

CHAPTER ONE

INTRODUCTION

In the present world, research has become the part of life. Nothing is possible in the absence of it. According to Grinnell (1993, p. 4), "research is careful, systematic, patient study and investigation in some field of knowledge, undertaken to establish fact of principles." In other words, research is a systematic search for particular information on specific topic. Language is human's psychological and social nature. In other words, research in the language helps to develop the understanding or gain the knowledge of various aspects of language. The present study is about the language used in the advertisement.

1.1. Background

Human being is an inquisitive creature. A person is never satisfied with the achievement he has made in his life. As human civilization proceeds, the requirement of subsistences also keeps on changing. The people cannot get satisfied with face to face communication because they want to keep in touch with the world happenings constantly. To fulfil this hunger, the concept of mass communication emerged. Mass communication is the process of delivering message to every corner of the world at the flashing speed. Mass communication is possible through the mass media.

Etymologically, the word 'mass' stands for the larger number of people and 'media' which is the plural form of medium, stands for the means of communication like T.V., Radio, Newspapers, Books to name but a few.

The term 'mass media', therefore, refers to the various means of carrying out information to a large scattered number of people at the same time.

According to Goddard, A. (2002, p.34):

Mass media are tools, instruments of communication that permit us to record and transmit information and experience rapidly to large, scattered, heterogeneous audiences, as much as they extend our ability to talk to each other by helping us to overcome barriers caused by the time and space.

Similarly, Bell (1991, p.58) says, "The mass media have demonstrated over and over in the areas of entertainment, information, education and inspiration that they are instruments potential for men's growth in mind and spirit".

From the above definitions, we can conclude that mass media provides people of diverse communities and geographical settings with the opportunity to keep in touch with the world happenings often at the same time.

Thus, mass media is generally considered as the medium through which some information, news, views, reviews and other matters of public importance are transmitted to the large number of people scattered in the various locations who are heterogeneous in terms of their cultural background, age, sex, education and so on. Mass media include print and electronic media. These media are used to transmit message to the mass. Print media include books, newspaper, magazines, journals and

pamphlets. Similarly, electronic media use broadcast media like radio, TV, cinema film, etc. Electronic media are the product of progress made in the field of science and technology in the recent years. The electronic or broadcast media do not provide the readers with reading and re-reading facility.

The language used in the mass media varies from the language used in other fields. Mass media have also been recognized as a register of the language. The language used in mass media is called journalese which is the register typically only for mass media.

1.1.1 Media and Language

Socio-linguistics and mass communication researchers study media discourse. Today, language of news media is very prominent and pervasive in our society. As a student of mass media, we have to understand how language works, how it affects our perception of others and ourselves, how it is produced and how it is shaped by ourselves.

The language used by mass media can be called a register of language as it differs from the language used in other fields. Moreover, within the media, language of one medium differs from that of others though some similarities may appear. Rivers (1975,p.73) says, "While talking about media language qualifications such as 'relatively' and 'to some degree' are important because not all text have boundaries, which are equally easy to identify or use language, which is equally distinctive".

There are many reasons for studying media language. First of all, mass media use language creatively and the usage become intrinsically interesting to us as language users and receivers. Secondly, the media do

not only use the language but they also generate a lot of it. We see different people and linguistics community upon or deploring the creation and use of media language. So this is interesting point for studying it. Thirdly, we are interested both in the content as well as the way the content is structured because language is a tool as well as the expression of thoughts and ideas. Fourthly, media language offers the linguistic advantage over face-to-face communication. Bell (1991, p.4) summarizes the following reasons behind research:

-) Accessibility of media as a source of data for the same language features they want to study.
-) Interests in some aspects of media language.
-) Taking advantages of how the media communication situation manipulates language in a revealing way.

Media plays a major role in creating a feasible climate for the modern concept of democratic government in a country. The language used by mass media is called register of language. It is different from the language used in the other fields.

1.1.2 Print Media

Mass media are broadly divided into two groups: print media and electronic media. This division may not be very exact. However, this provides an overall impression of what the total picture looks like. Sethia (2008, p.84) writes "Print media has geographic selectivity which is cheaper and faster to produce and replace advertisements on electronic media in present".

Print media are the oldest form of mass communication. With the invention of the printing press, handwritten texts proliferated and people became widely educated. This old system also preserved the treasure of knowledge. According to Durant and Lambrou (2010, p.86), "Print media describe advertising in a printed medium such as newspaper, magazine, or trade journals".

Print media include books and manuals, newspapers, magazines and periodicals, brochure and prospectus; pamphlets, posters, banners, signboards, traffic signs and signals, charts, graphs and diagram. We can also call them representational media. Advertisements in a newspaper (i.e. printed media) can be classified in two different types. They are classified advertisement and display advertisement.

1.1.3 Newspapers

Newspapers are publication issued periodically, usually, daily or weekly on folded sheets. Hart (1995) defines newspaper as "a light weight and disposable publication usually printed in low-cost paper called news print containing news stories in a variety of topics" (p. 29). Similarly, Jeth Waney and Jain (2010) write it "as newspapers are private profit-making business with a special role; delivering information to citizens to allow the robust discussions of public affairs necessary in a democracy."

Newspapers play vital role in modern life. Chuvawalla and Sethia (2008, p.109) say, "Newspapers primarily include news which is the report of an event, not the event itself ". So, there are bundles of news in a single newspaper.

According to Rivers (1975, p.73); basically, newspapers consist of news article, editorial writing, cartoon and letters to editors .

1.1.3.1 Current List of National Daily Newspapers in Nepal

There are some of the main newspapers which are published as national dailies from Kathmandu at private sectors. They are published in Nepali and English medium. Some of them are given below:

- 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)

(Retrieved from ww.nepalnewspaper.com on dated 23rd Nov. 2013)

'The Kathmandu Post' and 'The Himalayan Times' are published at private level as national dailies from Kathmandu in the English medium. They reach a large mass of people in Nepal. Both started to be published after the restoration of democracy in Nepal. They play vital role in advertisements.

1.2 Statement of the Problem

Mass media have brought revolutionary changes in the world. They have narrowed down the world immensely. They play a major role in creating a feasible climate for the modern concept of democratic governance in a

country. Media can be in the form of printed material or in the electronic version. Most of the portions of the printed media cover the advertisements to earn money. Advertisement has been the powerful means of turning out money in an honest way in the field of mass media. It is a paid form of mass media which is commonly designed to influence the behaviour of consumers. Advertising can introduce a new product and disseminate information about a brand which is aimed at a large number of people at the same time. It is an excellent example of communication strategy. So, the design strategy of advertisement is found to be full of different literary devices that make the text of advertisement alluring and eye-catching. Sometimes the advertisements are deliberately propagandized to influence people's opinions to win their heart and mind so that they buy the products. Since the analysis of language used in the advertisement plays a vital role to make people immune to advertising charms, the analysis of the language used in it appears to be essential. The language of advertisement is the ornament of advertisement which sometimes provides subtle deceptions to sway people's opinion. In this context, the research was conducted to find out the structure and aspects of the language used in the advertisements.

1.3 Rational of the Study

Advertisement has been the buzz word in the field of mass media. It has been the persuasive tool to deliberately stimulate the consumers towards the product. It uses manipulative language to introduce the product. Therefore, the language used in it is worth exploring. There are many research works that have been carried out to study the language used in different forms of print media. However, there has been little exploration

of aspects and structure of language used in the advertisements. So, it seems that the study of the language used in advertisement is important.

1.4 Objectives of the Study

The objectives of this study were as follows:

- i) To find out rhetoric used in the advertisement.
- ii) To suggest some pedagogical implications.

1.5 Research Questions

The research questions for this study were:

- (i) What sorts of language is used in the advertisement ?
- (ii) Are the literary devices major tools to make the language more persuasive ?
- (iii) Why is propaganda used in the advertisement ?
- (iv) What can be the implication of the study ?

1.6 Significance of the Study

As the public face hundred of advertisements everyday, the impact of advertising on people is quiet significant. The study of language used in advertisements provides knowledge about the design criteria of advertisement. Therefore, this study may interest the students/teachers in studying/teaching mass media and thus can be pedagogically significant. People directly or indirectly involved in the field of advertisement can be benefited from this study. Moreover, this study may provide other

researchers with some insights into this area. Language teachers and students can learn about propaganda technique and rhetoric of language used in advertisements. So, it is helpful for their teaching and learning activities. These propaganda techniques and rhetorics can also be used in developing good writing skill.

1.7 Delimitations of the Study

The study had the following delimitations:

- a. The study was limited to the small portion of mass communication i.e. advertisement.
- b. This study was limited to 100 advertisements collected from The Rising Nepal, The Kathmandu Post and The Himalayan Times.
- c. The study was only limited to printed advertisements.

1.8 Operational Definitions of Key Terms

The definition of the terms has been presented below:

Propaganda : Propaganda is a systematic effort to influence people's opinions, to win them over to a certain view or side.

Advertising : The activity and industry of advertising things to people on television or newspapers.

Agency : A business or an organization that provides a particular service especially on behalf of other business or organizations.

Newspaper : A set of large printed sheets of paper containing news, articles, advertisements, etc. and published every day or every week.

Hyperbole: Hyperbole is a way of speaking or writing that makes something sound better and more exciting than it really is.

CHAPTER TWO

REVIEW OF RELATED LITERATURE AND CONCEPTURAL FRAMEWORK

2.1 Review of Related Theoretical Literature

The theoretical perspective of any topic provides an insight into the theories. Advertisement has its roots in a number of theories that have been developed from different perspectives. It does not have an unitary theoretical framework. Advertisement has developed its theory from diverse areas of study. So, the review of the related theoretical literature is also diverse.

2.1.1 Advertisement

The word advertising originated from a Latin word 'advertire', which means 'to turn to'. Advertising may be defined as the process of buying sponsor- identified media space or time in order to promote a product or an idea. Barton (1958, p.442) defines advertising as "the process of informing people about any product or things". It is perhaps the most visible of all the elements in the promotion mix, and is, therefore subject to most criticism from consumer groups. Similarly, Rajput and Vasaisht (2008, p. 9) define advertising as "a process not only for the purpose of public information; it is mainly for the business purpose and it is a paid form". Publicity is not paid for by the sponsor. Advertising is a paid form of publicity. Thus, any sponsored communication designed to influence buyer's behavior is advertising.

2.1.1.1 Types of Advertisements

Chuvawalla and Sethia (2008, p. 84) say that advertisement can be best classified on the basis of the media available to marketers and classify advertising as follows:

- a. Broadcast media advertising
- b. Print media advertising
 - i. Classified advertising
 - ii. Display advertising
- c. Outdoor and Transit media advertising
 - i. Outdoor advertising
 - ii. Transport advertising
- d. Speciality advertising
- e. Direct mail advertising

According to Rajput and Vasaisht (2008, p.14), advertising is classified as "geographical speed; national, local, global and target group; consumer advertising, industrial advertising, trade advertising, professional advertising". Similarly, Hart (1995, p. 7) classifies advertising as "business- to- business advertising, service advertising, recruitment advertising, direct advertising and institutional advertising".

Advertisement is one of the important means of informing people about any product or service in order to make them well familiarized with it and use it if they need. We can classify advertisement in varieties of ways on the basis of different criteria. Melrin (1999, p.152) classifies advertisement into two broad categories on the basis of purpose. They are product advertising and institutional advertising:

2.1.1.2 Product Advertising

The purpose of product advertising is to sell goods or to make the buyer favorably disposed toward the product. Chuvawalla and Sethia (2008,p.85) say, "Product advertising can introduce new product, maintain market position or improve it". Such advertisements are directly addressed to consumers. This advertising falls into broad classes of consumers goods and services. Consumer's goods advertising breaks down into that which is directed to consumers and the trade.

b. Institutional Advertising

Institutional advertising, also known as corporate or prestige advertising is intended to sell the ideas or form it. Its purpose is to make friends for the company or organization to create goodwill. Rathor (2008, p.27) says, "Intuitional Advertising has three more categories like informative advertising, persuasive advertising and reminder advertising". Here, the purpose is not to highlight the merits of the special product, but to build up the positive images of the intuition. Such advertisements are designed to indirectly set up profits by increasing the prestige of an institution through means other than selling the merits of its product. It helps to develop intuitional reputation. These advertisements sometimes are used for propaganda purposes and persuasion as well.

2.1.1.2 Purpose of Advertising

Advertising is a form of promotion and, like promotion; the objectives of advertising are exposure, attention, comprehension, attitude change, and behavior or action. Advertising performs an informative and educative task that make it extremely important in the functioning of the modern

society. Rajput and Vasaisht (2008, p.72) consider objective of advertising to be "Promotion of new things, creation of demand, intensity usage, sustain preference, remainder, change habits, generate sales leads, and increase awareness". Similarly, Jethwaney and Jain (2010, p.3) say "Advertising is a tool of marketing that disseminates information about a brand which aimed at a large number of people at the same time". Advertising is an excellent example of the close relationship that exists between marketing communication and personal strategy. Advertising objectives serve as guidelines for the planning and implementation of the entire advertising programme. According to Roger (1958, p. 102), the objectives of advertising can be listed as below:

-) To promote the sale of product or services.
-) To put the seller and buyer together
-) To stimulate demands.
-) To persuade the customer to buy the product.
-) To inform about the new product or service.
-) To provide service to the people.
-) To obtain immediate buying action.

2.1.2 Discourse Analysis

Discourse analysis primarily studies the organization of utterances with in the larger chunks of language beyond the sentence level. It examines how elements of language are linked across the utterances of discourse. Such link can be established through cohesive devices like references, parallelism, substitution and conjunctions. Coulthard (1977, p.14) states, "Discourse analysis studies how large chunks of language beyond the

sentence level are organized, how the social interaction imposes a framework on discourse."

Disclosure analysis gives emphasis on the structure (i.e. framework) of discourse. It is concerned with how a text or discourse is logically and structurally unified, and becomes meaningful. Discourse analysis deals with the structural pattern of the conversation, including how one speaker's utterance influences the responses of another speaker. It looks for logical and contextual links between the utterances in conversation. Yule (1993, p.124) introduces the notion of discourse analysis, including overall features and tenets. Yule (1993, p.124) writes:

When we carry an investigation and ask how it is that we, as language users make sense of what we read in texts, understand what speaker's means despite what they say, recognize connected as opposed to the jumbled or incoherent discourse, and successfully take part in that complex activity called conversation, we are undertaking what is known as discourse analysis.

This extract means that discourse analysis studies language at the sentence level, linking with contextual influences. The applications of discourse analysis have been explored in a number of fields. It has also been applied to study mass media at full length. This explicitly studies the quality of coherence.

2.1.3 Propaganda Techniques in Today's Advertising

Propaganda is a systematic effort to influence people's opinions, to win them over to a certain view or a side. Gardner (2009, p.60) states, "Propaganda is not necessarily concerned with what is true or false, propagandists will use outright lies or more subtle deceptions to sway people's opinions. In a propaganda war, any tactic is considered fair".

Although propaganda may seem relevant only in the political arena, the concept can be applied fruitfully the way products and ideas are sold in advertising. Indeed, the vast, majority of us are targets in advertisers' propaganda war. Every day, we are bombarded with slogans, print ads, commercials, packaging claims, billboards, trade marks, logos, and designer brands-all forms of propaganda. There are seven basic types of propaganda techniques given in Gardner (2009 p.161-165) they are name calling, glittering generalities, transfer, testimonial, plain folks, card tracking and bandwagon.

a) Name Calling

Name calling is a propaganda tactic in which negatively charged names are hurled against the opposing side or competitor. By using such names, propagandists try to arouse feelings of mistrust, fear and hate in their audience. Gardener (2009, p. 61) says:

A political advertisement may label opposing candidates a 'loser', 'fence-sitter', or 'warmonger'. Depending on the advertisers target market, labels such as 'a friend of big business' or 'dues- paying

member of the party in power' can be epithets that damage an opponent.

Advertisement for products may also use name calling propaganda techniques which is very effective technique.

b) Glittering Generalities

Using glittering generalities is the opposite of name calling. In this case, advertisers surround their products with attractive and slippery-word and phrases. Gardner (2009, p.61) says, "In glittering generalities techniques advertisers use vague terms that are difficult to define and that may have different meanings to different people: freedom, democratic, all-American, progressive, Christian, justice". Advertisements for consumer goods are also sprinkled with glittering generalities.

c) Transfer

In transfer, advertisers try to improve the image of a product by associating it with a symbol most people respect, like the American flag or Uncle Sam,. the advertiser's hope that the prestige attached to the symbol will carry over to the product. Hart (1995, p.62) says, "Many companies use transfer devices to identify their products: Lincoln insurance shows a profile of the president".

d) Testimonial

The testimonial is one of advertisers' most-loved and most-used propaganda techniques'. Similar to the transfer device, the testimonial capitalizes on the admiration people have for a celebrity, to make the

product shine more brightly- even though the celebrity is not an expert on the product being sold.

e) Plain Folk

The plain folk approach says, in fact, "Buy me or vote for me I'm just like you". Regular folks will surely like Bob Evans down on the farm country sausage or good old fashioned country time lemande some ads emphasize the idea that "we are all in the same boat". Political advertisements make almost as much use of the "plain folks" appeal as they do of transfer devices. Candidates' wear hats, farmers cap, and assembly-line conerals. They jog around the block and carry their own language through the airport. The idea is to convince voters that the candidates are average people, not the elite-non wealthy lawyers or executives but common citizens.

f) Card Stacking

When people say that "the cards were stacked against me", they mean that they were never given a fair chance. Applied to propaganda card stacking means that one side may suppress or distort evidence, tell half-truth, oversimplify the facts, or set up a "straw man"- a false target- to divert attention from the issue at hand. Advertisers often stack the cards in favor of the products they are pushing. They may, for instance, use what are called "weasel words". These are small words that usually slip right past us, but that make the difference between reality and illusion.

g) Bandwagon

In the bandwagon technique, advertiser's pressure, "everyone's doing it". Why don't you? This kind of propaganda often succeeds because many people have a deep desire not to be different. Political ads tell us to vote for the "winning candidates". Advertisers know we need to feel comfortable doing what others do; we want to be able on the winning team.

In the market place, the bandwagon approach lures buyers.

Advertisements tell us that "nobody doesn't like Sara lee"(the message is that you must be weird if you don't). They tell us that "most people prefer brand x two or one over other leading brands". (To be like majority, we should buy brand x).

2.1.4 Rhetoric in Media

Generally, the art of persuasive discourse is called rhetoric. Durant and Lambrou (2010) say:

The term 'rhetoric' comes from Greek 'rhetoric', which means 'art of speech'. This term is traditionally used to describe analysis of and training in how to persuade the audience. It is not persuasive speech, but persuasive public speech. Rhetoric as the art of persuasive public speech takes in different context such as in assemblies of people in a common public place, in courtrooms, at political meetings, in street market, on television, on online etc.

The property of rhetoric can be found in both spoken and written communication, included broadcast and recorded forms (p.28).

Now-a-days, media rhetoric is adequately used in advertising. There are two influential themes in the history of rhetoric. Each theme originates in classical Greek times. These two themes are constructive. They are:

- a) According to Aristotle and his followers, rhetoric is viewed as an important and necessary aspect of all human communication not only in government.
- b) According to Plato, rhetoric is viewed as man's manipulative language where ever it occurs. It is not a good way of getting at truth.

According to Aristotle, as mentioned by Durant and Lambrou (2010, p.29), there are three ways that an audience can be persuaded by the use of rhetoric in the media discourse. They are ethos, pathos and logos.

2.1.5 Devices in Persuasive Discourse

According to Durant and Lambrou (2010, p.29), "Rhetorical techniques are found at a number of different levels of discourse". Traditionally, skilled orators drew on a rhetorical tool kit in persuading their audience. The devices they used can be categorized into three main areas like lexical choices, tropes or figurative language: metaphor, simile and sound patterning: alliteration, assonance.

Thus, my research analyzed the structure and nature of language used in the advertisement. The analysis of discourse of the advertising text provides the sound grounding on how the language is organized.

2.2 Review of Related Empirical Literature

Many studies have been carried out in the field of the language used in advertisement in different newspapers. Here, an attempt has been made to overview some of the related studies conducted in the past briefly.

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 because no one had done before it. The main objective of her study was to analyze the use of tense and aspects in the newspaper. She analyzed the use of tense and aspect in Nepali English newspapers descriptively. Secondary source was the main source of her study. She purposively selected eighty newspapers. Observation was the main tool for data collection. The study concluded that in general non-past tense and perfective aspect were more frequently used in Nepali newspapers.

Shrestha (2000) carried out research on "Analysis of Newspapers Headlines". This study attempted to analyze newspapers headlines from the point of view of the structure, tense and aspect. He came up with the newspaper headlines which differed from general pattern of writing. He used secondary sources for his study. The judgmental sampling procedure was used to select hundred newspapers. Observation was the main tool for data collection. His study concluded that the tense of the news headlines was found in present simple and in terms of voice, it was found that the passive voice was maximally used.

Pokheral (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 in print and broadcast media. He compared two types of media in terms of sentence type, narration, voice, tense aspect, sentence length, contracted form and s-v proximately. He used only secondary sources for his study. He randomly selected print and broadcast media. Observation was the main tool for data collection. He found that the language is more complex in broadcast than in print media. The observation tool was the main tool for this study analyzed only front page of each newspaper but not other pages included in those newspapers.

Baral (2006) carried out the research 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 banners. He collected one hundred fifty banners and analyzed linguistically. He used only the secondary sources of data for this study. The judgmental sampling procedure was used to select hundred fifty banners. Observation was the main tool for his study. He explained that the shape, single color in writing, multiple colours in paintings and bold type font were the physical characteristics of banners. Verb less constructions, non past tense, simple aspect and major word class were linguistic features of the language.

Poudel (2007) carried out research on "Language used in classified advertisement". He studied the language used in classified advertisement. The main objective of the research was to find the language used in classified advertisement". He used a descriptive design of the study. He used secondary sources for his study. The observation was the major tool

for his study. He concluded that informal and short forms of language were used in the classified advertisement.

Shrestha (2007) studied on "Language used in newspaper editorials: a descriptive study". The major objective of his study was to find out the language used in newspaper editorials. He used secondary sources for his study. The major tool for data collection was observation tool. 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. None past tense was frequently used with more than three fourth of total sentences.

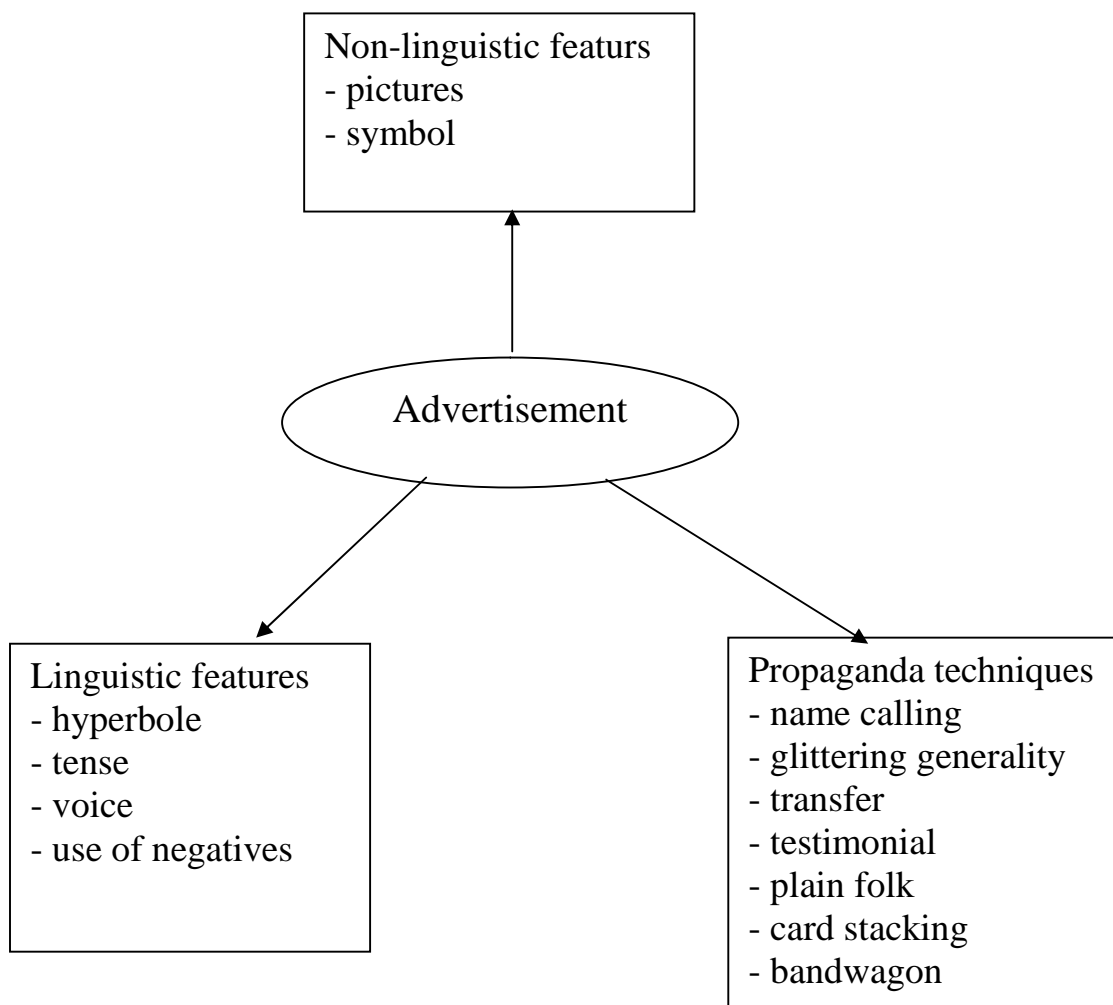
Although the above mentioned studies have made an effort to shed light on the language used in the media, none of them have particularly inclined to focus on the study of rhetoric used in the advertisement.

2.3 Implications of the Review for the Study

Literature review is one of the essential tasks to conduct any research. According to Kumar (2009, p. 30), "the literature review is an integral part of the entire research process and makes a valuable contribution to almost every operational step." To carry out this research I also reviewed theoretical as well as empirical literature related to my research topic. For my study, the review of literature helped me in a number of ways. First, it helped me to develop theoretical knowledge which brought clarity to my research problem. Secondly, it helped me to improve my research methodology. It also helped me by broadening my knowledge base in critical discourse analysis and to contextualize my findings.

2.4 Conceptual Framework

The conceptual framework grows out of the theoretical framework which relates to the specific research problem. According to Kumar (2009, p. 37), “the conceptual framework stems from the theoretical framework and concentrates usually on one section of that theoretical framework which becomes the basis of study.” Theoretical framework consists of the theories in which the study is embedded whereas conceptual framework describes the way or process to conduct the actual research. Here, actual research refers to methodology in general. The conceptual framework to conduct my research can be diagrammatically shown as:



CHAPTER - THREE

METHODS AND PROCEDURES OF THE STUDY

3.1 Design of the Study

I adopted survey research design to conduct it. According to Best and Kahn (1993, p. 204):

Qualitative research focuses on in-depth (investigative) interviews, observations and document analysis.” The information in a qualitative study is elicited by using the variable measured in qualitative measurement scale i.e. nominal and or ordinal.

Qualitative research uses different forms of data than those used in traditional research method. The main purpose of qualitative investigation is to describe some problems and analyze them.

Most of the education research methods are descriptive; that is, they set out to describe and to interpret what it is. According to Best (1970 as cited in Cohen, Manion and Morison, 2007, p. 205) descriptive research is conducted with:

Conditions or relationships that exist, practices that prevail; beliefs, points of views, or attitudes that are held, process that are going on; effects that are being felt; or trends that are developing. At times, descriptive research is concerned with how, what is or what exists

is related to some preceding events that has influenced or affected a present condition or event.

According to Cohen, Manion and Morrison (2007, p. 205):

Survey gathers data at a particular point in time with the intention of describing the nature of existing conditions, or identifying students against which existing conditions can be compared or determining the relationships that exist between specific event.

Similarly, Bryman (1989, p. 183) says:

Educational survey involved the collection of data from the associates (student, teachers, and other concerns) and its analysis to eliminate the problems related to Education. Education survey addresses the educational problems and generalizes its findings on the basis of representative sample of a specific target population. It is a single time data gathering procedure and examination of those data to discern to pattern of association. The quantifiable data is assumed to obtain by using the structured tools and analyzed to find out the pattern of association.

Survey is the most commonly used method of investigation in Educational research which can be carried out either by a group of researchers or by an individual. Data is collected only at a single point of time aiming to obtain overview of phenomenon, event, issue or a

situation. The sample should be the representative of the study population as a whole. The finding of survey is generalizable and applicable to the whole group.

Survey is the best research design carried out to find out public opinion and attitudes of different professionals to assess certain activities and study certain trends almost at a single point of time. It generally addresses a large group of population. The sample should be the representative of the study population as a whole. Selection of a representative sample from the population as a whole is a difficult but very important and sensitive task. Sampling is done to obtain the practicability of the study and finding will be generalizable to the whole group.

Here, I used qualitative and descriptive method to carry out my research study. Data was collected using observation as a research tool and described and interpreted using descriptive approach.

3.2 Sources of Data

I used only secondary source of data for my research.

3.2.1 Secondary Sources of Data

I used only the secondary source of data in this study. I collected the data from three national dailies via, 'The Himalayan Times', 'The Rising Nepal' and 'The Katmandu Post'. Some of the previous study, books, journals and websites were also used as the sources of data. Some of the books are Roger (1958), Rivers (1975), Hart (1995), Chuvawalla and Sethia (2008), Rajput and Vasaishth, Gardner (2009), Durant and Lambrou (2010), Jethwaney and Jain (2010).

3.3 Sampling Procedure

I adopted non-random (quota) sampling procedures in selecting sample. I collected one hundred fifty advertisements from different places. Then, I purposively selected hundred advertisements from the collected advertisements. There were fifty institutional advertisement and fifty advertisement on products and businesses.

3.4 Tools for Data Collection

Observation was the main tool of data collection. I collected the advertisements, took notes as per the objectives under different headings for the purpose of analysis.

3.5 Data Collection Procedure

The following points show the stepwise procedure that I followed to collect the required information in carrying out this investigation.

- a. I visited different places.
- b. I went to the shops and places where I got newspapers containing advertisements.
- c. I read and re-read some internet materials and took required information regarding the advertisements.
- d. I observed the collected advertisement and analyzed the data obtained.

3.6 Data Analysis and Interpretation Procedure

This research study was mixed in nature so I used the descriptive approach to analyze and interpret the data. The language used in the advertisement was analyzed and interpreted to fulfil the objective of my study. First, I prepared the list of advertisement and interpreted the features of language used in them under different headings.

CHAPTER-FOUR

RESULTS AND DISCUSSION

Here I have made an attempt to analyze and interpret the data collected from the secondary sources. After visiting different places and shops, I collected different newspapers consisting of advertisements. I also visited some websites and collected advertisements of different fields to suffice the study. The analysis of the collected data was made on the basis of propaganda, hyperbola, non linguistic devices tense, voice, sentence type and the specific vocabularies. First of all, the information was tabulated and then analyzed and interpreted under different headings. Some statistical tools like comparative table, frequency chart were also used to facilitate the analysis and interpretation of the data and the whole study has been resulted with the following major findings that were drawn from the study.

4.1 Results

1. Advertisements of products were mostly found using propaganda to win people's opinion. However, only 24 percent of the institutional advertisements used propaganda as a means to draw the attention of aspirant candidates.
2. It was found that most of the advertisements used hyperbola to lure the candidates and consumers.
3. Non linguistic devices were mostly found in the advertisements of products and institutions. However, they were not generally used in the advertisements of vacancy announcement.

4. The study shows that approximately 99 percent of the advertisements had the use of non-past tense rather than past tense.
5. It was also found that most of the advertisements had passive sentences rather than active sentences. Passive voice covered nearly two third of the total sentences used in the advertisements.
6. The study shows that complex sentences were used maximally in the advertisements i.e. 35.88 percent.
7. Humorous, brief, instructive and appealing language was commonly found in most of the advertisements.
8. Language of vacancy announcements was different from the language of the advertisement of products and institutions or organizations.
9. The coinage of new words was not found to be used in any advertisements.

4.2 Use of Propaganda

Propaganda can be used deliberately to manipulate the behaviour of people. It is the persuasive communication which exponentially covers a large area of mass media. The analysis of the propaganda used in different advertisements has been presented in the following table:

Table No. 1
Propaganda Used in the Advertisement

Features	Institutional advertisements	Frequency	%	Product advertisements	Frequency	%
Propaganda	50	12	24	50	36	72

The above table shows that 72 percent of the product advertisements had propaganda as a means to change the public opinion. However, only 24 percent of the institutional advertisements used propaganda to manipulate the behaviour of the target group. Some of the examples of the propaganda used in the advertisements are mentioned below in different headings with their analysis.

Glittering Generality

- (i) Dove helps rebuild damaged hair at cellular level. - Product Advertisement

(The HMT, Tuesday 31, 2013)

This sentence advocates that even damaged hair can be made as strong as the naturally strong hair. This tries to motivate the customer to use dove shampoo to get natural hair. This is not really true and seems to be propagandized to win the mind of customers. This kind of propaganda is technically called glittering generality because it exaggerates the quality of the product and makes unwanted claims.

- (ii) Hi Honey, Let's Stay Young - Product Advertisement

(The HMT, Monday, February 27, 2012)

Page (30)

Dabur
HONEY

Hi Honey

Let's stay young

Fit

Glowing

Active

Scan

With fresh lime juice keeps you in shape

With cornflakes, keeps you fit & active

With milk, gives you good health & energy

Yes, it's true! Dabur Honey makes you stay **young!** Not only does it keep you in shape and give you energy, but the antioxidant in it gives you a glow too. Make Dabur Honey a part of your diet. Just replace sugar with yummy Dabur Honey in your fresh lime water, milkshakes, toasts, cornflakes etc.

Switch over, say **Hi to Dabur Honey**, and say goodbye to lethargy, calories and tasteless food.

Aafno Youth Ko Umer Badhau.

100% Pure Natural Honey

To know more about Dabur Honey, email us at hi2honey@dabur.com
You can also follow us at www.facebook.com/daburhoneyforever

This sentence tells that if anyone uses Dabour Honey, he or she will be young. Not only does it keep him or her in shape, but also gives him or her a glow. So, this sentence superficially seems to be propaganda. Since, attractive and sleepery word like 'young' has been used in this sentence. It is glittering generality propaganda technique used in advertisement.

- (iii) Enliven the party with real juice. - Product Advertisement
(The HMT, Tuesday 31, 2013)

Generally speaking, drinking real juice cannot make all the people involved in party equally excited and interested. Some other participant may like to drink different things. That is why real juice cannot enliven the party. This is an example of glittering generality.

- (iv) Get smart speaking within few months. - Institutional Advertisement
(The HMT, Friday, March 15, 2012)

Nobody can learn English language within few days as it takes long time to get mastery over it. However, the sentence reveals that smart speaking can be possible within few days. Above sentence falls under glittering generality propaganda technique.

- (v) Get inspired by the rare and legendary. - Product Advertisement
(The HMT, Friday, March 9, 2012)



In the above sentence, McDowell (a type of wine) has been advertised. Although this product is not liked by all and found everywhere, the use of words like 'legendary' and 'rare' makes it propagandized. This wine is not rare and not very much old product in the market.

- (vi) If we don't drink Pepsi we're left out of the Pepsi generation
- Product Advertisement
(The HMT, Sunday, April 7, 2012)

This sentence advocates that everyone in this world likes to drink Pepsi. The one who does not drink it can not adjust in the world. This is not really true and seems to be propagandized to win the mind of consumers. This is an example of glittering generality propaganda technique.

- (vii) So who are you taking for real mixology tonight - Product Advertisement
(TKP, Tuesday, April 13, 2010)

In the above sentence, Real Juice has been advertised. This sentence rhetorically states that the consumer is really going to buy real juice for his family member. The use of so makes this sentence over exaggerated.

- (viii) A well established advertising agency is looking for some innovative and creative personnels to enhance the company's potentials
- Institutional Advertisement
(The HMT, Wednesday, March 21, 2012).

The phrase "well-established advertising agency" makes the sentence hyperbole as it exaggerates the sentence. The advertisement does not say anything about the company that makes it well-established.

- (ix) A reputed manpower company invites application from those individuals who are highly motivated and qualified for the position.
- Institutional Advertisement
(The HT, Wednesday, April 11, 2012).

Adjective words reputed, motivated and qualified make the sentence over exaggerated. So, this is an example of glittering generality.

- (x) The finest of world cuisine made finer the Nepalese way !
- Product Advertisement
(THT, Sunday, February 26, 2012).



In the above sentence, finest way of cooking food in the world is advertised by Soaltee Crown Plaza but this unnecessary exaggeration about cooking way is not logical.

- (xi) A well established foreign employment company is looking for the following post. - Institutional Advertisement
(THT, Wednesday, April 11, 2012).

The use of the words "well established" makes the sentence hyperbola. Company has been highlighted without having any profs to attract the employees. This is an example of glittering generality.

- (xii) Adds amazing luster for infinite mirror like shine for Nihar shampoo - Product Advertisement
(The HMT, Sunday, January 20, 2013).

The use of an adjective phrase "amazing luster" has exaggerated the sentence. This is an example of glittering generality.

- (xiii) A reputed manufacturing company that thrives to research, develop, manufacture and market quality alcohol beverage in a reasonable and competitive manner through continual improvement and professionalism requires the following positions.
- Institutional Advertisement
(The HT, Wednesday, March 14, 2012)

The word and phrases such as thrives, market quality, continual improvement makes the sentence hyperbola. This sentence does not explain anything about 'market quality'.

- (xiv) Win one lakh every week "forever" - Product Advertisement
(The HMT, Wednesday, March 28, 2012)

This is the advertisement about using Ncell Sim and doing more recharge in it to win one lakh as a prize. The use of amount "one lakh" to lure the sim users to use Ncell sim is nothing more than exaggeration.

- (xv) The car was decorated with the million flower
- Product Advertisement
(The HMT, Friday, October 20, 2013).

New Polo car is advertised and highlighted it's quality It is not possible to get millions of flowers to a single car to decorate it. So, this is more than real one.

- (xvi) Jagdamba Steels Pvt. Ltd., one of the reputed and renowned companies in Nepal, is looking for pleasant, hard working, diligent and self-motivated personnel - Product Advertisement
(The HMT, Wednesday, March 14, 2012).

The use of adjectives like "reputed" and "renowned" have exaggerated the company. Nothing is advertised about it's reputation and fame in the market.

Bandwagon

- (i) Here is the story of our 'beauties', who spend hours in search of the perfect beauty remedy. - Product Advertisement
(The HMT, Friday, March 9, 2012)

This sentence has been used to advertise the cosmetic product that reveals that one can get complete beauty by applying this product. This seems to be incredible. This propaganda is an example of bandwagon propaganda as it has image of product on it.

- (ii) Nobody doesn't like fair handsome. - Product Advertisement
(The HMT, Sunday, March 12, 2012)

This sentence reveals that there is no alternative to fair-handsome cream. That's why, it should be used by all persons. Since this sentence tells that everyone is doing it, and you should also do it, it is an example of Bandwagon propaganda.

Testimonial

- (i) It's unique dandruff control formulation gives your hair the nourishment. - Product Advertisement
(The HMT, Wednesday, March 14, 2012)

No one product can completely make people free from dandruff. This is an example of testimonial, as it has been advertised with the picture of celebrity.

Transfer

- (i) Make your soul as young as green - Product Advertisement
(The HMT, Wednesday, March 7, 2012)

This advertisements reveals that having the Sim card of Ncell will make people feel happy and satisfied. This seems that it is not always true because its a network does not work in the maximum part of our country

By analyzing above mentioned 20 sentences, it is concluded that, glittering generality propaganda technique is occurred many times in advertisement than other techniques. In the advertisement, glittering generality propaganda technique and hyperbole are taken as similar terms which have vital role to propagandize about market products.

4.3 Analysis of Non Linguistic Devices

Non linguistic devices are used to draw the attention of customers. While analyzing the use of non-linguistics devices, I found many advertisements having different pictures and symbols to communicate certain message to the consumers. The analysis of the non-linguistic devices has been presented in the following tables:

Table No. 2
Non Linguistic Devices Used in Advertisement

Language feature	Number of advertisements	Frequency	Percentage
Use of non linguistic device	100	60	60

The above table shows that 60 advertisement out of hundred advertisements had different pictures and symbols to promote the product and institutions. The illustrations were mainly found to be used in the product advertisements rather than institution advertisements. With the help of above analysis table what can be concluded is that, non linguistic features are also used in the advertisements to provide certain information and to make the advertisement eye-catching (attractive) simultaneously.

4.4 Analysis of Tenses Used in Advertisements

The English tense used in the advertisements were analyzed into two categories:

(i) Past

(ii) Non-past

The advertisements were found to have only non-past tenses. The researcher found the following frequency of tenses used in the advertisements.

Table No. 3
Use of Tenses in Advertisements

Non-past	No. of occurrence	Percentage
Present	601	94.91
Future	20	5.08
Total	621	99.99

The above table shows that the highest percent of the tense was occupied by present tense that is 94.91 percent with the frequency of 601.

However, only 20 sentences out of 621 were in future tense which consisted of 5.08 in the total sentences. Some examples of the use of tense, present (1-5) and future (6-7) in the text of the advertisements have been presented below:

- (i) Turner and town send invites expressions of interest from national consulting firms. - Institutional Advertisement
(The TKP, Thursday, September 6, 2012).
- (ii) The World Bank seeks to recruit a dynamic professional as a procurement specialist - Institutional Advertisement
(The HMT, Wednesday March 21, 2012).
- (iii) Parents and well-wishers are requested to register themselves and collect their passes to this event from the school office.
- Institutional Advertisement
(The KP, Thursday, April 24, 2012).
- (iv) The World Bank offers a locally competitive package.
- Institutional Advertisement
(The KP, Thursday, April 26, 2012).
- (v) We deliver food from over 70 restaurants at your door step
- Product Advertisement
(The HMT, Wednesday, March, 2012).
- (vi) A well establish foreign employment company is looking for the following post - Institutional Advertisement
(The HMT, Sunday, April, 2012).
- (vii) Get 2 CFL bulbs, 4 subscribers will get on inverter through lucky draw every week. - Product Advertisement
(The HMT, Monday, March, 2012).

(viii) Telephone calls will not be entertained.

- Institutional Advertisement

(THT, Wednesday, March 7, 2012).

It was found that only non-past tense is used. Out of that the frequency of present tense is higher than the future tense in advertisement.

4.5 Analysis of Voices Used in the Advertisements

Here, I have dealt with the voices used in different advertisements. The data related to the voices were analyzed into two categories. The following table shows the frequency of active voices and passive voices in the advertisements.

Table No. 4
Use of Voices in the Advertisements

Vices	No. of occurrence	Percentage
Active	420	35
Passive	780	65
Total	1200	100

The study shows that most of the advertisements had passive sentences. The passive sentences occupied 65 percent with the frequency of 780. The use of active voice was found only more than one third covering 35 percent of the total texts used. Some examples of the use of passive voices (i-iv) and active voices (v-vi) are given below:

- (i) The detail TOR can be obtained from BDS
- Institutional Advertisement
(TKP, Thursday, February, 23, 2012).
- (ii) All the candidates must be fluent in English.
- Institutional Advertisement
(The HMT, Wednesday, April 4, 2012).
- (iii) Interested are encouraged to apply along with their C.V. and
expected salary by 7th April 2012.
- Institutional Advertisement
(The HMT, Wednesday, April 11, 2012).
- (iv) The venue for presentation will be informed by email
- Institutional Advertisement
(TKP, Thursday, September 6, 2012).
- (v) The project includes one of the major activities in order to
enhance the capacity of its community members and staffs
- Institutional Advertisement
(TKP Thursday, February 23, 2012).
- (vi) The World Bank offers a locally competitive package.
- Institutional Advertisement
(The KP, Thursday, April 26, 2012).

By analyzing the above mentioned sentences what is found is that the frequency of passive voice is higher than the active voice in the advertisement.

4.6 Analysis of the Sentences Used in Advertisements

One of the main focuses of the study was to analyze different kinds of sentences. The analysis was based on the structural classification of sentences found in different types of advertisements.

Table No. 5
Use of Sentence Types in Advertisements

Sentence types	No. of occurrence	Percentage
Simple sentence	510	26.34
Compound sentence	460	24.27
Complex sentence	680	35.88
Verbless sentences (clause)	65	3.43
Imperative sentence	180	9.49
Total	1895	100

The table above shows that complex sentence has the highest frequency of occurrence. It consisted of 35.88 percent. Similarly, simple sentence was found to be in the second position of total sentences. It occupied 26.34 percent of the total sentences. The compound sentence had the third position which occupied 24.27 percent of the total sentences. Some sentences of the advertisements were also found without any verbs. The frequency of the occurrence of the verbless sentences in the advertisement was lower than imperative sentences. It only occupied 3.43 percent of the total sentences. Likewise, imperative sentences were found to have fourth position as it consisted of 9.49 percent of the total sentences.

Some examples of simple sentence (1-2), compound sentence (3.4), complex sentence (5-6), verbless sentence (7-8) and imperative sentence (9-10) used in advertisements are given below:

- (i) Only short listed candidates will be contacted for interview
- Institutional Advertisement
(The HMT, Wednesday, March 21, 2012).
- (ii) The post holder will report the regional representative
- Institutional Advertisement
(The HMT, Wednesday, March 21, 2012).
- (iii) Come to our showroom with any make or brand of old car
and drive home with the best of German Engineering.
- Product Advertisement
(The HMT, Friday, February 17, 2012)
- (iv) We are looking for following positions for one of the well
known groups in Nepal and has established their name in
Bio-Tech, cement, electronics, FMCG and financial services
- Institutional Advertisement
(The KP, Wednesday, January 25, 2013).
- (v) As a member of the regional programme team, the post
holder will be responsible for providing strategic,
programmatic and technical support to helpage international
- Institutional Advertisement
(The HMT, Wednesday, March 21, 2012).
- (vi) If you have what it takes to match the momentum, then
apply at the given address within the seven days of the

publication of this announcement

- Institutional Advertisement

(The HMT, Wednesday, March 21, 2012).

(vii) Excellent knowledge of PHP, MYSQL and Java script

- Institutional Advertisement

(THT, Wednesday, March 21, 2012)

(viii) Provision of promotion and guidance for job placement.

- Institutional Advertisement

(TKP, Thursday, September 6, 2012).

(ix) Apply immediately with bio-data, one pp size photo and a hand written application to the school by 15th Chaira 2068

- Institutional Advertisement

(THT, Wednesday, March 21, 2012).

(x) Visit our website for complete details

- Institutional Advertisement

(The HMT, Wednesday, March 21, 2012).

By analyzing the above mentioned sentences, it is concluded that the frequency of complex sentence is the highest followed by simple sentence, compound sentence, imperative sentence and verbless sentence respectively are used higher position to lower in advertisement. In contrast, verbless sentence has the lowest frequency.

CHAPTER-FIVE

SUMMARY, CONCLUSION AND IMPLICATIONS

5.1 Summary

Advertising is the process of buying sponsor identified media space or time in order to promote a product or an idea. It is perhaps the most visible of all the elements in the promotion mix, and is, therefore subject of most criticism from consumer groups. This research entitled "The Language used in Advertisement" was 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 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.

The study consists of the five chapters. In the first chapter, first of all I attempted to make appropriate context for conducting the study. Then the statement of problem and the objectives for conducting the research were introduced. Reason behind selecting particular topic; research questions that were to be answered; significance of the study; and delimitations of the study were all grouped under the first chapter. I broadened my knowledge related to my topic studying the books by Roger (1958), Rivers (1975), Hart (1995), Chuvawala and Sethia (2008), Rivers (1975), Hart (1995), Chuvawalla and Sethia (2008), Rajput and Vasaishth,

Gardner (2009), Durant and Lambrou (2010), Jeth Waney and Jain (2010). Moreover, I frequently visited different websites to get detailed knowledge. On the basis of the review of related literature I developed conceptual framework to conduct this study.

The methods and procedures of the study were described in third chapter. The design of this study was survey and the data were collected by utilizing the secondary sources. Hundred newspapers were selected using non-random sampling procedure to carry out the study. Observation and intensive study was the main tool for collecting data. Similarly, I set the parameters and embarked through it in course of my analysis and interpretation. The whole study is summarized and concluded with the implication in three levels; policy, practice and further research in the last chapter

5.2 Implications

On the basis of the findings, the researcher has pinpointed the main implications of the study on three different level as below:

5.2.1 Policy Level

1. It would be fruitful if curriculum designers and text book writers keep such topics related to advertisement in the textbook.
2. The government of Nepal can utilize the study to formulate the policies in the field of mass communication to make people conscious about their health.
3. Language planning agencies will be benefited to make policies for achieving linguistic competence in the products users (consumers).

5.2.2 Practice Level

The main implications of the study at this level are as follows:

1. The study shows that different features of language like instructive language, appealing language and avoidance of negatives are used in advertisements. Therefore, they can be used by teachers and students in the classroom to learn language appropriately.
2. The teachers can make the students familiar with the different features of language used in the advertisements.
3. The common features found in the advertisements can be focused in the classroom to make the students able to understand different advertisements and making people literate about it. Therefore, they can be immune to propaganda.

5.2.3 Further Research

Similar types of other research can be carried out on communicative functions of advertisements. The researcher can use this research to widen the horizon of their knowledge. They can also link this research with other similar researches. Since this research was based only on institutional and product advertisement. Other specific studies can be carried out in more detailed to find out propaganda techniques.

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