense denotes a verb form used to express a time relation .In this study, tense is viewed from structural point of view. Morphologically, English has two tense systems: the non past and past tense.

Aspect: Aspect refers to the number in which a verbal form is experienced. English has four types of aspects: Simple, Progressive, Perfective and Perfect progressive.

CHAPTER TWO

METHODOLOGY

The researcher has adopted the following methods to carry out the research work:

2.1 Sources of data

The researcher collected data only from secondary sources .The secondary sources of data for the study were the real posters of the different categories academic, event and commercial as well as all the materials related to mass media, especially the researches, books, journals, newspapers, periodicals, articles, internet, websites were consulted to collect the data.

2.2 Sampling procedure

The researcher collected the data applying a judgmental sampling procedure, one of the non-probability sampling designs for this purpose.

2.3 Tools for data collection

The major tool for this research study was observation. The researcher analysed the language of the posters in terms of the proposed grammatical categories .He examined and reexamined them until he got the required information.

2.4 Process of data collection

- a) The researcher collected hundred posters of the following categories from Kathmandu valley.
 - (i) Forty academic posters
 - (ii) Forty commercial posters

- (iii) Twenty event posters
- b) The researcher analyzed and interpreted the language of these posters in terms of their linguistic features such as sentence type, tense, aspect and voice.

2.5 Limitations of the study

The study has the following limitations:

- a) The study was limited to the small portion of mass communication i.e. posters.
- b) This study was limited within 100 posters collected from different categories.
- c) The area of the study was only Kathmandu Valley.
- d) The study was limited to the following linguistic categories of posters:
 -) Tense
 -) Aspect
 -) Voice
 -) Sentence type

CHAPTER THREE

ANALYSIS AND INTERPRETATION

The chapter deals with the interpretation and analysis of the data. The data were analyzed and interpreted to determine the sentence types, aspects, tenses, and voice used in the posters. Based on the analysis of posters, the researcher found different sentence types, tenses and aspects which have been presented as follows.

3.1 Sentences

One of the main focuses of the study was to analyse different kinds of sentences. The analysis was based on the following types of sentences found in different types of poster i.e. academic posters, event posters and commercial posters.

Table No 1: Sentence types in posters

Types of Sentence	AP	EP	CP	Freq.	Percent
SS	70	23	50	143	59.83
CXS	5	1	3	9	3.76
CMS	3	1	2	6	2.51
VLS	30	10	20	60	25.14
IMP S	12	3	6	21	8.76
Total	120	38	81	239	100

The table shows that there were 239 sentences in total. The maximum percent of sentences were simple sentences i.e. 59.83% with the frequency of 70 in academic posters, 23 in event posters and 50 in commercial posters. Similarly, 3.76% of complex sentences were found with the frequency of 5,1,3 in academic, event and commercial posters, respectively. The percent of compound sentence was the least i.e. 2.51%. The percentage of verbless sentences was 25.14 with the frequency of 30,10,20 in academic, event and commercial posters, respectively. The percentage of the imperative sentence

was 8.76 with the frequency of 12,3,6 in academic, event, and commercial posters.

3.1.1 Complex sentence

The frequency of occurrence of the complex sentences in posters was found to be the second last position. The above data shows that 3.76% of the sentences were found with the frequency of 5,1,3 in academic, event and commercial posters respectively were complex sentences. The following sample of the academic poster gives an example.

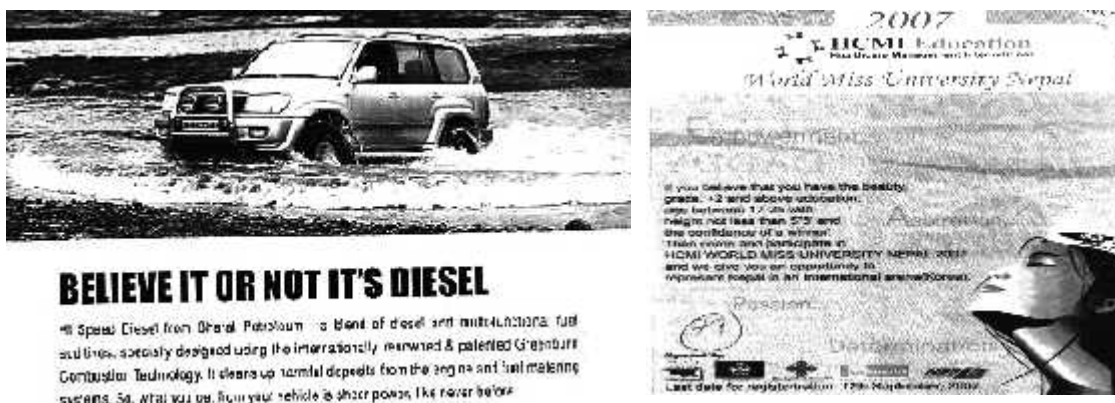


Some other examples of the complex sentences used in the posters were as follows:

-) Wanna you think of your bright future after S.L.C. If you rush and attend the highly effective educational counseling and bridge course classes by the expertise and experienced professionals so grab the golden opportunity.
-) At standard charted, we believe that little savings should not stop you from enjoying high performance banking.
-) These scholarships are for students who have passed +2 or intermediate examinations with 60% or more marks.

3.1.2 Compound sentence

The Compound sentences were found to be used the least in the posters. Only 2.51% (6 out of 239) of the sentences were compound sentences. The following posters represent the compound sentences used in posters:

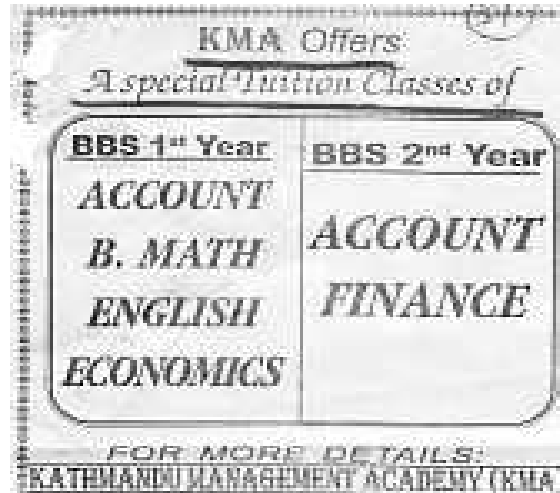


Some examples of the compound sentences used in the posters were as follows:

-) We offer visa free transit in Hongkong and smooth connections to the rest of the world on cathey pacific.
-) New road has proudly represented Nepal's trade and commerce for several decades and we are proud to become a part of this honored community.
-) Attached with Narayan Super especiality and Narayan Medical college Hospital which are providing patient care with all modern equipments and techniques where the nursing students will have direct patient care .
-) Mix the honey gelatin cheese and eggs and cook on low heat.

3.1.3 Simple sentence

The simple sentences were found highly used in the posters. 59.83% of the sentences were of simple type. The frequency distribution of the posters were 70 in academic posters, 23 in event posters and 50 in commercial posters. The following sample posters show the simple sentences:



Other examples of the simple sentences used in the posters as follows:

-) GHESS+2 college announces admission open for grade XI.
-) College has own transportation facilities
-) Parikrma students family and students council present mock exam for BPKIHS entrance.
-) We produce Doctors.
-) It also nourishes and strengthens hair from the scalp, keeping your hair totally dandruff free and healthy.

3.1.4 Verbless sentence

Some sentences of the posters were also found without verb. The frequency of occurrence of the verbless sentences in the posters was in the second position i.e. 25.14% with the division of 30,10,20 in academic, event and commercial posters respectively .The following sample of posters give an examples of such sentences.



Some other examples of the verbless sentences were as follows:

-) Morning, day and evening shift available.
-) World miss university Nepal.
-) Key features of KIC.
-) Daily class for 4:30hrs.
-) Winter discount.
-) Only class XI and XII .
-) Special tuition class.

3.1.5 Imperative sentence

The posters were also found beginning with verbs or to do verb forms. The frequency of occurrence of the imperative sentences in the poster was in the third position i.e. 8.76% with the frequency of 12,3,6 in academic, event and commercial posters respectively. The following posters give an examples of imperative sentences.



Some other examples of the imperative sentences were as follows.

-) Join B.Sc. microbiology at Kantipur College of medical sciences.
-) Grab the golden opportunity.
-) Join 6 months Diploma in Air condition and refrigeration technician.
-) Join a feather to the flying wing.
-) Receive your mobile in style with unique.
-) Study MBBS in Philippines.

3.2 Tense in posters

The English tense used in the posters were analyze in two categories.

- i) Past
- ii) Non-past

The posters were found to have used both types of tenses. The researcher found the following frequency of tenses used in the posters:

Table No.2: Tense in posters

Tense	AP	EP	CP	Freq.	Percent
Past	3	2	3	8	5.06
Non-past	70	22	58	150	94.94
Total	73	24	61	158	100.00

The above table shows that the highest percent of the tense was occupied by non-past i.e. 94.94% with the frequency of 70,22,58 in academic, event and commercial posters respectively. The percentage of the past tense was only 5.06% with the frequency of three in academic, two in event and three in commercial posters.

3.2.1 Past tense

The data showed that past tense was less used in posters in comparison with non-past tense. Only 5.06% of the past tense was used in the posters. The following sample of the poster gives an example of the past tense.



Some examples of the past tense were as follows:

-) Fresh male and female model wanted for fashion show.
-) Apnet institute shifted to Jyatha.
-) The greatest gift I ever had come from God, I call him dad.
-) We had ventilated and fully furnished hostels.

3.2.2 Non-past tense

The researcher found that the non-past tense was more frequently used in the posters (i.e. 94.94%,150 out of 158) was found in the posters. A sample of the poster which included non-past tense is given below:



The non-past tense was also analysed in terms of two types of time references.

- i) Present reference
- ii) Future reference

The occurrence of these two time references in non-past tense can be presented as in the following table:

Table No.3: Non-past tense in poster

Non-past Tense in Poster	AP	EP	CP	Freq.	Percent
Present Reference	63	20	53	136	95.77
Future Reference	3	1	2	6	4.23
Total	66	21	55	142	100

The above mentioned table shows that the percent of the present reference was 95.77% with the frequency of 63, 20,53 in academic, event, and commercial posters respectively. Similarly, the percentage of the future reference was 4.23% with the distribution of 3,1,2 in academic, event and commercial respectively. Some other examples of the present reference and the future references are as follows:

Present references:

-) A reputed institute in the Kathmandu valley requires following language teachers
-) Few seats are available in
-) So fresh you can hear it.
-) Our New road business centre offers a full range of personal and business financial services and solutions.

Future references:

-) The winner will get 10,000/-cash price and many more.
-) This will enable him/her to recognize the appropriate path he/she should take to build his /her career.
-) Discount will be given on the basis of the average age of the group members.

3.3 Aspect in posters

The English language has four types of aspects which are as follows:

-) Simple
-) Progressive
-) Perfective
-) Perfect progressive

The researcher found only 3 types of aspects i.e. simple, progressive and perfective aspects in posters. The frequency distribution of the aspect in the posters is mentioned in the following table:

Table No.4 : Aspects in poster

Aspect	AP	EP	CP	Freq.	Percent
Simple	73	26	50	149	94.30
progressive	2	1	2	5	3.16
Perfective	2	1	1	4	2.54
Total	77	28	53	158	100

The above mentioned table and diagram shows that the percentage of the simple aspect in posters was 94.30% with the frequency of 73, 26, 50 in academic, event and commercial posters respectively. The percentage of the progressive aspect was 3.16% with the frequency of two in academic posters, one in event posters and two in commercial posters. The perfective aspect was least found i.e.2.54%. The perfect progressive aspect couldn't be found in posters.

3.3.1 Simple aspect

The above mentioned table shows that the simple aspect was frequently used in posters i.e. 92.40%.The researcher found the simple aspect in both past and non-past type of tenses.

The following table shows the frequency of the past and non-past tenses of the simple aspect.

Table No.5: Simple aspect in poster

Simple Aspect	AP	EP	CP	Freq.	Percent
Past Simple	3	2	3	8	5.19
Non-past simple	67	20	59	146	94.80
Total	70	22	62	154	100

The study shows that the non-past simple aspect was found to be used more frequently (i.e.94.80%) than that of the past simple aspect (i.e.5.19%)

Some examples of the past and non-past simple aspects are as follows:

a) Past simple aspect

-) Narayan Nursing college INC approved and affiliated Dr. N.T.R University
-) Apnet institute shifted to Jyatha.
-) We had ventilated and fully furnished hostels.

b) Non-past simple aspect

-) A reputed institute in the Kathmandu valley requires following language teachers.
-) All classes are conducted by certified professional and professor.
-) We also provide courses on Japanese, Chinese, Korean, French and Spanish etc.

3.3.2 Progressive aspect

The progressive aspect was also categorized past progressive and non-past progressive. The study showed that only non-past progressive aspect was found

in the posters were found. The sample of the poster given below shows the use of the non-past progressive aspect.



Some other examples of the non-past progressive are as follows:

-) Chinese language is starting soon.
-) What are you looking for?
-) Tuition classes for all levels and all subjects are being run by experience lecturers.

3.3.3 Perfective aspect

It was found that only 2.54% (i.e.4 out of 158) of the sentences was in the perfective aspect It occupied the third position on the basis of its occurrence.

Only non-past perfective aspect was found in the concerned posters. Sample of the poster given below shows the perfective aspect.



Some of the examples of the perfective aspect are as follows:

-) SSI Nepal has launched the new scheme for the student i.e. crash courses, certified courses.
-) New road has proudly represented Nepal's trade & commerce for several decades
-) The party season has begun and this is just the beginning.

3.4 Voice in posters

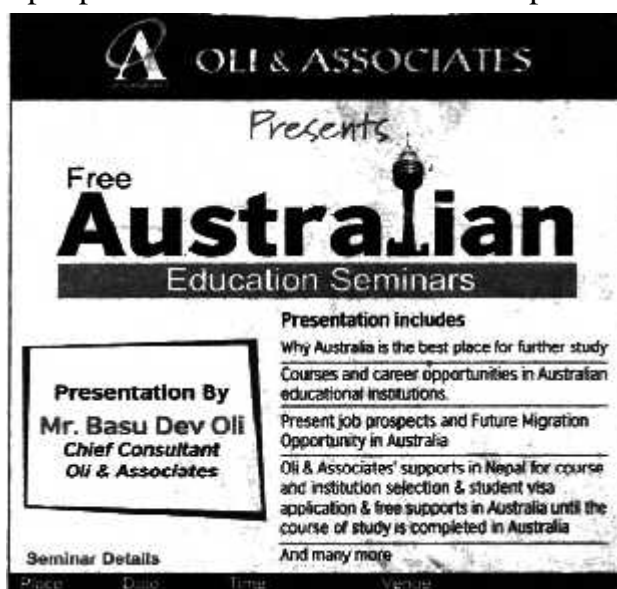
The data related to voice were analysed into two categorizes. The following table shows the frequency of active and passive voices in the posters:

Table No.6: voice in poster

Voice	AP	EP	CP	Freq.	Percent
Active	59	27	56	142	89.87
Passive	8	3	5	16	10.13
Total	67	30	61	158	100.00

The study shows that active voice occupied 89.87% with the frequency of 59 in academic posters 27 in event posters and 56 in commercial posters. The data show that 10.13% of sentences were in the passive voice with the frequency of 8, 3, 5 in academic, event and commercial posters respectively.

The following sample poster shows active voice in the poster:



Some of the examples of the active voice are as follows:

-) A reputed institute in the Kathmandu in the valley requires following language teachers.
-) Our doctor make history
-) We offer our access plus account.
-) Media horizon presents the idols concert.

Similarly, the following poster shows the use of passive voice in the posters:



Some of the examples of the passive voice are as follows:

-) Tuition classes for all levels and all subjects are being run by experienced lecturers and teachers
-) All classes are conducted by certified professional and professor.
-) Extra curricular activities are organized by student council
-) Tuition will be given on the basis of the average age of the group members.
-) Dinners are requested to bring I.D cards or proof of age.

CHAPTER FOUR

FINDINGS AND RECOMMENDATIONS

4.1 Findings

On the basis of the analysis and interpretation of the data, the findings of the study can be summarized as follows:

- i. Simple sentences were found the most frequently (i.e.59.83%) used in the posters and compound sentences were found the least frequently used (i.e. 2.51%).
- ii. The posters in English were found almost in non-past tense in which present reference was mostly found i.e. 95.77% and future reference was 4.23%.
- iii. The frequency of the simple aspect in posters is maximum (94.30%) in number than progressive and perfective.
- iv. The non-past simple aspect was found to be used more frequently (i.e.94.80%) than that of the past simple aspect (i.e.5.19%).
- v. There was no use of the perfect progressive aspect.
- vi. The past progressive aspect was not used in any of the posters.
- vii. Active voice was mostly used in posters (i.e.89.87%) and passive form was used only 10.13%.

4.2 Recommendations

On the basis of the findings, some recommendations have been drawn and some pedagogical implications have been mentioned below:

- i. Some posters have verbless sentences, due to which the readers are not able to get the whole information explained. Thus due attention should be provided to meaning of the sentences.

- ii. Simple sentences are dominantly found than other type of sentences. Therefore , teaching emphasis should be given more to teaching simple sentences.
- iii. The curriculum designers should include some samples of the posters in the textbooks to acquaint the students with the language of posters. This facilitates them not only to familiar with the posters but also to understand the message conveyed by it which is necessary in their practical life.
- iv. Educational institute should collect posters based on newspapers, magazines and use them as educational materials.

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Appendix I

Sentence types in Posters

Simple Sentences

1. The party season has begun and this is just the beginning
2. The painting exhibition approaches
3. There is no change in Canadian immigration rules
4. New year 2008 offers
5. Classes start from 30th September.
6. We have the solution for all your problems
7. You join now and speak English fluently.
8. "On the spot offer" shall be made t qualifying students
9. Our ultimate goal is your financial success.
10. We offer best sources, teaching faculty and modern laboratory to make yourself.
11. The technology has finally arrived in Nepal.
12. It keeps your home warm and cosy in winter.
13. GEHSS +2 college announces admission open for grade XI.
14. PEI (Pvt.) Ltd. Proudly announces tuition classes for I.com/BBS/MBS
15. College has own transportation facilities.
16. Well equipped science and computer labs with the state of the art facilities.
17. Apnet Institute shifted to Jyatha.
18. Chinese language is starting soon.
19. What are you looking for in SBS 2064?
20. Ro-Punte mango based drink.
21. Parikrama Students family and students council present mock exam for BPKIHS entrance.
22. A rejnted institute in the Kathmandu valley requires following language teachers.

23. Tuition classes for all levels and all subjects are being run by experienced lectures and teachers.
24. Hey SLC appeared Gals and Guys!
25. From nursery to class X at camellia higher secondary school with effective management in higher secondary level in management stream.
26. We produce Doctors
27. Our doctors make history
28. Internship can be done on one's own choice either in Nepal, India or China.
29. AAA class hospital named – MMU affiliated Hongoi hospital with above 700 beds located university premises.
30. Nepalese and Indian Canteen with good varieties of foods are available.
31. Only few seats are available
32. for 1st come 1st serve basis
33. All classes are conducted by certified professional and professor.
34. Course complete Rs.1000.00 only class XI and XII.
35. Admission open for new session 2064 from class nursery to nine
36. A key of success in media world
37. Special offer for boarders students
38. Few seats are available in
39. B.Sc. at Nanayan Nursing College INC approved and affiliated Dr. NTR universality.
40. Fully equipped tabs and library with 3000 books and 30 Journal's.
41. Students will have direct patient care.
42. Well ventilated and fully furnished hostels
43. KMA offers a special tuition classes of BBS 1st and 2nd year.
44. CRT offer
45. Special offer for 2 months
46. This will enable him/her to recognize the appropriate path he/she should take to build his/her career.

47. SSI Nepal provides you various courses regarding the concepts of designing programming, multimedia, accounting.
48. This institute gives the quality education with the reasonable fee structure.
49. SSI Nepal has launched the new scheme for the students i.e. crash courses and certified courses.
50. SSI Nepal is the best institute for all types of computer education.
51. The program is specially designed for SLC students for better exposure to the software environment.
52. The program also beneficial for the aspiring software professional to get into a system oriented application development.
53. We also provide courses on Japanese, Chinese, Korean, French, spanish, Italian, Hebrew languages etc.
54. Golden opportunity for SLC. appeared students.
55. Also admission open for private test SLC/PCL.
56. Interested educational consultants can also contact.
57. Hotel viewpoint presents Friday night out with Rabin and new revolution.
58. Rejoice the magnificent environment of Nagarkot with Live Band Package includes welcome drink dinner accommodation break

Complex Sentences

1. Wanna you think of your bright future after SLC if yes, rush and attend the highly effective educational counseling and bridge course classes by the expertise and experienced profession all so grab the golden opportunity.
2. Career path package is a special career oriented package that includes various major courses of computer field.
3. Career path ensures that a student learns the specialty of different computer courses.

4. At standard charted, we believe that little savings should not stop you from enjoying high performance banking.
5. These scholarships are for students who have passed +2 or intermediate examinations with 60% or more marks
6. If you believe that you have the beauty.
7. Rose water mixed with your face pack makes your skin as soft as a rose's!
8. So fresh you can hear it.
9. Mix gulabari with water when you wash for that naturally fresh feeling.

Compound Sentences

1. Attached with Narayan Super Speciality and Narayan Medical college hospital which are providing patient care with all modern equipments and techniques where the Nursing students will have direct patient care.
2. For six years in a row, we have been named "Best Airline China" and we're pleased to bring our quality service to Nepal.
3. We offer visa free transit in Hong Kong and Smooth connections to the rest of the world on Cathay Pacific.
4. Mix the honey, gelatin cheese and eggs and cook on low heat
5. New road has proudly represented Nepal's trade and commerce for several decades and we are proud to become a part of this honored community
6. No worry! We have the solution for all your problems join now and speak English confidently.

Verb Less Sentences

1. Morning Day and evening shift available.
2. Key features of KIC.
3. Roof Top Cafeteria at reasonable cost.
4. First aid facilities
5. Eligibility minimum 50% in I.Sc.

6. Affordable fee Structure.
7. Humanistic approach of Teaching.
8. Scholarship Scheme for deserving Pharmaceutical industry.
9. First time in Nepal.
10. M.Sc. microbiology entrance preparation class
11. Everyday Assessment test
12. Wide coverage of subject areas
13. bridge course for SLC students
14. Preparation class
15. Natural Taste cool and fresh
16. Chitwan mahatsov maha dhamaka
17. Staff Nurse entrance preparation classes only for nursing colleges
18. Silent features
19. Daily class for 4:30 Hrs.
20. Essential books handsant and relevant materials free of cost
21. 20 sets of model questions free of cost
22. scholarship up to 100%
23. Library facilities
24. Classroom in peaceful Environment
25. Your gateway to success
26. Attractive cash prizes for top 3 students.
27. English language at Thamel
28. Well come to WHEN Nepal
29. Special tuition and coaching for school and campus levels on physics, chemistry, math's etc.
30. Free entrance capsule materials
31. Opposite to Machhindra Mini Market.
32. Tuition fees \$2000 per year only
33. 4.5 years course plus one year compulsory internship
34. Full western medicine university and government medical university
35. Special basic to advance course

36. Up to 30% gas saver
37. Magnetic power gas saver
38. Special discount
39. Special language class
40. Preparation class
41. Special coaching for special students
42. 100% 1st division in SLC
43. Training centre
44. Opposite of Miteri hospital
45. visa preparation
46. Dreams into reality
47. Nursing entrance preparation classes
48. Opening soon
49. Computer program for SLC students
50. After SLC
51. Audio /Visual and library facilities
52. Last date for enrollment - 25 Nov 2006
53. Special tuition and coaching for all school and campus level on physics, chemistry, maths, bio, english etc.
54. Valley gospel and musical Christmas festival 2006
55. Working towards excellence
56. Happy family Hungama
57. original since 1987
58. Morning, day and evening shift available
59. Now, online education in Nepal
60. Free form dandruff

Imperative Sentences

1. Join B.Sc. Microbiology at Kantipur college of medical sciences
2. Grab the opportunity
3. Award for pre-entrance test topper

4. Provide entrance preparation materials
5. Remember us for tuition +2, P.C.L., B.B.S. and M.B.S.
6. Study in USA, UK, Australia, Singapore
7. Join with us for scholarship perfect counseling I-20 guarantee excellent documentation for visa
8. Contact us
9. Start on 15th April
10. Contact soon
11. Study MBBS and MD/MS
12. Complete English medium teaching curriculum
13. Enjoy facilities from highly reputed medical universities of India, Nepal
14. Select nursing as career
15. Join 6 months Diploma in air-condition and refrigeration technician
16. Study abroad counseling as Japan
17. Rejoice the magnificent environment of Nagarkot with live Band package includes welcome drink dinner accommodation breakfast.
18. Add flavour to life
19. Mix Gulabar, with your face pack to make your complexion beautiful naturally
20. Receive your mobile in style with unique
21. Study MBBS in Philippines

Appendix II

Tense in Posters

Past Tense

1. Fresh male and female model wanted fashion show.
2. Apnet institute shifted to Jyatha
3. WHO recognized and affiliated with CMC and CSC.
4. The greatest gift I ever had come from God, I call him dad.
5. We had ventilated and fully furnished hostels.
6. Special offered for boarders students.
7. Special offered for boarders students.
8. AAA class hospital named – MMU affiliated Hongoi hospital with above 700 beds located university premises.

Non-Past

Present Reference

1. The party season has begun and this is just the beginning
2. The painting exhibition approaches
3. There is no change in Canadian immigration rules
4. New year 2008 offers
5. Classes start from 30th September.
6. We have the solution for all your problems
7. You join now and speak English fluently.
8. "On the spot offer" shall be made t qualifying students
9. Our ultimate goal is your financial success.
10. We offer best sources, teaching faculty and modern laboratory to make yourself.
11. Career path package is a special career oriented package that includes various major courses of computer field.

12. Career path ensures that a student learns the specialty of different computer courses.
13. At standard charted, we believe that little savings should not stop you from enjoying high performance banking.
14. These scholarships are for students who have passed +2 or intermediate examinations with 60% or more marks
15. If you believe that you have the beauty.
16. So fresh you can hear it.
17. Mix gulabari with water when you wash for that naturally fresh feeling.
18. For six years in a row, we have been named "Best Airline China" and we're pleased to bring our quality service to Nepal.
19. We offer visa free transit in Hong Kong and Smooth connections to the rest of the world on Cathay Pacific.
20. Mix the honey, gelatin cheese and eggs and cook on low heat.
21. No worry! We have the solution for all your problems join now and speak English confidently.
22. The technology has finally arrived in Nepal.
23. It keeps your home warm and cosy in winter.
24. GEHSS +2 college announces admission open for grade XI.
25. PEI (Pvt.) Ltd. Proudly announces tuition classes for I.com/BBS/MBS
26. College has own transportation facilities.
27. Chinese language is starting soon.
28. What are you looking for in SBS 2064?
29. Parikrama Students family and students council present mock exam for BPKIHS entrance.
30. A rejnted institute in the Kathmandu valley requires following language teachers.
31. Tuition classes for all levels and all subjects are being run by experienced lectures and teachers.
32. From nursery to class X at camellia higher secondary school with effective management in higher secondary level in management stream.

33. We produce Doctors
34. Our doctors make history
35. Internship can be done on one's own choice either in Nepal, India .
36. Nepalese and Indian Canteen with good varieties of foods are available.
37. Only few seats are available
38. for 1st come 1st serve basis.
39. Course complete Rs.1000.00 only class XI and XII.
40. Admission open for new session 2064 from class nursery to nine
41. A key of success in media world
42. Special offer for boarders students
43. Few seats are available in.
44. Students will have direct patient care
45. KMA offers a special tuition classes of BBS 1st and 2nd year
46. Special offer for 2 months
47. This will enable him/her to recognize the appropriate path he/she should take to build his/her career.
48. SSI Nepal provides you various courses regarding the concepts of designing programming, multimedia, accounting.
49. This institute gives the quality education with the reasonable fee structure.
50. SSI Nepal has launched the new scheme for the students i.e. crash courses and certified courses.
51. SSI Nepal is the best institute for all types of computer education.
52. The program is specially designed for SLC students for better exposure to the software environment.
53. The program also beneficial for the aspiring software professional to get into a system oriented application development.
54. We also provide courses on Japanese, Chinese, Korean, French, spanish, Italian, Hebrew languages etc.
55. Also admission open for private test SLC/PCL.
56. Interested educational consultants can also contact.

57. Hotel view point presents Friday night out with Rabin and new revolution.
58. Rejoice the magnificent environment of Nagarkot with Live Band Package includes welcome drink dinner accommodation break

Future Reference

1. Discount will be given on the basis of the average age of the group members
2. This will enable him/her to recognize the appropriate path he/she should take to build his/her career.
3. The winner will get 10,000/- cash price and many more.
4. This nursing students will have direct patient care.
5. Students will select through interview and activities of the child.

Appendix III

Aspects in Posters

Simple Aspects

1. Parikrama Students family and students council present mock exam for BPKIHS entrance.
2. A rejnted institute in the Kathmandu valley requires following language teachers.
3. Hey SLC appeared Gals and Guys!
4. From nursery to class X at camellia higher secondary school with effective management in higher secondary level in management stream.
5. We produce Doctors
6. Our doctors make history
7. Internship can be done on one's own choice either in Nepal, India or China.
8. WHO recognized and affiliated with CMC and CSC.
9. AAA class hospital named – MMU affiliated Hongoi hospital with above 700 beds located university premises.
10. Nepalese and Indian Canteen with good varieties of foods are available.
11. Only few seats are available
12. For 1st come 1st serve basis
13. All classes are conducted by certified professional and professor.
14. Course complete Rs.1000.00 only class XI and XII.
15. Admission open for new session 2064 from class nursery to nine
16. A key of success in media world
17. Special offer for boarders students
18. Few seats are available in
19. B.Sc. at Nanayan Nursing college INC approved and affiliated Dr. NTR universality.
20. Fully equipped tabs and library with 3000 books and 30 Journal's.

21. Students will have direct patient care.
22. Well ventilated and fully furnished hostels
23. KMA offers a special tuition classes of BBS 1st and 2nd year.
24. CRT offer
25. Trained more than 3000 students since 2003.
26. Special offer for 2 months
27. This will enable him/her to recognize the appropriate path he/she should take to build his/her career.
28. SSI Nepal provides you various courses regarding the concepts of designing programming, multimedia, accounting.
29. This institute gives the quality education with the reasonable fee structure.
30. SSI Nepal is the best institute for all types of computer education.
31. The program is specially designed for SLC students for better exposure to the software environment.
32. The program also beneficial for the aspiring software professional to get into a system oriented application development.
33. We also provide courses on Japanese, Chinese, Korean, French, spanish, Italian, Hebrew languages etc.
34. Golden opportunity for SLC. appeared students.
35. Also admission open for private test SLC/PCL.
36. Interested educational consultants can also contact.
37. Hotel view point presents Friday night out with Rabin and new revoluti

Progressive

1. We are presenting all the young people students, fresh graduates and young professionals.
2. Chinese language is starting soon
3. What are you looking for ?
4. Tuition classes for all levels and all subjects are being run by experience lecturers.

5. The first 100 students registering for the course starting on 1st February can take practice marked in Cambridge.

Perfective

1. These scholarships are for students who have passed +2 or intermediate examinations with 60% or more marks.
2. The party season has begun and this is just the beginning
3. SSI Nepal has launched the new scheme for the student i.e. crash courses, certified courses.
4. New road has proudly represented Nepal's trade & commerce for several decades.

Appendix IV

Voice in Posters

Active Voice

1. The technology has finally arrived in Nepal.
2. It keeps your home warm and cosy in winter.
3. GEHSS +2 College announces admission open for grade XI.
4. PEI (Pvt.) Ltd. Proudly announces tuition classes for I.com/BBS/MBS
5. College has own transportation facilities.
6. Well-equipped science and computer labs with the state of the art facilities.
7. Apnet Institute shifted to Jyatha.
8. The party season has begun and this is just the beginning
9. The painting exhibition approaches
10. There is no change in Canadian immigration rules
11. New year 2008 offers
12. Classes start from 30th September.
13. We have the solution for all your problems
14. You join now and speak English fluently.
15. Our ultimate goal is your financial success.
16. We offer best sources, teaching faculty and modern laboratory to make yourself com.
17. Chinese language is starting soon.
18. What are you looking for in SBS 2064?
19. Ro-Punte mango based drink.
20. Parikrama Students family and students council present mock exam for BPKIHS entrance.
21. A rejnted institute in the Kathmandu valley requires following language teachers.
22. Tuition classes for all levels and all subjects are being run by experienced lectures and teachers.

23. Hey SLC appeared Gals and Guys!
24. From nursery to class X at camellia higher secondary school with effective management in higher secondary level in management stream.
25. We produce Doctors
26. Our doctors make history.
27. WHO recognized and affiliated with CMC and CSC.
28. AAA class hospital named – MMU affiliated Hongoi hospital with above 700 beds located university premises.
29. Nepalese and Indian Canteen with good varieties of foods are available.
30. Only few seats are available
31. for 1st come 1st serve basis.
32. Course complete Rs.1000.00 only class XI and XII.
33. Admission open for new session 2064 from class nursery to nine
34. A key of success in media world
35. Special offer for boarders students
36. Few seats are available in
37. B.Sc. at Nanayan Nursing college INC approved and affiliated Dr. NTR universality.
38. Fully equipped tabs and library with 3000 books and 30 Journal's.
39. Students will have direct patient care.
40. Well ventilated and fully furnished hostels
41. KMA offers a special tuition classes of BBS 1st and 2nd year.
42. CRT offer
43. Trained more than 3000 students since 2003.
44. Special offer for 2 months
45. This will enable him/her to recognize the appropriate path he/she should take to build his/her career.
46. SSI Nepal provides you various courses regarding the concepts of designing programming, multimedia, accounting.
47. This institute gives the quality education with the reasonable fee structure.

48. SSI Nepal has launched the new scheme for the students i.e. crash courses and certified courses.
49. SSI Nepal is the best institute for all types of computer education
50. The program also beneficial for the aspiring software professional to get into a system oriented application development.
51. We also provide courses on Japanese, Chinese, Korean, French, Spanish, Italian, Hebrew languages etc.
52. Golden opportunity for SLC. appeared students.
53. Also admission open for private test SLC/PCL.
54. Interested educational consultants can also contact.
55. Hotel view point presents Friday night out with Rabin and new revolution.
56. Rejoice the magnificent environment of Nagarkot with Live Band Package includes welcome drink dinner accommodation break

Passive Voice

1. Dabbur chyawan prash is enriched with Amala and trusted nutrients.
2. Dinners are requested to bring ID cards or proof of age.
3. Tuition classes for all levels and all subjects are being run by experience lecturers.
4. The program is specially designed for SLC students for better exposure to the software environment.
5. Career path package is a special career oriented package.
6. Located near the ring road having peaceful environment and easy access from public transportation.
7. We do pre-assessment followed by continuous scientific evaluations.
8. We have been named "Best Airline China".
9. Internship can be done on one's own choice either in Nepal, India or China
10. New fair and lovely skin clarity anti marks fairness cream is specially formulated for blemish prone skin.

Appendix V

Some sample of posters:

GEHSS + 2 COLLEGE

STEWARDS
MANAGEMENT
HUMANITIES
EDUCATION

MORNING, DAY & EVENING SHIFT AVAILABLE

Geetanjali English Higher Secondary School (GEHSS)
Sorakhaha, Towerplanning, 4774. Phone: 01-4339040. Fax: 01-441313

Students of BPKIHS
(Parikrama Students' Unity and Students' Council)
Present

Mock Exam for BPKIHS Entrance

Venue: N.A.V.F. Sachdeva PALSOS
Date: 20th July 2008
Time: 8:20 AM
Tickets available at:
Namaste Stationery & Co. and other
Respective Venues.

Attractive Cash Prizes for Top 3 Students

Hey SLC appeared Gals & Guys !
- Wanna you think of
your bright future after S.L.C
IF YES.
Real and attend the highly effective
Educational Counselling
&
Bridge Course Classes
By the Expertise and Experienced Professionals

Entrance Free

So Grab the Golden Opportunities.

Kanya Mandir College
KVH-55 Auditorium Hall
Pokhara, April 2007

शिवर परिवारको ज्यो प्रस्तुति

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30 सिगरेटको पैकेटको रु. 26/- मात्र

रु. 90 मा

2 Rio Punte
Mango Based Energy Drink

WANTED IMMEDIATELY !

A Reputed Institute in the Kathmandu Valley requires following language teachers:-

S.N.	Language	Shift	Level
1.	Japanese	Mon/Day/Even	Basic & Advanced
2.	Chinese	-	"
3.	Korean	-	"
4.	French	-	"
5.	German	-	"
6.	Spanish	-	"
7.	Danish	-	"
8.	Hebrew	-	"

For More Details:
Contact Ph: 4-229149
(10 a.m. to 3 p.m.)
(Opp. NCC Bank)

APnet Institute

Thamel ~~4-42398800~~ Shifted To **Jyatha** 4-258606

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Tuition +2, PCL, BBS & MBS

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 Thamel (Opposite Saraswati Campus)
 Ph.: 4416776

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