USE OF LANGUAGE IN ADVERTISEMENT:

A LINGUISTIC LANDSCAPE PERSPECTIVE

A Thesis Submitted to The Department of English Education

In Partial Fulfillment for the Master of Education in English

Submitted by

Mohan Raj Joshi

Faculty of Education,

Tribhuvan University

Kirtipur, Kathmandu, Nepal

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DECLARATION

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

Date: 15-07-2018

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RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Mr. Mohan Raj Joshi** has prepared this thesis entitled **Use of language in advertisement: a linguistic landscape perspective** under my guidance and supervision.

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DEDICATION

This thesis is dedicated to my beloved ***parents and all relatives*** *whose invaluable support is with me forever.*

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Mohan Raj Joshi

ABSTRACT

The study entitled **Use of Language in Advertisement: A Linguistic Landscape Perspective** was conducted to explore the use of language on LLs of advertisement in terms of nature of language, linguistic features, creativity and forms of language use. Based on the survey, quantitative research design, eighty non-governmental images of the language used in LLs were collected from Kirtipur, Balkhu, Bagbazar, Dillibazar, Jamal and Thamel areas of Kathmandu district. Among eighty LLs as population, forty LLs were selected as a sample for the study using purposive non-random sampling strategy. As per the objectives of the study, the checklist was used to analyze the use of language on LLs of advertisement. The data were analyzed and interpreted using simple statistical tools such as frequency and percentile. The study found that there were altogether six languages used on LLs of different areas of Kathmandu district including English, Nepali, Newari, Japanese, Chinese and Korean. The English language was given high priority. The English Language is the most dominant in LLs of Kathmandu district. The vast majority of LL is bilingual while a significant portion is monolingual; the presence of multilingual is relatively rare. Transliteration is used in approximately half of the LLs in the total sample. Translation is used in around one-third of LLs. Code-mixing is used in a significantly low in LLs.

This thesis consists of five different chapters. The first chapter consists of a background of the study, statement of the problem, objectives of the study, research questions, significance of the study, delimitations of the study and operational definition of the key terms. Similarly, the second chapter deals with the review of theoretical as well as empirical literature and its implication for the study; moreover, it includes the conceptual framework. Likewise, the third chapter deals with the methods and procedures of the study including research design and method of the study, population, sample and sampling strategy, research tools, sources of data, data collection procedures, data analysis and interpretation procedures, and ethical considerations. In the same way, the fourth chapter contains the analysis and interpretation of the results. Finally, the fifth chapter incorporates the findings and

conclusion of the study followed by some policy related, practice-related, and further research related recommendation based on the study.

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CHAPTER: ONE

INTRODUCTION

This is a study on “Use of Language in Advertisement: A Linguistic Landscape Perspective” consists of five chapters and this is the introductory chapter. It consists of background of the study, statement of the problem, objectives of the study, research questions, significance of the study, delimitations of the study and operational definitions of the key terms.

1.1 Background of the Study

Linguistic Landscape (LL) is an area which shows how language is used in public places. The study of the LL is a relatively new and emerging area of applied linguistics. LLs reflect the real uses of language in public places. We can see language signs on the streets, in the countryside, in hospitals, at schools, in shops. So, such signs of public places including different languages are considered as linguistic landscapes (LLs). In this regard, Landry and Bourhis (1997) define LL as "the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region or urban agglomeration" (p.25). LLs incorporate the languages used in shop signs, advertisements, products in the supermarket, commercial boards, the names of buildings, menus, graffiti, airport and bus station, public transport, shopping centers, notices, advertising posters, and hoardings. Similarly, there is general agreement that language used in LL falls into two categories, top-down (public signs, created by the state and local government bodies) and bottom-up language use (created by shop owners, private business areas) (Ben-Rafael, Shohamy, Amara & Trumper-Hecht, 2006, as cited in Wang, 2015). Furthermore, LL refers to the use of language used in various public areas as governmental and non-governmental boards, signboards/billboards, wall advertisement, roadside signposts, and posters. It incorporates the verbal and non-verbal use of language from advertisements to billboards, to public signs to commercial shop signs and graffiti.

LL has been introduced by different scholars giving different terms. Columas (2009) views LL as "Linguistic cityscape" and, Cenoz and Gorter (2008) opine it as “Multilingual cityscape” (as cited in Dixson, 2015, p.5). By these synonyms of the LL, it can be claimed that LL is a broad term for the real field of languages. Nowadays, with an increasing predominance of visual information, there are more signs than ever before. When one looks at pictures or postcards of shopping streets of one hundred years ago it is obvious that the number of linguistic signs has increased enormously.

The notion of "linguistic Landscape" refers to linguistic objects that mark the public space (Ben-Rafael, 2009, p.40). It means that the languages that are displayed in the open space are referring to linguistic landscapes. The most commonly quoted definition of linguistic landscape given by Landry and Bourhis (1997) as follows:

> The language of public road signs, advertising billboards, street name, place name, commercial shop signs, and public signs on government buildings combines to form the linguistic landscape of a given territory, region, or urban agglomeration. The linguistic landscape of a territory can serve two basic functions: an informational function and symbolic function. (p. 25)

The above-mentioned definition suggests that the languages of public and private signs of various geographical regions denote the linguistic landscapes. To support this definition (Shohamy and Gorter, 2009) explained that the ‘linguistic landscape’ incorporates the languages that are visible in a specified area, more precisely, the languages that can be found in cities, indoor markets, shops, schools, offices of government and big corporations, moving buses, campuses and beaches.

Similarly, Landry and Bourhis (1997) have summarized the interaction of official, government-related signs and non-official, private signs within the linguistic landscape as follow:

> In some cases, the language profile of private signs and government signs may be quite similar and thus contribute to a consistent and coherent linguistic landscape. There are instances, however, in which the language of private signs is quite discordant with the language profile of government signs. More often than not, there is greater language diversity in private than in a government sign. (p. 27)

LL is taken as an approach to multilingualism which supports teachers to teach how multiple languages are used in public places. LL refers to "the social context where more than two languages are presented, and it implies the use in speech or writing of more than one language and thus of multilingualism" (Gorter, 2006, p. 1). Likewise, the linguistic landscape is a new field of study in the context of Nepal and an advertisement, there are many languages used. The linguistic landscape is an area which shows how language is used in public places. The visibility of language in public places is known as LL. LL includes the use of language used in various public areas as governmental and non-governmental boards, signboards/billboards, wall advertisement, roadside signposts, and posters. It incorporates the verbal and non-verbal use of language from advertisements to billboards, public signs to commercial shop signs, graffiti and so on.

Furthermore, Gorter (2013) opines that practices of languages on various LLs consider broad range in relation to theory and practice. It means theoretical and empirical studies which belong to multilingualism, literacy, multimodality, language policy, linguistic diversity, and minority languages, among others, can be explored throughout different LLs. Similarly, the use of language in the advertisement is also much contextualized. LLs of advertisement can also be regarded as the tools to explore the theoretical and empirical studies in relation to multilingualism, literacy, multimodality, language policy, linguistic diversity, and minority languages. People use different kinds of methodologies and techniques on LLs while they advertise. The main target of using attractive and creative language is to draw the attention of their customers.

LL is a relatively new field of study in the context of Nepal. Though LL can be used as the rich material to teach language inside the classroom and outside the classroom with high motivation. LL can also be equally used to bridge the gap between how language is used inside the classroom and how it is actually used in the real contexts. There were few studies conducted in the context of Nepal. This is a relatively younger field of study. The main purpose of the study was to find out how language is used on LLs of advertisement in Kathmandu valley. So, I was motivated to do research in this area. In Nepal, this is the new area or discipline in conducting research. Therefore, I was highly interested to conduct research under this area.

1.2 Statement of Problem

Advertisement can be regarded as one of the parts of LL because of a particular use of language. Use of various types of the language and intention behind using such language forms are the major concerns of LLs of advertisement. Similarly, the language learned inside the classroom is regarded as pattern-based or theory based but the language used in public spaces is the real use of language. So, the language system of LL of advertisement is necessary for the study to find out the language learned inside the classroom and the language which takes place in real fields. There is a gap between the language used inside the classroom and beyond the classroom. It reflects the difference between theory and practice as well. In the same way, the language used on LLs of advertisement is also different in relation to the language of the classroom. It is difficult for students to understand the real use of language because the language they learn inside the classroom is different from the language which is really used in society. LL is the area where the actual language is used. It helps students to learn the real use of language and they can be aware of it in the language of the classroom and outside the classroom. Therefore, it is necessary to understand the actual use of language on LLs of advertisement.

LL is a recently developed the field of study all over the world as well as in Nepal. It is necessary to understand the language formation on LLs of advertisement for all the concerned people of any area. LL is the new area in the context of Nepal and few studies are conducted in this area in relation to its language system on LLs of advertisement. So, I was motivated to study in the language of advertisement. This study is emphasized on the existing language formation system on LLs of advertisement. Therefore, this study was conducted to find out what kinds of languages have been used on LLs of advertisement.

1.3 Objectives of the Study

The objectives of the study were as follows:

a) To explore the use of language on LLs of advertisement in terms of:
    I. Nature of language
    II. Linguistic features
    III. Creativity and forms of language use
b) To suggest some pedagogical implications of LLs of advertisement.

1.4 Research Questions

The study investigated the following research questions to fulfill its objectives:

1. How many languages are used on non-governmental LLs of advertisement?
2. Which script has been used in transliteration?

3. Which type of translation is used?
4. What types of linguistic features are used?
5. What sorts of styles or creativity and forms of language use have been used?

1.5 Significance of the Study

The study of LL focuses on the analysis of the written information that is available on language signs in a specific area. The study of LL has attracted many scholars in different parts of the world. The importance of LL related to different areas has also been highlighted in other studies which are conducted in different parts of the world. A few studies are carried out on LLs of advertisement in Nepal though it is the part of sociolinguistics and familiar in the most of countries in the world. So, this study explored the real practices of the language of LLs of advertisement in Nepal.

So, this study is significant for learners to understand the real use of languages on LLs of advertisement. It helps to teachers to be informed about LLs as authentic materials for ELT classroom. Such materials can be beneficial to teach the aspects and skills of the English language. Teachers can teach effectively by using LLs as teaching materials. Likewise, the study is significant for the curriculum/syllabus designers, language planners, and materials designers. The curriculum/syllabus designers consider the area where the language is actually used, and they incorporate the aspects of such area. In the same way, the language planners understood the gap between the languages they have planned and real usage of languages in society. They can formulate the language as per the language used in real places. Furthermore, material designers for teaching the English language can be benefited where they can take help to be informed about the areas of LL of advertisement. They pay attention to LLs to be used as teaching materials. Moreover, other ELT researchers and practitioners may also find it important because it could be a source of information for other similar issues.

1.6 Delimitations of the Study

The delimitations of the study were as follows:

1) The study focused on the use of language on non-governmental LLs of advertisement.
2) This study was based on the LLs of Kathmandu valley.
3) The study was confined in descriptive survey research design.
4) The checklist was used to find out the language of LLs of advertisement and, frequency and percentile were used as tools to analyze the data

1.7 Operational Key Terms of the Study

The definitions of the specific terms used in the study for investigation are known as operational definitions. Operational definitions of the key terms for this research are as below:

Linguistic Landscape (LL): LL refers to the use of language used in various public areas as governmental and non-governmental boards, signboards/billboards, wall advertisement, roadside signposts, and posters. It is the verbal and non-verbal use of language in public space. The texts or graffiti in different modes which are visual in public places are LLs. For example, media including print, electronic, audio-visual, art related language, and images, graphic, posters, advertisements, notices, etc.

Language System: Language system incorporates the appeared language on LLs in relation to the use of one or two or more than two languages. Similarly, it considers the representation of the transliteration, translation, and styles used on LLs. Moreover, it includes non-standard forms of language based on spelling and grammar.

Linguistic Features: Linguistic landscapes can be seen with various features in public places. People use languages as well as different signs or pictures on LLs. So, these are for communication. Such LLs may be monolingual or bilingual or trilingual. Therefore, multilingualism, translation, transliteration, various styles or creativity, code-mixing, and use of non-standard forms are regarded as the features which can be found on LLs.

Non-governmental LLs of Advertisement: LLs used by private sectors for their propaganda purpose are considered as non-governmental LLs of advertisement.

CHAPTER: TWO

REVIEW OF RELATED LITERATURE AND CONCEPTUAL FRAMEWORK

This chapter presents the review of the literature. Literature indicates the body of existing knowledge in researchers' interest which can be either theoretical or empirical or both. In the same way, the conceptual framework reflects the relationship among the concepts, variables, and objectives of the study. The conceptual framework can be presented in tables and figures. Here, this chapter describes two different kinds of literature related to the subject called Linguistic Landscape (LL). This chapter consists of the detail of theoretical and empirical literature, and conceptual framework for the study.

2.1 Review of Related Theoretical Literature

Review of theoretical literature refers to the review of existing theoretical body of knowledge in researcher's interest which is primarily based on secondary sources of data. A literature review is an account of what has been published on a topic by accredited scholars and researchers. This section includes the following theoretical reviews in LL in the use of language in the advertisement and following are some review of related theoretical Literature in Linguistic Landscape.

2.1.1 Linguistic Landscape

LL is an emerging area where the languages are applied in the real field. It is the branch of applied linguistics. The term “Linguistic Landscape” first appears in the study of Landry and Bourhis entitled” Linguistic Landscape and Ethno-Linguistic Vitality: An Empirical Study "which was conducted in 1997. It was the report on the perceptions of Francophone high school students of public signs in Canadian provinces. Landry and Bourhis (1997) argue, "the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings combine to form the linguistic landscape of a given territory, region or urban agglomeration" (p.25). The study of the language on public signage, however, as an object of linguistic research, has a longer history. "LL refers to the social context in which more than one language is present and LL implies the use in speech or writing of more than one language and thus of multilingualism " (Gorter, 2006). LL covers the languages with different pictures in public spaces of governmental and non-governmental boards. So, LL shows the different types of graffiti and public signs and flash in public places in various types of advertisements. LL reflects how language is used as per the different contexts and fields. It incorporates the languages used in shop signs, divertissements, products in the supermarket, commercial boards, the names of buildings, menus, graffiti, airport and bus station, public transport, shopping centers, notices, advertising posters and hoardings and many more. As being the aspect of sociolinguistic, generally, the visibility of language in public spaces is called LL. It incorporates the languages used in shop signs, divertissements, products in the supermarket, commercial boards, the names of buildings, menus, graffiti, airport and bus station, public transport, shopping centers, notices, advertising posters and hoardings and many more. Therefore, LLs incorporate languages used in all the public sectors such as education, medical and commerce.

Similarly, LL is a very new term of research in Nepalese context. It is relatively a younger field of study as it has a short history. Language planners in Belgium and Quebec were the first to recognize the importance of marking the boundaries of linguistic territories through the regulation of language use on public signs including billboards, street signs, and commercial, place names, etc. (Verdoot, 1979 and Corebeil, 1980 as cited in Landry and Bourhis, 1997). Landry and Bourhis (1997) claim that language planning first caused issues related to the LL to emerge and language planners in Belgium and Quebec wrote policies regarding the use of language on " public signs including billboards, street signs, and commercial signs, as well as in place names"(p.24). Those language planners were first to recognize the importance of marking the boundaries of linguistic territories through the regulation of language use on public spaces. They incorporated the language used on commercial shop signs, different billboards, street and place names, and public signs on government buildings of a given territory.

2.1.2 Natures of Linguistic Landscape

LLs can be seen with various features in public places. People use languages as well as different signs or pictures on LLs. The main target of using such signs and pictures is for communication. So, LLs can be mentioned through the verbal and non-verbal use of language. LLs display the languages which can be found in a particular area. Such LLs may be monolingual or bilingual or trilingual and so on. In this regard, multilingualism can be considered as one of the major characteristics of LL. In the same way, translation, transliteration, various styles or creativity, code-mixing and use of non-standard forms are regarded as the features which can be found on LLs. Such features of LL are introduced as follows:

a) Multilingualism: Use of more than one language is known as multilingualism. In the field of LL, application of more than two languages on LLs in written form can be regarded as multilingualism. In another word, use of multiple languages on LLs is called multilingualism in the field of LL. Multilingualism covers both societal and individual multilingualism and it is the situation where the speakers use more than two languages. Gorter (2006) views, "linguistic landscape refers to the social context in which more than one language is present"(p.1). LLs users may use multiple languages on LLs for the better understanding and easiness for stakeholders. LLs users of the advertisement also use more languages on LLs for better understanding. LLs signs belong to multilingualism which tends to involve the English language as one of the languages in both capital and provincial towns all over the world (Schlick 2003, as cited in Cenoz and Gorter, 2009). Users of LLs use standard language of that area along with vernacular languages.

Multilingualism is the major feature of LL where LLs can act as a first-line sociolinguistics diagnostic of a particular area. LL displays aspects as layered, multilayered and non-linear nature of sociolinguistic phenomena in synchronic space to detect the social transformation on several scale-levels, from the very rapid and immediate to the very slow and gradual ones (Wang, 2014, as cited in Blommaert, 2014). LL can cover multiple meanings of multiple languages displayed in the same place.

b) Translation: Translation is the process of translating words or text from one language into another. It can be considered as a bilingual activity in which a piece of language is rendered meaningfully into another language. Richards and Schmitt (2002) view, translation needs two languages-source languages (SL) and target language (TL) - where written language version of SL can be translated into TL. It is a means of Interlingua communication. So, such a translation system can be seen on various LLs for the easiness of people in public places. Translation can be a free translation or literal translation. Translation in which priority is given to the whole meaning of the text rather word is called free translation and a translation that approximates to a word for word representation of the original is known as a literal translation (Richards and Schmitt (ibid). People also use such types of translation on LLs. Moreover, mistranslation can also be found on LLs. This is to say; LLs users make the use of translation applying their own strategy of translation. Therefore, translation can be taken as the feature of LL.

c) Code-mixing: Code-mixing means the use of words of one language in the middle of the sentence of another language. It is the situation in which people make a choice of other codes from different languages and make hybridization form of language in their speaking or written forms. It is common in bilingual or multilingual communities. Richards and Schmitt (2002) argue code-mixing as "a mixing of two codes or languages, usually without a change of topic" (p.91). So, code-mixing is found as a feature of LL because of multiple uses of languages on different LLs. Therefore, localized form of language can be seen in LLs because of the use of codes from different languages.

d) Transliteration: Transliteration refers to the representation of one language with the script of another language. It is the spelling of words from one language with characters from the alphabet of another. So, it is a one-for-one and character-by-character replacement. It is a type of conversion of a text from one script to another. Wasser and Roth (2008) define transliteration as " the process of transcribing a Named Entity (NE) from a source language to some target language based on the phonetic similarity between the entities "(p.1). Such a transliteration system can be seen on LLs where the words of one language can be written in the script of next language.

Transliteration is a type of conversion of a text from one script to another in predictable ways. It is the process of transcribing a source language to some target language based on the phonetic similarity between the entities. It is primarily concerned with the representation of perfect, accurate and unique characters of the texts, without losing the representation of the sounds of the original texts.

Use of transliteration in LL is not so frequent, but when occurred, it makes a positive, meaningful and symbolic result. It definitely attracts the attention of the readers. Thus, transliteration acts as the process of converting text from one script to another without any loss of content. However, the process of transliteration is reversible, that is, any transliterated text can be back-transliterated.

In this regard, transliteration acts as one of the major features in the study of English usage in LL. It makes the meanings and contexts of LL to be fruitful and helpful to the audience so that they can easily get to the actual messages of the signs.

e) Creativity and Styles

Various LLs of advertisement can be found to attract the attention of people towards LLs users and their institutions. LLs users use persuasive and creative language on LLs. Creativity related to the selection of the words, a fusion of words and pictures, and attractive designs can be seen on different LLs of advertisement.

f) Non-standard structures: Users of LLs pay more attention to own styles of using language rather than the correct forms of language. According to Richards and Schmitt (2002), "Stylistics is the study of that variation in language which is dependent on the situation in which the language is used and on the effect the writer or speaker wishes to create on the reader to hearer". It incorporates the use of different styles of signs, symbols, texts, paintings, and inscriptions prior to the given contexts and creation of the users to the audience. It includes the meaningful use of written language and literary texts in style form. The style incorporates a way of showing the function of language that implies registering language, analysis of grammar and stylistic devices. It includes a way of personalizing an act of speaking or writing; a way of expressing something in an expressive way and a way of catching attention. Therefore, Colloquial language, slang, satire, and errors related to spelling and pronunciation can be seen on LLs to catch attention. LLs users use their own forms of language, an individual choice and arrangement of linguistic units according to the context. Furthermore, it incorporates the way to convey a message by applying words with certain purpose, decoration of language, and the connection between thought and expression in LL.

In this regard, non-standard forms of language can be visible on various LLs which can be considered as the feature of LL. People have localized the languages; they use a localized form of language, for example, the use of English in own context. Likewise, creative use of language can also be seen on LLs which report the cultural and social difference. LLs address the language policy of the area where they are located. City signs provide an easy, visual and clear way to promote language and culture while they also provide excellent materials for language learning in "real life" situations and indeed for comparative linguistic analysis (Bogatto and Helot, 2010).

2.1.3 Classification of Linguistic Landscape

LLs are classified based on their features and the users. Landry and Bourhis (1997) divided sings in the LL into two types; 1) Government Signs –

government signs are signs commissioned by the government and include road signs and signs on government buildings, and 2) Private Signs – the commercial and advertising signs come under private signs. The governmental signs always use formal language whereas the non-formal language can be seen on private LLs. So, such forms of language can be considered as features of LL. According to Shohamy and Gorter (2009), (as cited in Bogatto and Helot, 2010), LL covers the aspects such as the messages it delivers or could deliver, about societies, people, the economy, policy, class, identities, multilingualism, multimodalities, forms of representation and additional phenomena.

Moreover, Gorter (2006) describes that LL is the use of language in its written form in public sphere and it covers the aspects as 1) how language appears on the signs, 2) the location on the sign, 3) the size of the font used, 4) the number of languages on the signs,5) the order of languages on multilingual signs,6) the relative importance of languages,7) full or partial translation on signs, and 8) the degree of visibility of languages on signs and symbols. So, based on such appearances of LLs mentioned by Gorter, LLs can be divided into different categories.

Similarly, signs traditionally have been divided into two types, “private vs. government” (Landry & Bourhis, 1997), “top-down vs. bottom-up” (Ben-Rafael, Shohamy, Amara & Trumper-Hecht, 2006),“official vs. non-official” (Backhaus, 2006), or “private vs. public”(Shohamy, Ben-Rafeal & Barni, 2010), which share similar definition and scope: “signs issued by public authorities (like government, municipalities or public agencies), and those issued by individuals, associations or firms acting more or less autonomously in the limits of authorized regulations” (Shohamy, Ben-Rafeal & Barni, 2010). However, this seemingly resolute categorization overlooked the multi-faceted feature of the linguistic landscape. As Huebner (2009, p. 74) criticized, “the distinction between ‘top-down’ versus ‘bottom-up’ failed to capture the notion of agency and how it impacted language forms in the linguistic landscape.” He explained that there was a considerable difference in a sign designed by the government and multinationals; locally owned businesses and hand-written notices; and that graffiti differs from all of them. Therefore, a further analysis of the forms of different types of signs can be explored deeper by a clearer subdivision of the linguistic landscape.

2.2 Review of Empirical Literature

Review of empirical literature refers to the review of previous research works around researcher's interest. It is about primary sources of data in the empirical literature. It is based on observed and measured phenomena of researchers and derives knowledge from actual experience rather than from theory or belief. It is the text of scholarly paper based on primary sources of data. The review of empirical literature for the current study has been presented below.

Sayer (2010) conducted a study on "Using the Linguistic Landscape as a Pedagogical Resource". This study aimed to discuss the ideas of LL and describe a small-scale research project undertaken in a local EFL community in Mexico using public signs to analyze the social meaning of English. The objectives of the study were to identify different social meanings represented on the signs and photographs and to suggest some pedagogical implications of LL.

Affin and Husin (2013) carried out research on "Patterns of Language Use in Shop Signs in Malaysian Towns". The objective of the study was to examine the language used in fronts of four town centers in Malaysia namely metropolitan city, big town, small town and provincial town. Being based on the descriptive study, the researchers employed a textual analysis on the language use and choice in shop/store signs involving 200 shop/store signs that were randomly selected from four town centers in Malaysia namely Kuala Lumpur, Bandar Raya Melaka, Cheng and Bandar Jengka. Data were categorized and analyzed based on a framework. The patterns of language were analyzed separately being based on the four areas. The shop signs of the metropolitan city, Kula Lumpur in uni-language are only found in Bhasa Malaysia (BM) or English. Shop owners do not seem to favor the use of a single language for their shop signs as only 9 (18%) of them use language for their store signs. 18 (36%) of the shop sings examined are bilingual where shop owners may want to capture a wider audience for their business. Similarly, in Bandar Raya Melaka, the analysis revealed that English (46%) dominates the language used in the shop signs. Most of the shop owners prefer to use English to advertise their products or services. Likewise, in Cheng, it mainly attributed to the type of merchandise, and secondly, to the prospective clients, the shops are targeting it. The next dominant language used as the combination of BM and English which makes up 12 (24%) of the data. Although the majority of the people in Cheng are Chinese, interestingly most shop signs are trilingual/ multilingual. And, in Badar Jenka, the preferred language for the shop signs is BM (54%) followed by the mixture of BM and English (245), and English (10%). The data also illustrated that English has exerted its influence due to the mobility of the people and the ardent influence of globalization and technology in this country. To sum up, the language use may influence the customers as it can formulate their opinion about that particular store and can formulate their opinion about that particular store and can influence their decision on where to shop.

Bradshaw (2014) carried out research on "Linguistic Landscape as a language Learning and Literacy Resource in Caribbean Creole Contexts". This study aimed to explore how public, out-of-school texts can be utilized in school settings to develop students' critical language awareness and increase their communicative competence. The researcher collected LLs from a different area of Caribbean territory by focusing on written and graphic texts in the Caribbean LL. Critical analysis process was used to analyze the data. The study showed that LL is crucial to develop the literacy of children. If educators use such texts to integrate content in the school curriculum, students might find literacy resources more motivating and engaging. LL reflects authentic language in diverse ways that are familiar to students. The researcher found that an important part of the process is a pedagogical approach that allows students to recognize public space as an arena in which different players, such as advertisers, politicians, and businessmen, exercise influence in ways that are often hidden or convert. So, LL is used to develop students' critical literacy as well as their pragmatic competence.

Similarly, Kathpalia and Ong (2015) conducted a study entitled "The Use of Code-Mixing in Indian Billboard Advertising”. The objective of the study was to analyze the aspect of Hindi-English code mixing involving literary devices in the ‘Amul Butter’ advertising campaign which uses billboards to advertise its products throughout India. The data for this study were extracted from 1,191 billboards spanning years 2000 to 2013 through online advertisement of Amul Butter products. By applying the judgmental sampling procedure, 700 English-Hindi code-switched billboards were selected and observed for analysis in this study. The study showed that the mixed language of billboards was based on the figures of speech that included alliteration, allusions, assonance, blending, compounding, irony, metaphor, onomatopoeia, oxymoron, parody, puns, and rhyme. So, code-mixings with different purposes were papered on billboards.

In the same way, Wang (2015) carried out a study entitled "Linguistic Landscape on Campus in Japan a Case Study of Sings at Kyushu University". The objectives for this research were to explore how languages used in signs are regulated or planned in Japan and to find out the campus LL, and how the sign readers view the multilingual campus they are living in. The researcher used the questionnaires as the research tool to collect the attitudes of the sign readers towards the multilingual LL of Ito campus. The researcher followed the qualitative study and used the questionnaires as the research tool to collect the attitudes of the sing readers towards the multilingual LLs of Ito campus. The findings of this study showed that for the academic life, students’ value bilingual ability a lot; in their daily life, students maintain multilingual contact to a certain degree. However, the campus signs do not show so rich a construction of LL as the urban area instead, the study presents some features of sings on campus, and at the same time, it also shows that the campus has its own trait, as indicated in a large amount of bilingual Japanese-English signs. A trend towards internationalization is also shown in these sings.

Likewise, Xia and Li (2016) conducted the research entitle "Studying Languages in the Linguistic Landscape of Lijiang old Town”. The main objectives of the study were to find out the language use and their distributions, especially the use of the bilingual and multilingual signs and the attitudes of local governmental officials, shop owner or employees, domestic and international tourists towards the use of Chinese, Dongba script and English. In this research, both the qualitative and quantitative methods were employed. A digital camera was used to take photographs. For this research, 329 units of analysis and 213 units of analysis were collected in Fuhui Street and Xinhau Street respectively. In addition, semi-structured interviews were conducted with the local government officials, shop owners and tourists from home and abroad. There were 33 participants in this research. The analysis of research results found that the linguistic landscape of Fuhui Street and Xinhua Street indicated significant differences. One of the research findings was that the necessity of English was fully affirmed by the absolute majority. Moreover, English was mainly used to help, guide, exhibit, educate, be good for tourism as well as advertise, serve and cater to tourist’s demand. In addition, it was also employed to communicate, introduce, give convenience to the foreign tourists, integrate with international standards, keep pace with the time, promote the government public service, show respect to foreigners, direct, use as a device, attract foreign customers, to represent shop products, symbolize the internationalization and modernity and the like.

Furthermore, Zimny (2017) carried out a research entitled “Language and Place-making: Public Signage in the Linguistic Landscape of Windhoek’s Central Business District”. The objective of the study was to investigate one such dynamic LL, namely Independence Avenue in the central business district (CBD) of Windhoek, Namibia. The data for this study were extracted from different districts of Namibia. It showed how many languages were used in

Namibia. The researcher used a survey research design of quantitative research. The study showed to draw a conclusion about how strongly Namibia's LP is reflected in this area and what language practices and ideologies may exist within the space. The total number of physical signs were 679. So, this study was about languages of CBD of Namibia.

Pujara (2018) conducted the study entitled "Language Formation in Linguistic Landscape and Teachers' Views on its use for ELT Pedagogy". The objectives of the study were to find out the language formation system on linguistic landscapes in terms of a number of languages used, priority in the selection of language, transliteration, translation, code-mixing and non-standard structures. Similarly, English language teachers' views on linguistic landscapes in relation to ELT pedagogy were explored throughout the study. He followed the explanatory sequential mixed-method design. He collected photos of one hundred non-governmental linguistic landscapes (LLs) from Kathmandu and selected forty-four as a sample through purposive non-random sampling strategy. In the same way, for qualitative part of the study, five secondary level English teachers from different five schools of Kathmandu were selected as sample of study using purposive non-random sampling strategy. He used the checklist to find out the language formation system, and semi-structured questions were used to conduct an interview with teachers. The data were analyzed and interpreted using simple statistical tools such as frequency and percentile, and the facts were presented in tables. In the second part of the study, the data were transcribed in written form from the recorder device and interpreted through descriptive analysis under different thematic topics. The study found that there were altogether seven languages used on the linguistic landscapes of three different areas of Kathmandu district including English, Nepali, Newari, Urdu, Japanese, Chinese and Korean. The Study found transliteration, translation, code-mixing and non-standard structures on the LLs of all areas. Moreover, the study found that LLs are useful materials to teach language skills and aspects of language with high motivation in the classroom.

Likewise, Thapa (2018) carried out the research entitled “Linguistic Landscapes in the Signboard of Governmental and Nongovernmental Organizations”. The objectives of the study were to explore the choices of languages used in the signboards of governmental and nongovernmental organizations and to explore the proposes of using different languages in the signboard of different organizations. The study followed a descriptive research design for this research which is based on primary and secondary sources of data. The samples of this research were 100 photos of the signboard used by governmental and nongovernmental organizations and interviewed 6 concerned people such as heads and owners (each from 3) of the governmental and nongovernmental organizations from Kathmandu. The sample was selected through the use of the purposive non-random sampling procedure. Similarly, observation checklist and semi-structured interview were the main tools for the data collection. The finding of research showed Nepali and English languages were highly used together and Nepal vasa were also found in some of the governmental organizations’ signboards along with Nepali and English. In the same way, the study found the domination of English was higher than that of Nepali and other languages on the signboard of nongovernmental organizations.

2.3 Implications of the Review for the Study

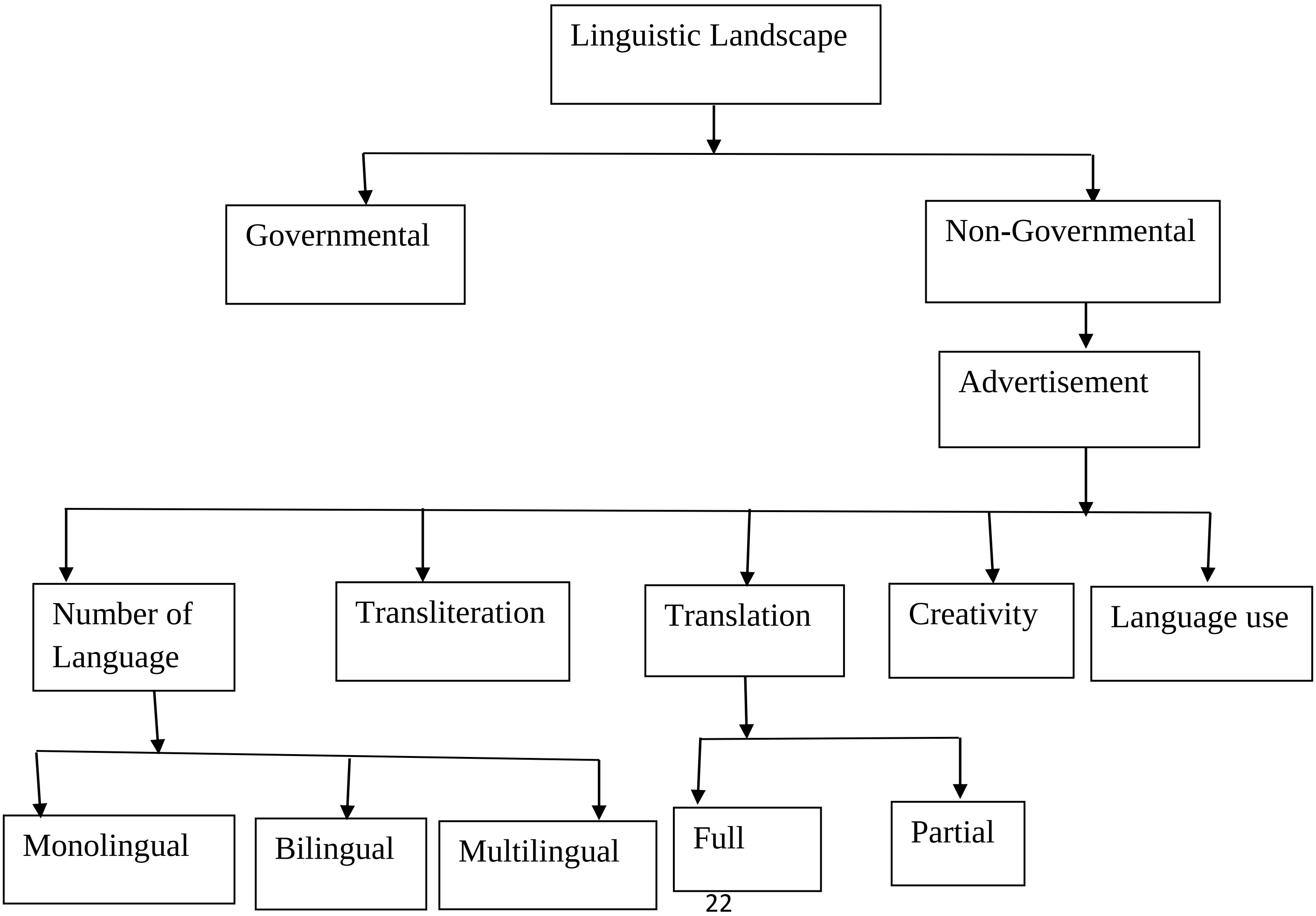
Review of theoretical and empirical literature provides an insight to a researcher in which he/she is going to conduct the study. A comprehensive study and review of the existing literature in the area of the researcher are the prerequisite to validate and justify researchers' study. The theoretical and empirical reviews are significant to have clear information in the particular area. So, both types of reviews in LL have a vital role in every stage of my research.

The review of related theoretical literature helped me to be informed of various characteristics of LL including its emergence. The work of Landry and Bourhis (1997) helped me to conceptualize the LL in my study. Similarly, the research tasks of Gorter (2006) and Hult (2014) helped me to develop an insight into aspects of LL. Likewise, the study of Kathpalia and Ong (2015) helped me to take the ideas about the LLs of advertisement.

In the same way, the review of empirical literature in LL helped me to conduct similar kinds of study in the context of Nepal. The study of Sayer (2010) helped me to form the objective and research questions for my study. The study of Bradshaw (2014) played a very significant role to be clear about the role of LL as teaching material. I got insights from the study of Ariffin and Husin (2013) to analyze the language formation of LL of advertisement. Moreover, I got fundamental insights to form the checklist from the review of Wang (2015).

2.4 Conceptual Framework

The main purpose of the conceptual framework is to show the relationship among the various concepts and variables of the study. The conceptual framework of the proposed study can be presented diagrammatically as follows:


Linguistic Landscape
Governmental
Non-Governmental
Advertisement
Number of Language
Transliteration
Translation
Creativity
Language use
Monolingual
Bilingual
Multilingual
Full
Partial

CHAPTER: THREE

METHODS AND PROCEDURES OF THE STUDY

The methods and procedures of the study were as follows:

3.1 Design of the study

The study was a descriptive survey research design. The study design is the way through which a researcher collects the data, analyses the data and carries out the findings of the research. Quantitative research method develops and employs mathematical models, theories, and hypothesis pertaining to phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships. Quantitative data is any data that is in numerical form such as statistics, percentages, etc. In this type of method, the researcher analyses the data with the help of statistics and hopes the numbers yielded an unbiased result that can be generalized to some larger population. In this regard, quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical or computational techniques.

“A survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. From sample results, the researcher generalizes or draws inferences to the population” Creswell (2014). In social sciences, quantitative research is widely used in psychology, economics, demography, sociology, marketing, community health, health and human development, gender, and political science, and less frequently in anthropology and history. Research in mathematical sciences such as physics is also 'quantitative' by definition, though this use of the term differs in context. In the social sciences, the term relates to empirical methods, originating in both philosophical positivism and the history of statistics, which contrast with quantitative research methods. So, the study was based on a descriptive survey design of quantitative research.

3.2 Population, Sample and Sampling Strategy

For this study, eighty non-governmental LLs related to the advertisement were collected from a different area of Kathmandu valley. Among them, forty LLs were selected as a sample through a non-random purposive sampling strategy for using the data.

3.3 Research Tools

I used the checklist as a tool to find out the language features of the LLs of advertisement. Based on the checklist, and observation LL features such as transliteration, use of non-standard structures, code mixing, translation and various creativity were carried out by data.

3.4 Sources of Data

The study was primarily based on the primary sources of data. The first-hand data were derived from the selected data or materials. Primary data is referred to be as directly observed data. This means the interviewer gets the data directly from the research field/area. The data is originated for the first time by the researcher through direct efforts and experience, specifically for the purpose of addressing his research problem and is also known as the first hand or raw data. It is taken as the most reliable, authentic, and objective. The primary data were collected through observation on concerned 40 photographs. However, information from any secondary sources such as books, journal articles, and formal documents were utilized if found relevant to the study. On the other hand, secondary sources of data are those data that implies second-hand information which is already collected and recorded by any person other than the user for a purpose, not relating to the current research problem. It is the readily available form of data collected from various sources like censuses, government publications, and internal records of the organization, reports, books, journal articles, and websites and so on.

3.5 Data Collection Procedures

The step by step procedure of the primary data collection was as follows:

I visited different areas of Kathmandu valley and collected eighty non-governmental LLs of advertisement. I used a digital camera to take the photos of LLs. After taking photos of the LLs of advertisement, I categorized them in the basis of characteristics of LL.

3.6 Data Analysis and Interpretation Procedure

In data analysis, I analyzed the data with statistical tools. Data were analyzed and interpreted in a descriptive way with the help of frequency and percentile. The facts were presented in different tables and diagrams.

3.7 Ethical Considerations

While collection data, a culturally appropriate approach was taken to ensure that there were no ethical concerns regarding this study. That is, all the LLs were used only for research purpose and permissions were taken from the shop owners, different governmental and non-governmental places.

CHAPTER: FOUR

ANALYSIS AND INTERPRETATIONS OF RESULTS

The quantitative data collected for the study were analyzed and interpreted to derive findings of the study. So, this chapter of the thesis includes the analysis and interpretation of the results.

4.1 Analysis of Data and Interpretation of Results

The data collected from primary and secondary sources were analyzed to derive the results of the study and the results were interpreted to make meaning of the results as per the objectives of the study. The number of language and priority of language in linguistic landscape (LL) and other areas such as the use of transliteration, translation, and code-mixing are related to review of the literature review. The analysis of this study is related to all the research which were reviewed in this study.

The data were analyzed and interpreted using simple statistical tools such as frequency and percentile. I provided serial numbers to all the samples of LLs presented the facts in tables.

4.1.1 Number of Language and Priority of Language in Linguistic Landscape

In this study, the data (in the form of photos) were taken from different areas of Kathmandu valley. These data were collected from Kirtipur, Balkhu, Dillibazar, Jamal, Bagbazar, and Thamel to find out the number of languages used on the LLs. Moreover, the data were used to find out the language of priority on LLs.

Regarding the number of language and priority were given to language on the LLs have been presented in table 1:

Table 1: Number of languages and prioritized language

LL	Language	LLs No.	Frequency	Percentage	Total	Total%
Monolingual	English only	8,9,13,16,22, 24,25,28,29,30	10	25	14	35
	Nepali only	2,6,26	3	7.5		
	Newari only	17	1	2.5		
Bilingual	English and Nepali	1,5,7,12,18, 20,23,27	8	20	25	62.5
	Nepali and Newari	4	1	2.5		
	English and Newari	3	1	2.5		
	English and Japanese	10,11,14,15,21	5	12.5		
	English and Chinese	19,31,32,33,34, 35,36,37,38,39	10	25		
Multilingual	English, Nepali and Korean	40	1	2.5	1	2.5
Total			**40**	**100**	**40**	**100**

The table 1 shows that there are altogether six languages used on the LLs of different areas of Kathmandu district. They are English, Nepali, Newari, Chinese, Japanese, and Korean. Above mentioned LLs no. in the table are given a number in the appendix part. Out of the total observed forty LLs, fourteen (35%) LLs were monolingual, twenty-five (62.5%) were bilingual and one (2.5%) was multilingual.

Within the monolingual category, ten (25%) LLs were only in the English Language, three (7.5%) were only in Nepali and one (2.5%) was only in Newari.

Similarly, within the bilingual category, eight (20%) LLs were in English and the Nepali language, one (2.5%) was in Nepali and Newari, one (2.5%) was in English and Newari, five (12.5%) were in English and Japanese and ten (25%) were in English and Chinese.

Likewise, within the multilingual category, one (2.5%) LL was in English, Nepali and Korean language.

This analysis shows that total six languages have been used on the LLs of different areas of Kathmandu district where the English language has been given most priority.

1. Examples of Monolingual Linguistic Landscape:

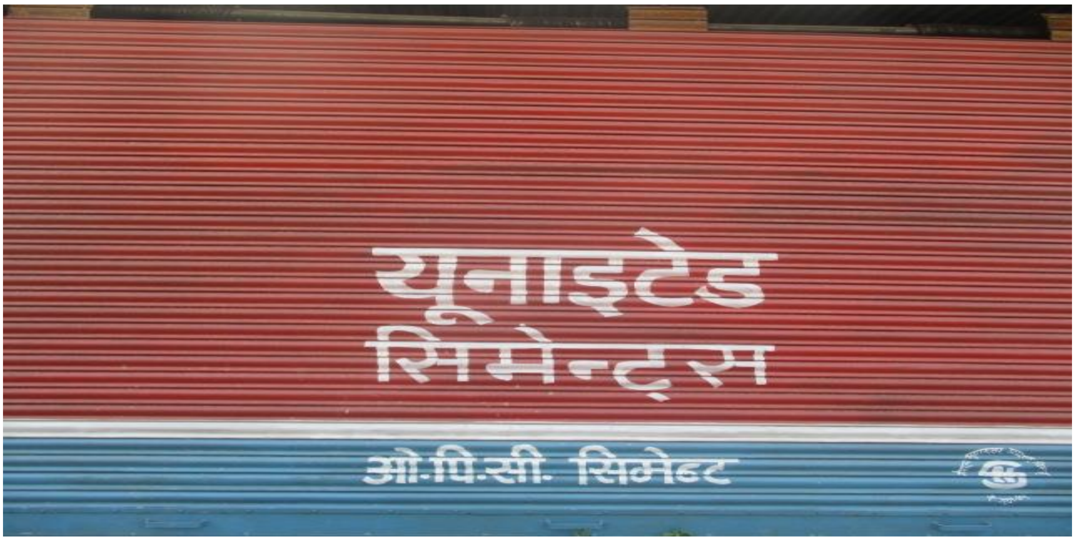


Figure No.: 1

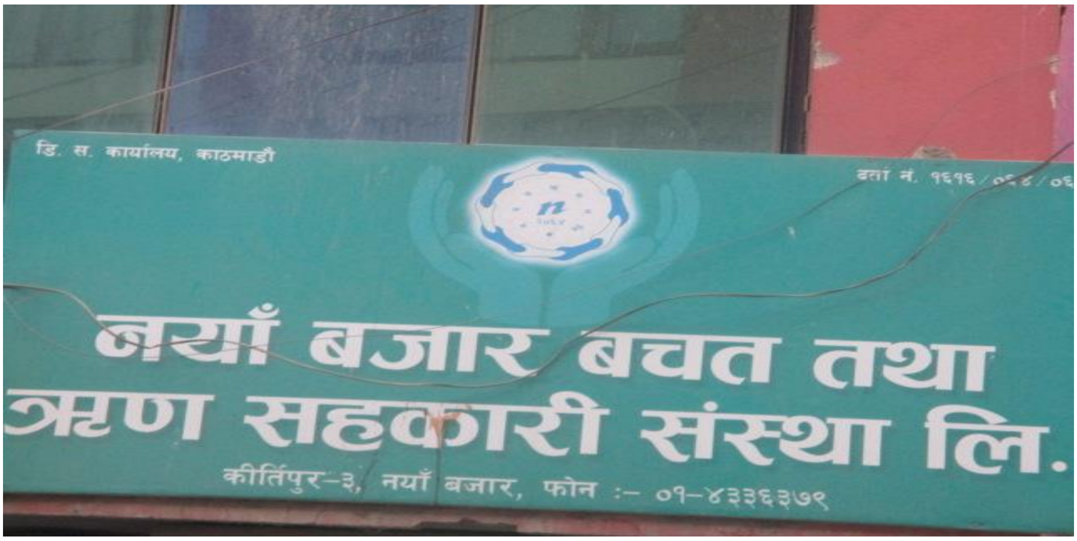

डि. स. कार्यालय, काठमाडौं
दर्ता नं. १६१६/०६४/०६
नयाँ बजार बचत तथा
ऋण सहकारी संस्था लि.
कीर्तिपुर–३, नयाँ बजार, फोन :– ०१–४३३६३७९

Figure No.: 2

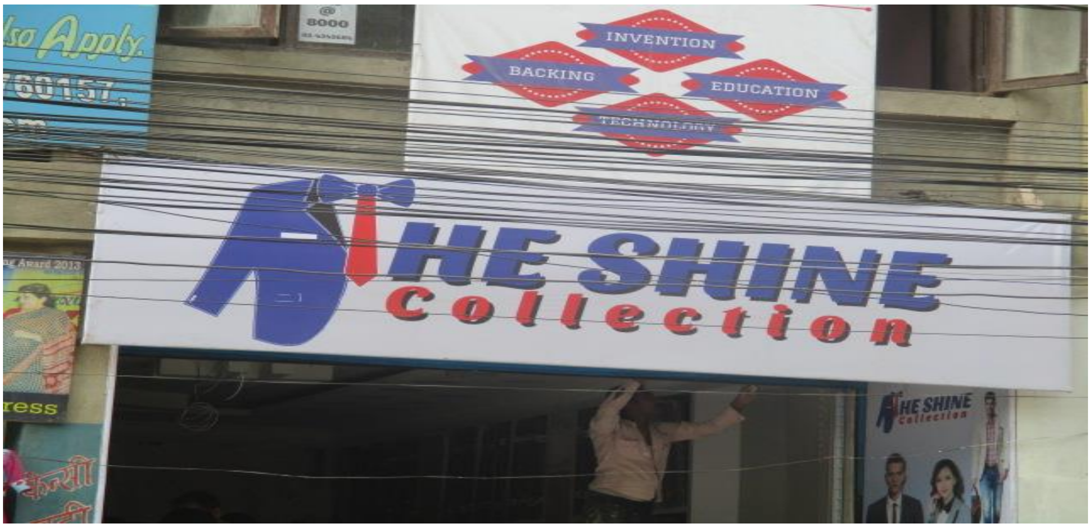

lso Apply.
60157
INVENTION
BACKING
EDUCATION
TECHNOLOGY
THE SHINE
Collection
ress

Figure No.: 3

These LLs were taken from Kirtipur and Bagbazar area. The first belongs to the advertisement of the cement company. On the advertisement, there was an advertising of Nepali cement. This advertisement is about Nepali cement product named ‘United Cements’. It describes the quality of cement which is called O.P.C Cement. Similarly, there is a logo of the qualitative product of Nepal which is certified by the government of Nepal. On this LL, there was only one Nepali language used so, it was called Monolingual. So, only one language with transliteration was found on this LL of advertisement.

Similarly, the second LL belongs to the cooperative where Nepali was used as monolingual language. Likewise, the third LL was about the fancy shop and it describes shine collection. On this LL, the first letter is made by tie then coat which shows creativity. So, the English language is used as monolingual with creativity on this LL of advertisement.

Other examples are included in the appendix part.

2. Examples of Bilingual Linguistic Landscape:

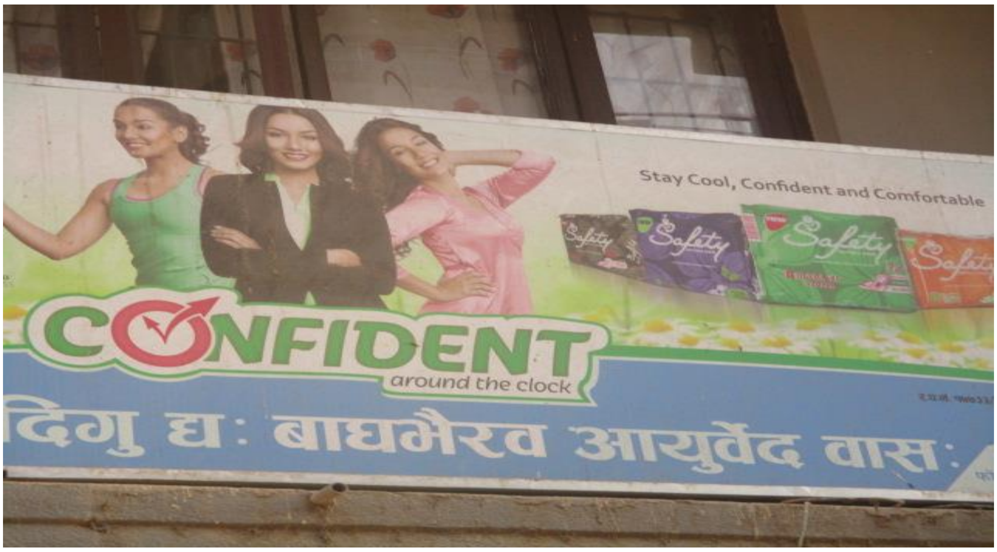

Stay Cool, Confident and Comfortable
Safety
Safety
Safety
Safety
CONFIDENT
around the clock
दिगु द्य: बाघभैरव आयुर्वेद वास:

Figure No.: 4

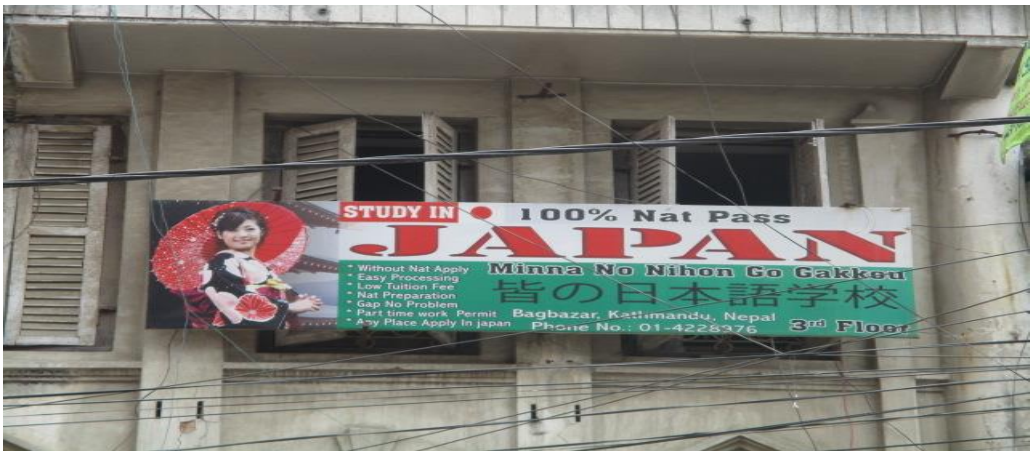

STUDY IN
100% Nat Pass
JAPAN
* Without Nat Apply
* Easy Processing
* Low Tuition Fee
* Nat Preparation
* Gap No Problem
* Part time work Permit
* Any Place Apply In japan
Minna No Nihon Go Gakkou
皆の日本語学校
Bagbazar, Kathmandu, Nepal
Phone No.: 01-4228976
3rd Floor

Figure No.: 5

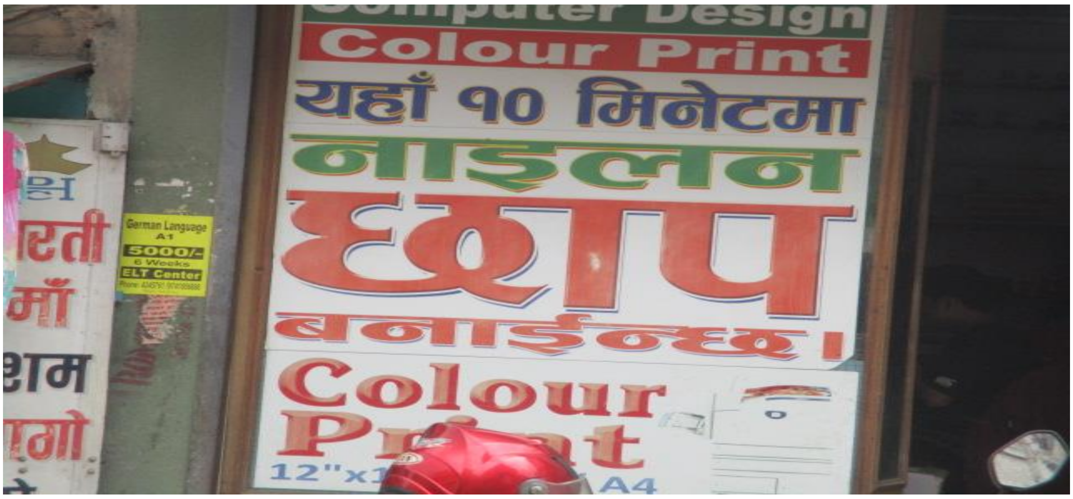


Figure No.: 6

These above-mentioned examples of the LLs are taken from kirtipur and Bagbazar area. These are related to bilingual. On the first LL, there is an advertisement which belongs to the information about women's pads and there are women's photos and pictures of safety pads. English and Newari languages are used for the advertisement on the LL. It describes the quality of pads and description of pads with English words as 'stay cool, confident and comfortable'. So, there are two languages used for the advertisement of the pad.

In the same way, the second example of LL of advertisement is used for the advertisement of the study. English and Japanese languages are used here on the LL to encourage the students to learn Japanese and study in Japan. It emphasizes the study only in Japan. Moreover, the guarantee has been provided to pass the Japanese language by the advertiser.

On third LL, Nepali and English languages are used by the advertiser for the advertisement. Both languages are used word after word on this LL of advertisement. The user has used different colors in words to advertise about the color print. So, two languages with different colors on LL are used for advertisement.

Other examples are included in the appendix part

3.Example of Multilingual Linguistic Landscape:

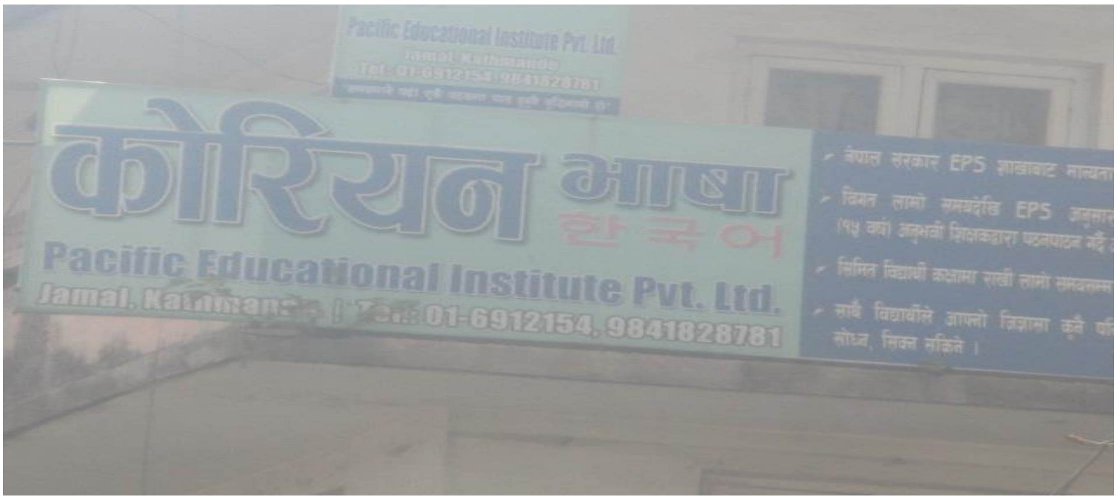

Pacific Educational Institute Pvt. Ltd.
Jamal, Kathmandu
Tel.: 01-6912154, 9841828781
कोरियन भाषा
한국어
Pacific Educational Institute Pvt. Ltd.
Jamal, Kathmandu | Tel.: 01-6912154, 9841828781

Figure No.: 7

This picture was taken from Jamal area of Kathmandu district. This is the advertisement of a Korean language class or institution. It describes the quality of language and institution. Similarly, it describes Nepal government EPS certified company. It focuses on the experience of trainers and institution. This LL of advertisement is an example of multilingual where English, Nepali and Korean languages have been used.

4.1.2 Use of Transliteration, Translation, and Code-mixing

The holistic data regarding the transliteration, translation, and code-mixing on the LLs of three different areas of Kathmandu district have been presented as below.

4.1.2.1 Transliteration Used on Linguistic Landscapes

The transliteration used on the LLs of three different areas of Kathmandu has been presented in the following table:

Table 2: Transliteration on Linguistic Landscapes

LLs	**Script used**	**LLs No.**	**Frequency**	**Percentage (%)**
40	Devanagari for English	2,6,18,26	4	10
	Devanagari for Newari	3,17	2	5
	Devanagari for English and Newari	4	1	2.5
	Roman for Nepali	8,9,13,20,27,28	6	15
	Roman for Japanese	10,14,15,21,25	5	12.5
	Roman for Chinese	19,31,37,38	4	10
Total			**22**	**55**

Transliteration was found on twenty-two (55%) out of forty LLs of different areas of Kathmandu district.

Devanagari script was used for English words on four (10%), Devanagari script was used for Newari on two (5%), Devanagari script was used for English and Newari on one (2.5%). Similarly, the Roman script was used for Nepali on six (15%), Roman script was used for Japanese on five (12.5%). Furthermore, the Roman script was used for Chinese on four (10%).

1. Examples of the use of Transliteration:

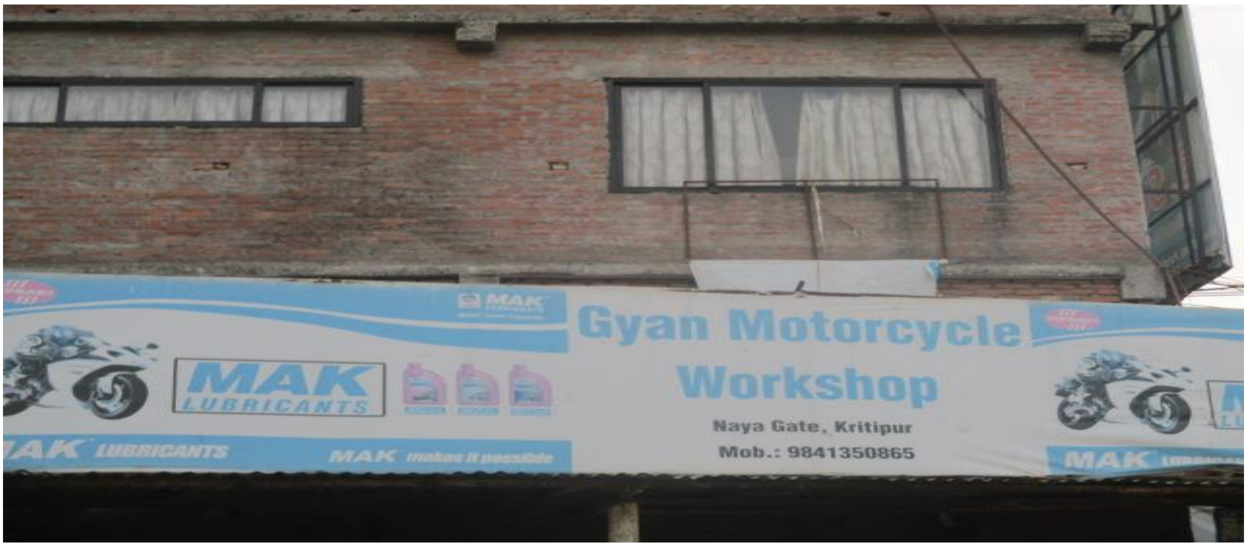

MAK
MAK LUBRICANTS
Gyan Motorcycle Workshop
Naya Gate, Kritipur
Mob.: 9841350865
MAK LUBRICANTS
MAK makes it possible
MAK

Figure No.: 8

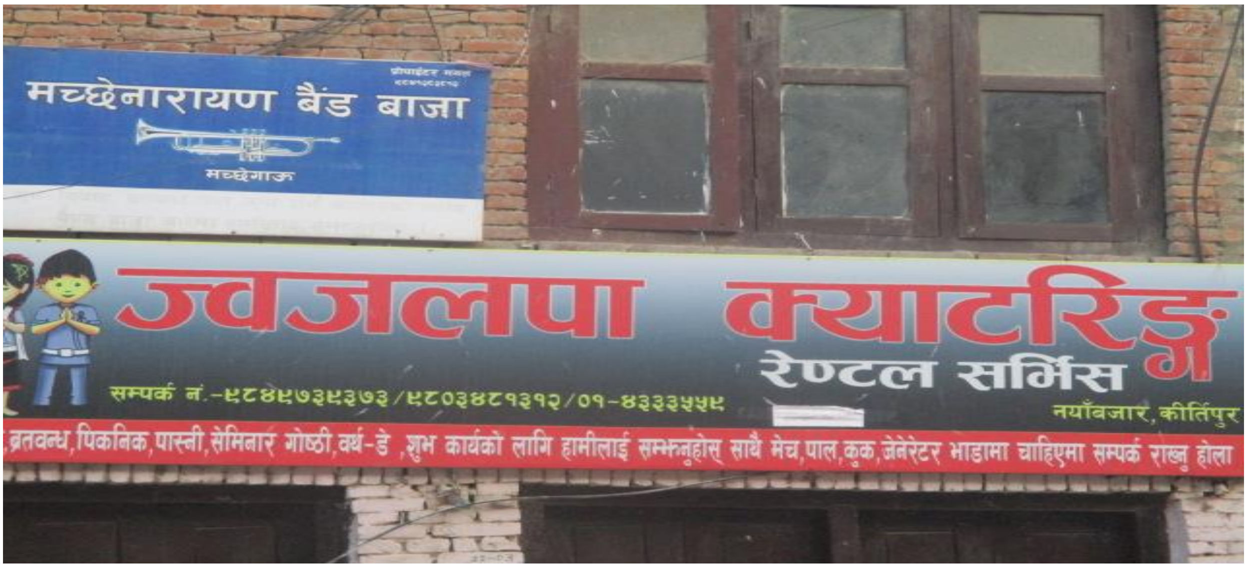

मच्छेनारायण बैंड बाजा
मच्छेगाऊ
ज्वजलपा क्याटरिङ्ग
रेण्टल सर्भिस
सम्पर्क नं.-९८४९७३९३७३/९८०३४८१३१२/०१-४३३३५५९
नयाँबजार, कीर्तिपुर
,ब्रतवन्ध,पिकनिक,पास्नी,सेमिनार गोष्ठी,वर्थ-डे ,शुभ कार्यको लागि हामीलाई सम्झनुहोस् साथै मेच,पाल,कुक,जेनेरेटर भाडामा चाहिएमा सम्पर्क राख्नु होला

Figure No.: 9

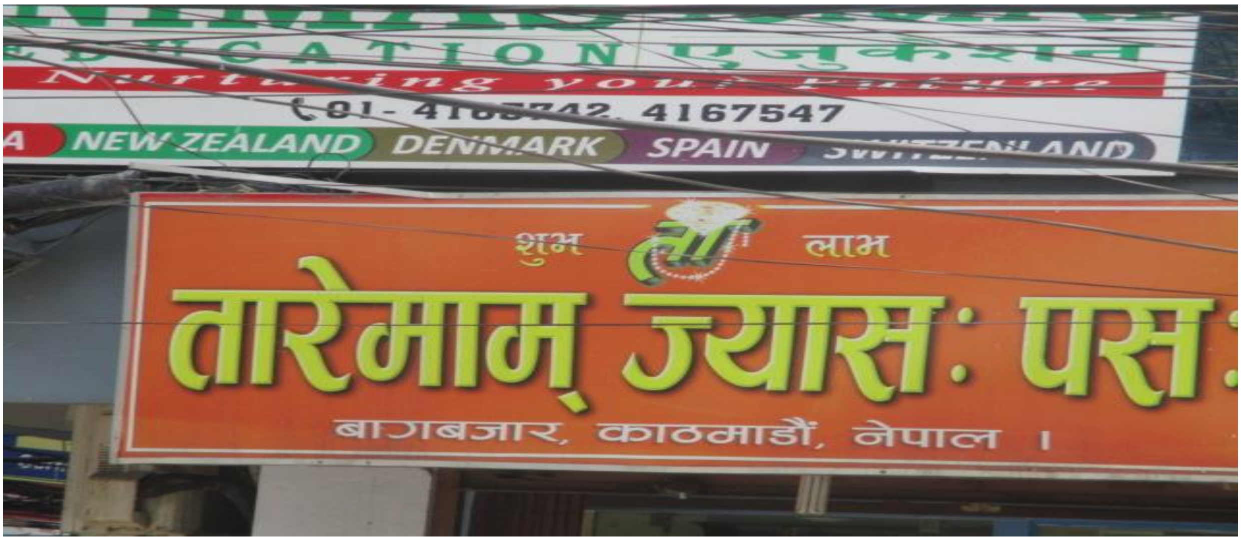


Figure No.: 10

These examples of LLs of transliteration were taken from Kirtipur and Bagbazar area. On the first LL of advertisement, Roman script is used for the Nepali language. This is the advertisement of a motorcycle workshop and where there is an ad of Mak lubricants. It describes motorcycle and some materials used in the workshop.

The second example of LL of advertisement is about catering rental service. I found the transliteration where Devanagari script is used for English and Newari language. Here, ‘Jwojolapa’ Newari and ‘catering’, ‘rental’, ‘service’, ‘picnic’ ‘seminar’, ‘birthday’, ‘cook’, ‘generator’ English words were transliterated into Devanagari.

The third example of LL of advertisement is about jewelry (gold- silver) shop. I found the transliteration where Devanagari script is used for Newari language. Here, ‘Taremam’, ‘Jyash’, and ‘Pash’ Newari words were transliterated into Devanagari.

Other examples are included in the appendix part.

4.1.2.2 Translation on Linguistic Landscapes

The translation used on LLs of three different areas of Kathmandu has been presented in the following table:

Table 3: Translation used on Linguistic Landscapes

LLs	**Languages**	**LLs No.**	**Frequency**	**Percentage (%)**
40	Nepali English Partial Translation	23	1	2.5
	Japanese English Partial Translation	14,15,21	3	7.5
	Chinese English Full Translation	31,33,34,35,38,39	6	15
	Chinese English Partial Translation	32,36	2	5
Total			**12**	**30**

The translation was used on twelve (30%) LLs out of forty LLs (total number of the sample) of different areas of Kathmandu district.

Nepali and English partial translation was found on one (2.5%), Japanese and English partial translation was found on three (7.5%). Similarly, Chinese and English full translation was found on six (15%) and Chinese and English partial translation was found on two (5%).

1. Examples of the use of Translation:

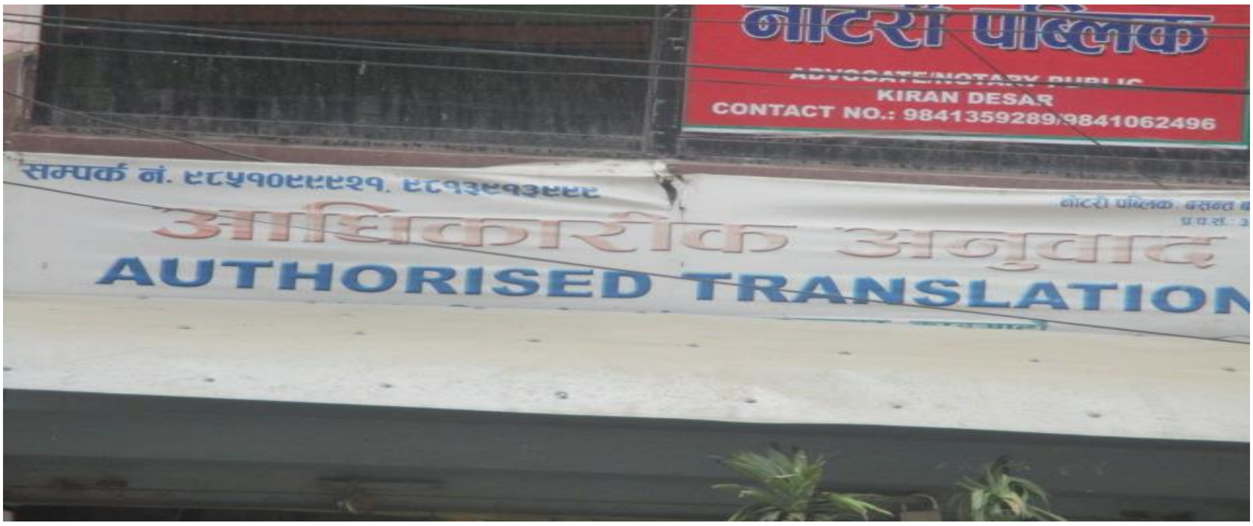
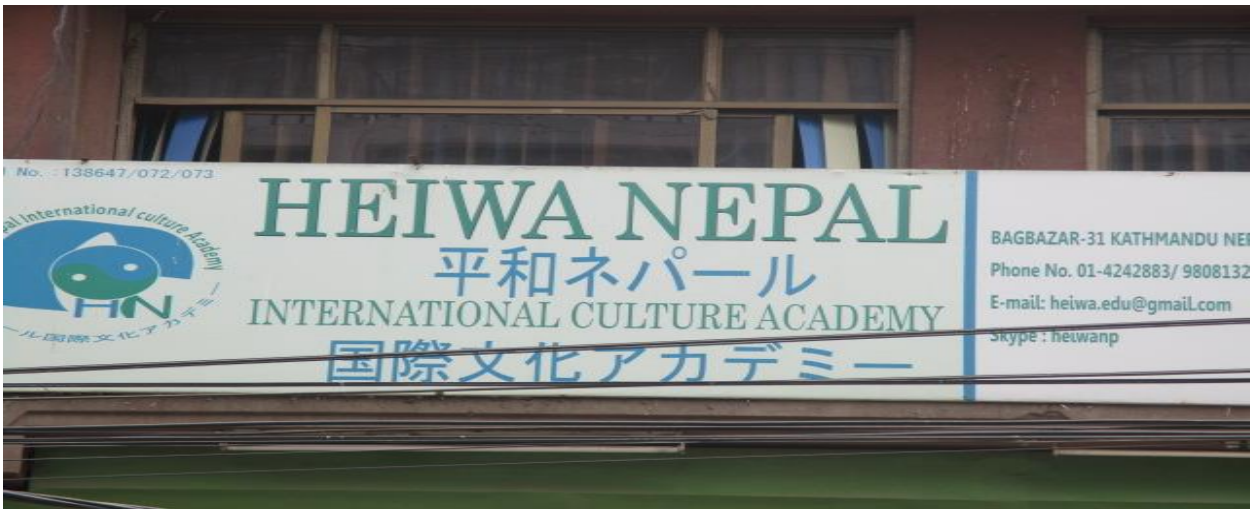

नोटरी पब्लिक
ADVOCATE/NOTARY PUBLIC
KIRAN DESAR
CONTACT NO.: 9841359289/9841062496
सम्पर्क नं. ९८५१०९९९२१, ९८१३९१३९९८
आधिकारीक अनुवाद
AUTHORISED TRANSLATION

Figure No.: 11


No. : 138647/072/073
International culture Academy
HN
HEIWA NEPAL
平和ネパール
INTERNATIONAL CULTURE ACADEMY
国際文化アカデミー
BAGBAZAR-31 KATHMANDU NE
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E-mail: heiwa.edu@gmail.com
Skype : heiwanp

Figure No.: 12

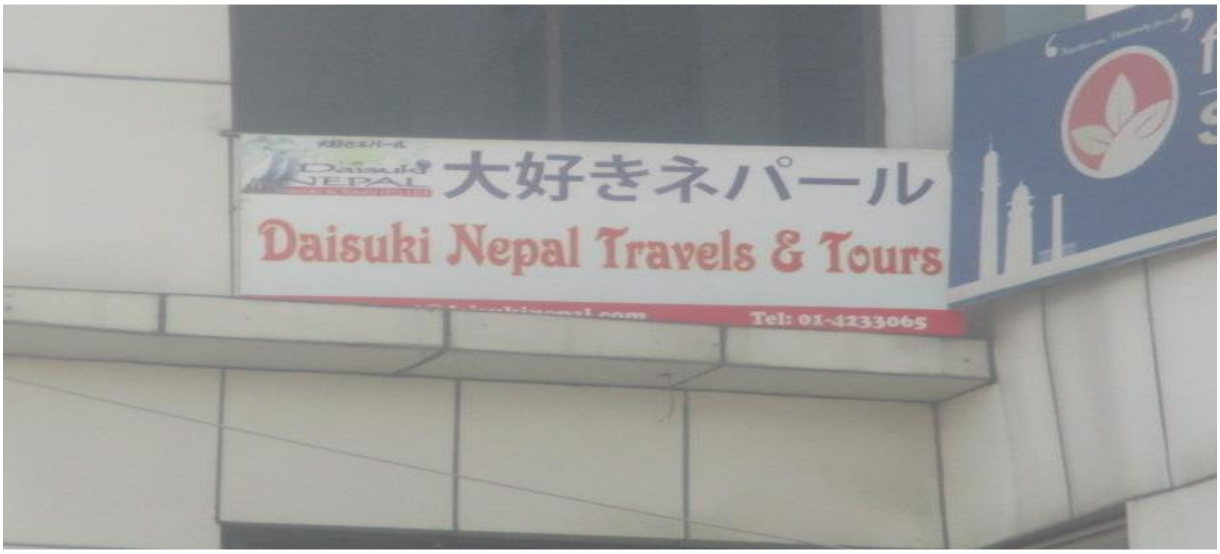


Figure No.: 13

The first LL related to translation was taken from Bagbazar area of Kathmandu district. In this advertisement, there was an advertising on translation. It describes the notary public center. Nepali English partial translation is used on this LL of advertisement.

Similarly, the second example of LL was taken from Bagbazar. It is about international culture academy especially in Japanese culture in comparison with Nepali culture. There was Japanese English partial translation.

Likewise, the third example of LL was taken from the Thamel area of Kathmandu district. It describes Nepal travels and tours agency. In this advertisement, the English and Chinese languages were used. So, there was Chinese English full translation.

Other examples are included in the appendix part.

4.1.2.3 Code-mixing on Linguistic Landscapes

The analysis of code-mixing was related to the study of Kathpalia and Ong (2015). The code-mixing used on LLs of three different areas of Kathmandu has been presented in the following table:

Table 4: Code-mixing on LLs

LLs	**Code-mixing**	**LLs No.**	**Frequency**	**Percentage (%)**
40	English words with the Nepali language	12,18	2	5
	Nepali words with the English language	20,27	2	5
	English words with Newari language	3	1	2.5
	Japanese words with the English language	10	1	2.5
Total			**6**	**15**

Code-mixing was found on six (15 %) out of forty LLs of different areas of Kathmandu district.

English words were used with the Nepali language on two (5%) LLs, Nepali words were used with the English language in two (5%) LLs. Similarly, English words were used with Newari language on one (2.5%) LLs and Japanese words were used with the English language on one (2.5%) LLs.

1. Examples of the use of Code mixing:

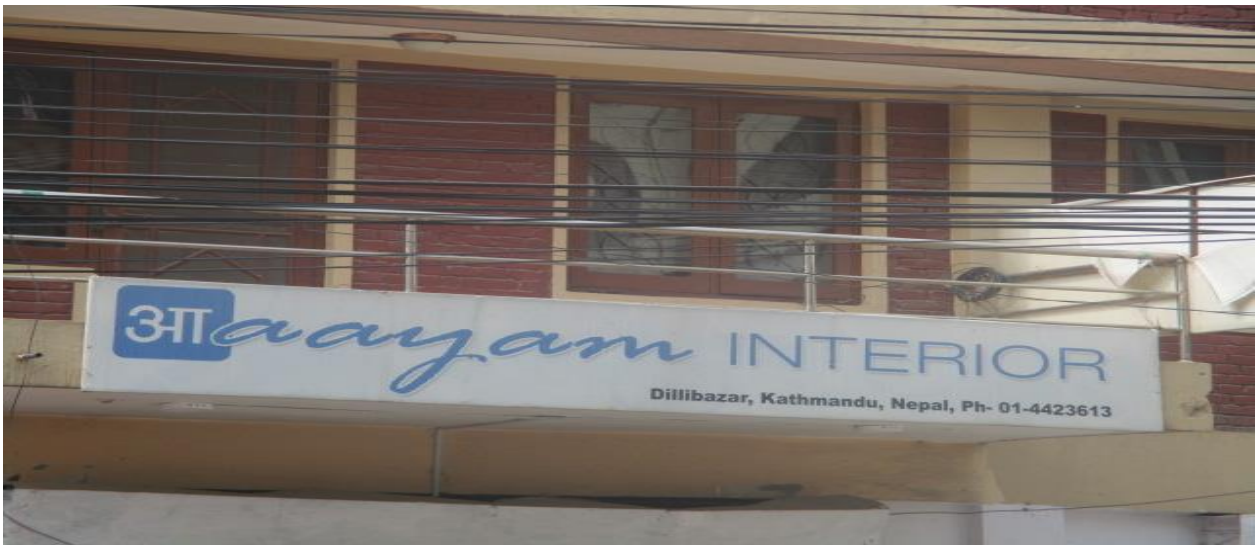

आ aayam INTERIOR
Dillibazar, Kathmandu, Nepal, Ph- 01-4423613

Figure No.: 14

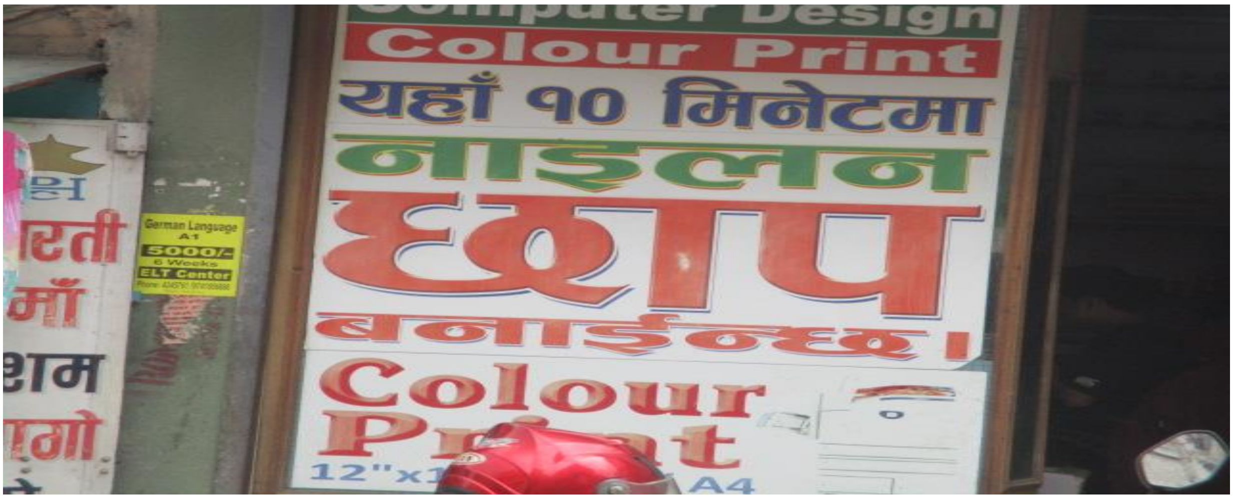
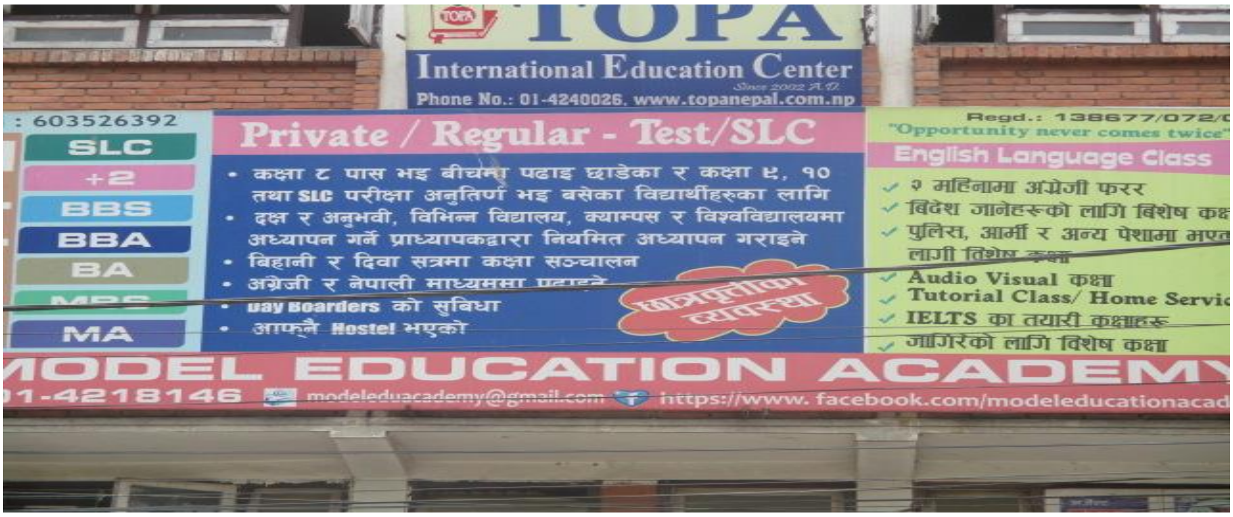

Computer Design
Colour Print
यहाँ १० मिनेटमा
नाइलन
छाप
बनाईन्छ।
Colour
Print
German Language
A1
5000/-
6 Weeks
ELT Center

Figure No.: 15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BBS
BBA
BA
MA
Private / Regular - Test/SLC
• कक्षा ८ पास भइ बीचमा पढाइ छाडेका र कक्षा ९, १० तथा SLC परीक्षा अनुतिर्ण भइ बसेका विद्यार्थीहरुका लागि
• दक्ष र अनुभवी, विभिन्न विद्यालय, क्याम्पस र विश्वविद्यालयमा अध्यापन गर्ने प्राध्यापकद्वारा नियमित अध्यापन गराइने
• बिहानी र दिवा सत्रमा कक्षा सञ्चालन
• अंग्रेजी र नेपाली माध्यममा पढाइने
• Day Boarders को सुविधा
• आफ्नै Hostel भएको
छात्रवृत्तीको व्यवस्था
Regd.: 138677/072/
"Opportunity never comes twice"
English Language Class
✓ ३ महिनामा अंग्रेजी फरर
✓ बिदेश जानेहरूको लागि बिशेष कक्ष
✓ पुलिस, आर्मी र अन्य पेशामा भएत लागी विशेष कक्षा
✓ Audio Visual कक्षा
✓ Tutorial Class/ Home Servic
✓ IELTS का तयारी कक्षाहरू
✓ जागिरेको लागि विशेष कक्षा
MODEL EDUCATION ACADEMY
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modeleduacademy@gmail.com
https://www.facebook.com/modeleducationacad

Figure No.: 16

The first LL based on code-mixing was taken from Dillibazar area of Kathmandu district. On this LL of advertisement, there were two languages used together. It describes the institution. Here, Nepali letter is used with an English letter to form the word. Nepali word is used with English word on the LL of advertisement.

Similarly, the second example of LL of the advertisement was taken from Kirtipur where code mixing was found using Nepali and English languages. The code mixing is used with giving priority to both languages. The advertiser has used various colors to write words for the advertisement of color print. So, it reflects the policy of the user to attract the costumes.

In a similar way, the third LL of code mixing was taken from Kirtipur area of Kathmandu district. It describes tuition center and language institution. English words are written in Nepali words. English and Nepali words are mixed on the LL.

Other examples are included in the appendix part.

4.1.2.4 Use of Pictures and Non-standard Structures on Linguistic Landscapes

There were six LLs with pictures of people. Similarly, there were seven LLs with pictures of different things.

1. **Examples of the use of Pictures:**

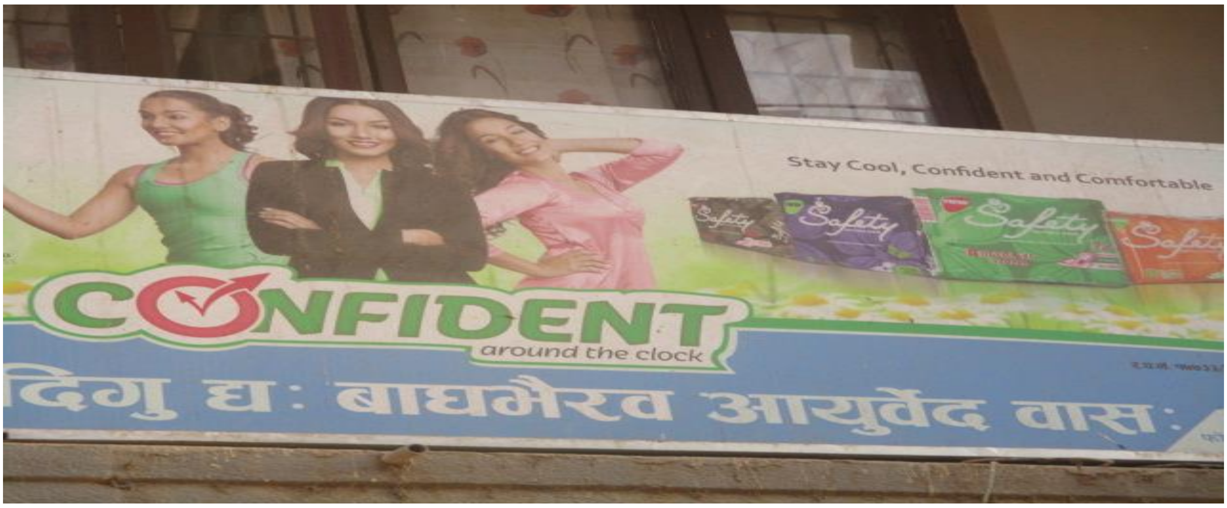
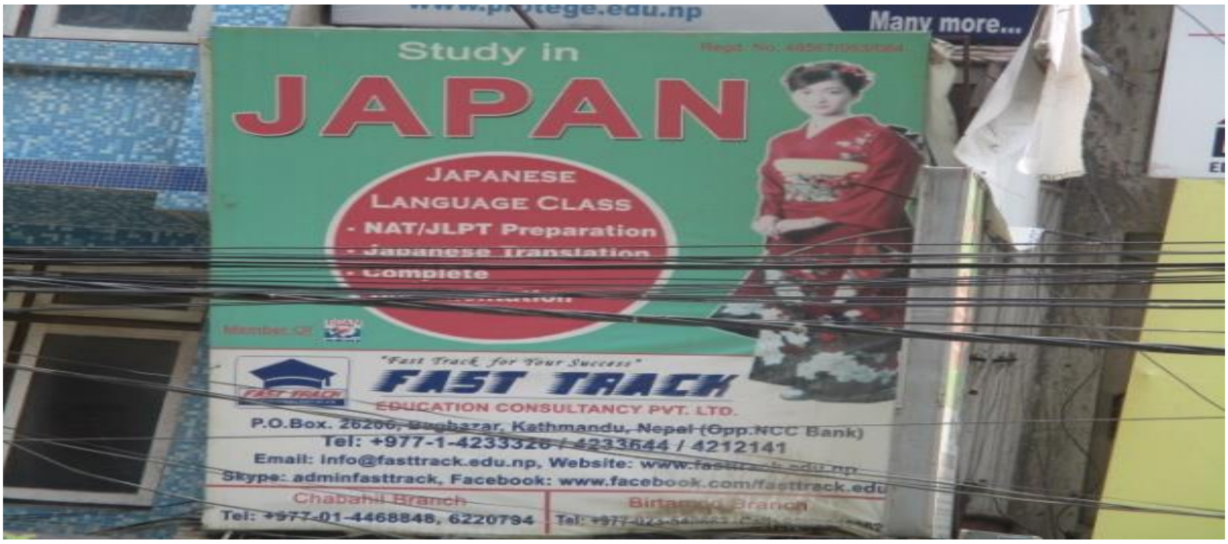

Stay Cool, Confident and Comfortable
Safety
CONFIDENT
around the clock
दिगु घ: बाघभैरव आयुर्वेद वास:

Figure No.: 17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Email: info@fasttrack.edu.np, Website: www.fasttrack.edu.np
Skype: adminfasttrack, Facebook: www.facebook.com/fasttrack.edu
Chabahil Branch
Tel: +977-01-4468848, 6220794
Birtamod Branch

Figure No.: 18

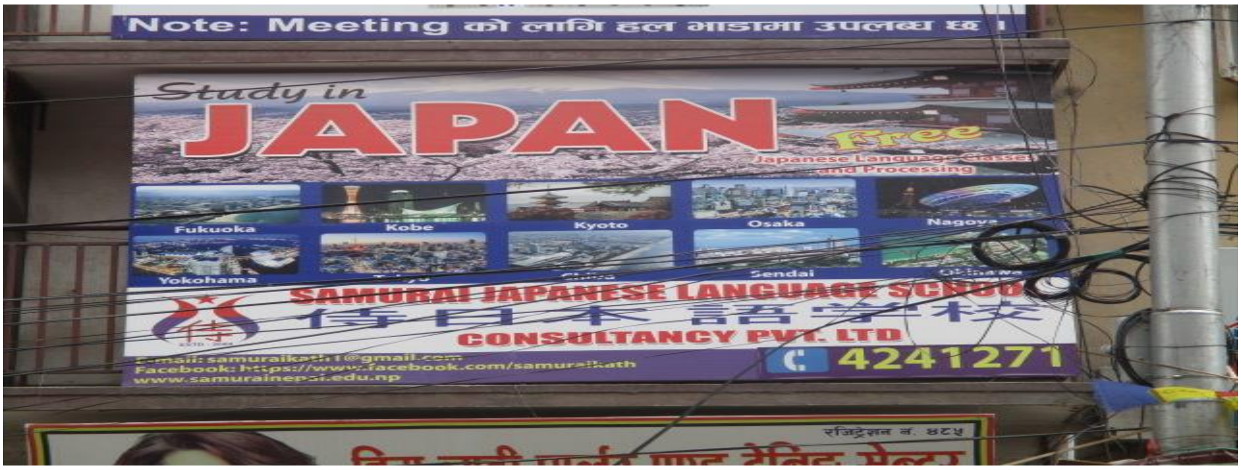
Note: Meeting को लागि हल भाडामा उपलब्ध छ ।
Study in
JAPAN
Free
Japanese Language Classes and Processing
Fukuoka
Kobe
Kyoto
Osaka
Nagoya
Yokohama
Sendai
SAMURAI JAPANESE LANGUAGE SCHOOL
侍日本語学校
CONSULTANCY PVT. LTD
4241271
E-mail: samuraikath1@gmail.com
Facebook: https://www.facebook.com/samuraikath
www.samurainepal.edu.np
रजिष्ट्रेसन नं. ४८५

Figure No.: 19

These pictures are taken from Kirtipur and Bagbazar area from Kathmandu district. There were various pictures and signs included in the images of the language used in LLs.

The first example of LL includes three celebrities in the advertising of women pads, pictures of pads as well.

Similarly, the second LL shows the advertise of study abroad in Japan and includes the picture of a lady who seems Japanese student.

Furthermore, the third picture includes several cities in Japan for advertising the college for abroad study.

Other examples are included in the appendix part.

There were no any non-standard structures of language have been used in these particular parts of Kathmandu district.

CHAPTER: FIVE

FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

Based on the analysis of data and interpretation of results, the findings of the study were derived. The findings of the study led to some conclusions and recommendations based on the study. So, findings, conclusions, and recommendations of the study have been presented in this part of the thesis.

5.1 Findings

Some major findings of the study have been listed as follows:

5.1.1 Major findings of the study

I. It was found that there were altogether six languages used on LLs of different areas of Kathmandu district. They are English, Nepali, Newari, Japanese, Chinese and Korean. Among all samples of different areas, fourteen (35%) LLs were monolingual, twenty-five (62.5%) bilingual and one (2.5%) multilingual.

II. The English language has been given most priority on LLs in Kathmandu district.

III. Transliteration was found on twenty-two (55%) LLs where Devanagari and Roman script were used. Similarly, the Roman script was highly used for Nepali, Japanese and Chinese languages.

IV. The translation was found on twelve (30%) LLs where Nepali English, Japanese English, and Chinese English translation was found.

V. The code-mixing was found on six (15%) LLs where English words were used with Nepali and Newari, Nepali words were used with English and Japanese words were used with the English language.

VI. There were six LLs with pictures of people and seven LLs with pictures of different things.

5.2 Conclusions

Linguistic Landscape is the use of language used in various public areas as governmental and non-governmental boards, signboards/billboards, wall advertisement, roadside signposts, and posters. It incorporates the verbal and non-verbal use of language from advertisements to billboards, to public signs to commercial shop signs and graffiti. In our day to day life, we find various types of hoarding boards, banners, billboards, and public signs as we go out of our home.

In this way, this study was conducted to find out the use of language in the LLs of Kathmandu district. The analysis and interpretation of the data and findings of the study lead us to the conclusion that the English language has been given the most priority in the LLs of Kathmandu district. Furthermore, various cases of translation, multilingualism, transliteration, and code-mixing have been found.

Finally, it can be concluded that the study explored the use of language in advertisements LLs of different parts of Kathmandu district.

5.3 Recommendations

Based on the findings and conclusion of the study both policy-related, and practice related recommendations have been made.

5.3.1 Policy related

The policy level implications and recommendations have been listed below based on the study.

I. The use of language in the advertisement should consider as related to nature of LLs.
II. The multilingual policy should be adopted in the teaching of the English language.
III. The translation, transliteration, and code-mixing should include in the advertisements to advertise the products.

5.3.2 Practice related

Practice level implications and recommendations have been listed based on the study under this section.

I. Teachers can use linguistic landscape for the motivation of the students.
II. Teachers can use linguistic landscape to teach vocabulary and abbreviations.
III. Teachers can use linguistic landscape to teach students as a how to analyze mistake and error.
IV. Teachers can use linguistic landscapes to give the example of monolinguals, bilinguals and multilingual.
V. Teachers can use linguistic landscape to give the examples of code mixing; code-switching, transliterations, and translations.

5.3.3 Further Research related

Keeping the delimitations of the study into consideration, some more topics, areas, and issues for further research have been suggested as follows:

I. A study can be conducted to localize the language in advertisements on LLs.
II. A comparative study can be conducted comparing the use of language in the LLs of governmental and non-governmental sectors.
III. A survey can be conducted to investigate the reasons behind using a particular language on LLs.

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Thapa, B. R. (2018). *Linguistic landscapes in the signboard of governmental and non-governmental organizations* (Unpublished Thesis), Tribhuvan University, Kirtipur, Kathmandu Nepal.

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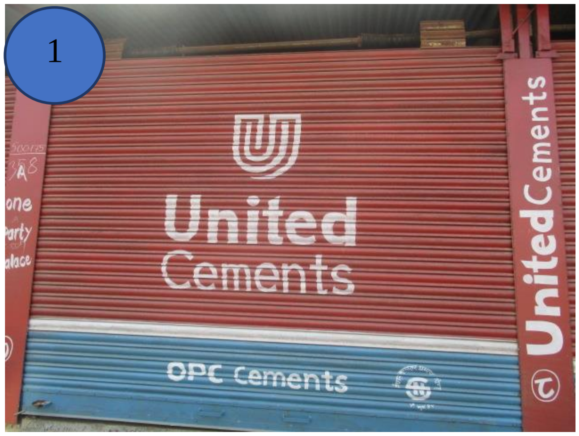
Appendix: 1

Language Formation Checklist

The features of each LLs will be checked based on the following criteria

No.	Features of LL			
1	Languages	Monolingual	bilingual	multilingual
2	Creativity	Words	pictures	Other
3	Transliteration	English in Devanagari	Nepali in roman	Other
4	Code-mixing			
5	Non-standard structures	Colloquial, slang	grammar	Spelling, pronunciation
6	Translation	Full	Partial	Other
7	Other			

Appendix:2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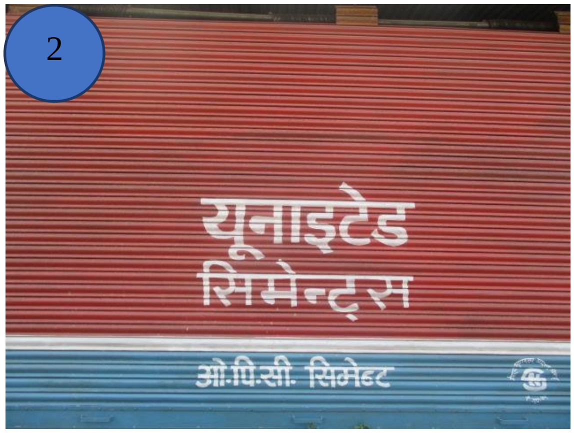
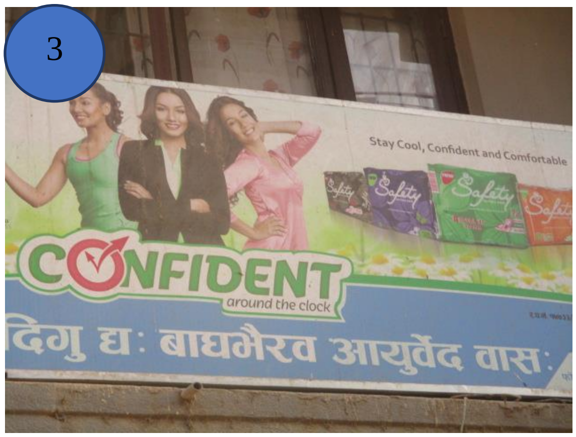
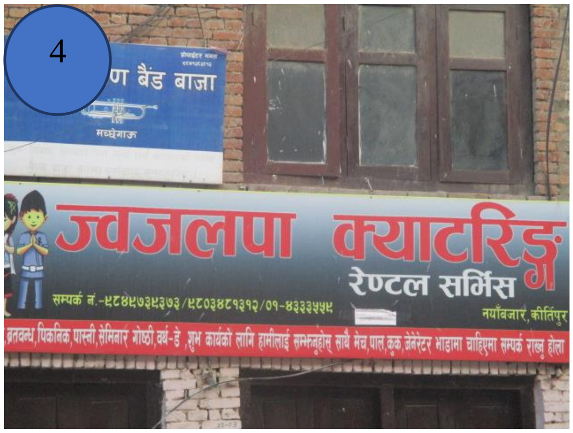
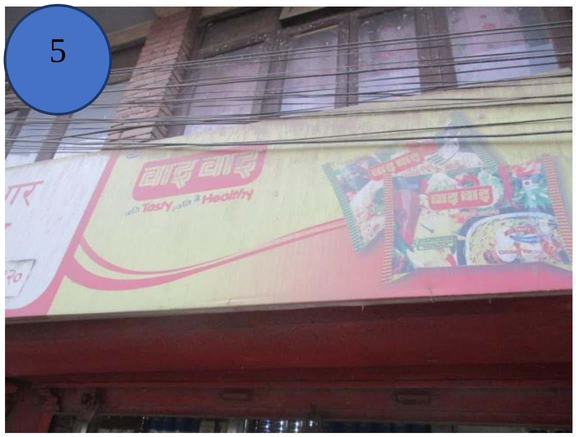
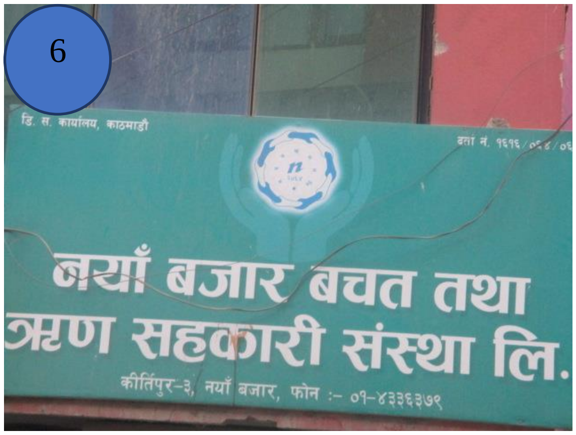
United
Cements
UnitedCements
OPC cements


2
यूनाइटेड
सिमेन्ट्स
ओ.पि.सी. सिमेन्ट

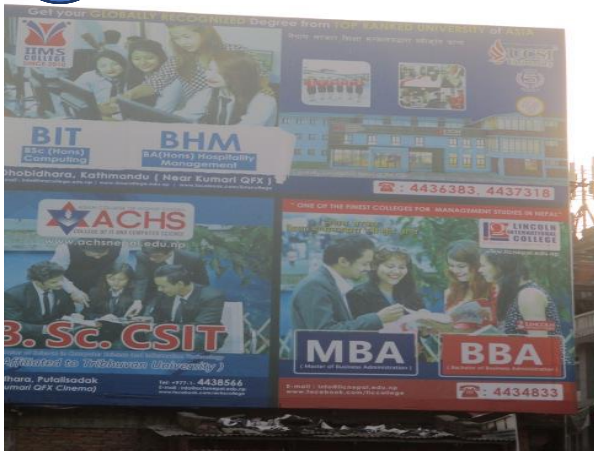

3
Stay Cool, Confident and Comfortable
Safety
CONFIDENT
around the clock
दिगु द्य: बाघभैरव आयुर्वेद वास:


4
ण बैंड बाजा
मच्छेगाऊ
ज्वजलपा क्याटरिङ्ग
रेण्टल सर्भिस
सम्पर्क नं.-९८४९७३९३७३/९८०३४८१३१२/०१-४३३३५५९
नयाँबजार, कीर्तिपुर
,व्रतवन्ध,पिकनिक,पास्नी,सेमिनार गोष्ठी,वर्थ-डे ,शुभ कार्यको लागि हामीलाई सम्झनुहोस् साथै मेच,पाल,कुक,जेनेरेटर भाडामा चाहिएमा सम्पर्क राख्नु होला


5
वाइ वाइ
Tasty & Healthy


6
डि. स. कार्यालय, काठमाडौं
दर्ता नं. १६१६
नयाँ बजार बचत तथा
ऋण सहकारी संस्था लि.
कीर्तिपुर-३, नयाँ बजार, फोन :- ०१-४३३६३७९

7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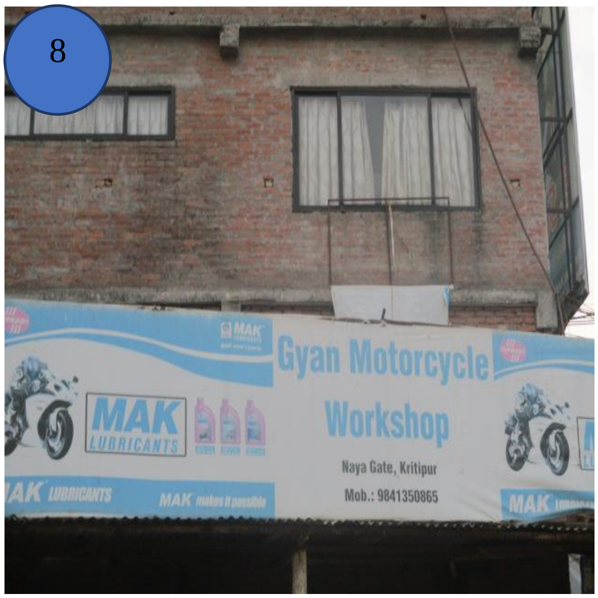
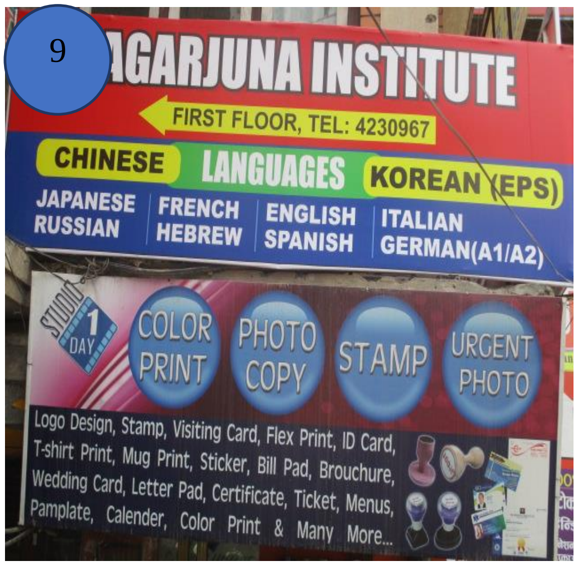
8


MAK
LUBRICANTS
Gyan Motorcycle
Workshop
Naya Gate, Kritipur
Mob.: 9841350865
MAK makes it possible

9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KOREAN (EPS)
JAPANESE
RUSSIAN
FRENCH
HEBREW
ENGLISH
SPANISH
ITALIAN
GERMAN(A1/A2)
STUDIO 1 DAY
COLOR PRINT
PHOTO COPY
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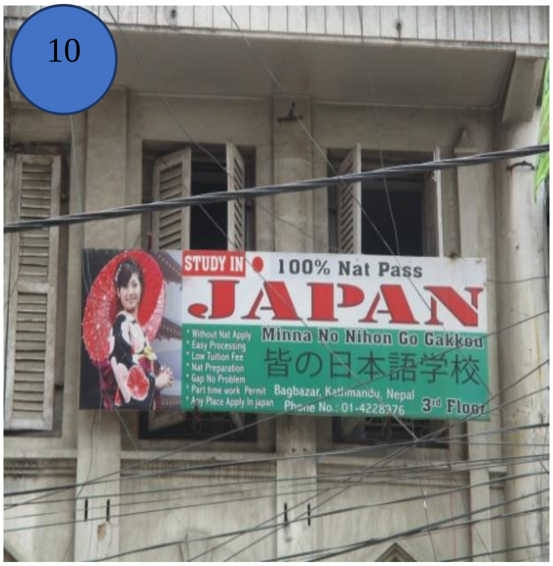
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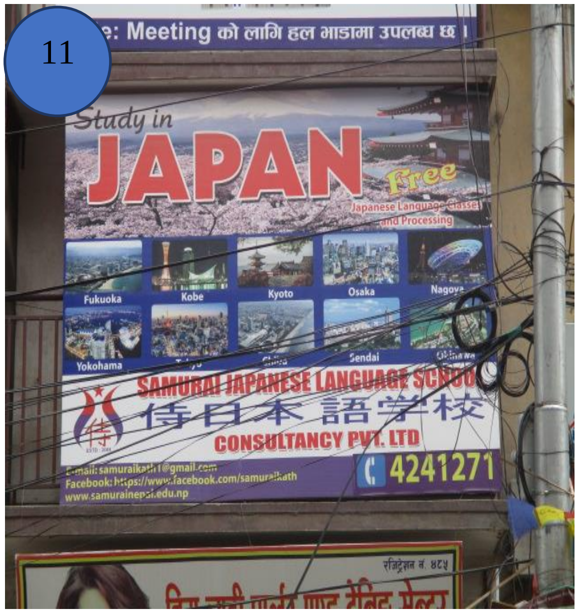
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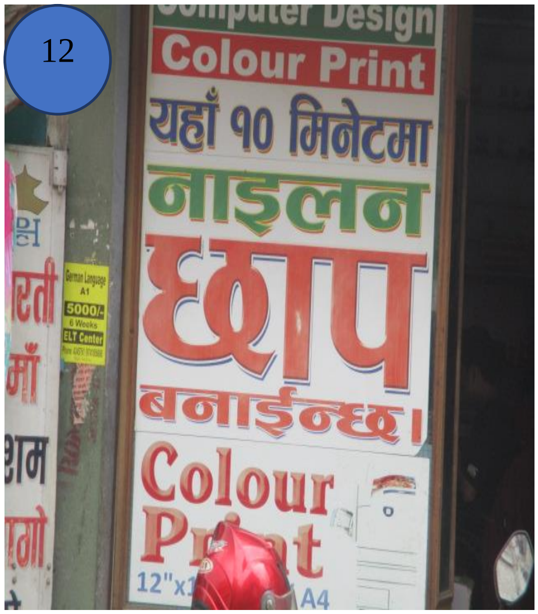
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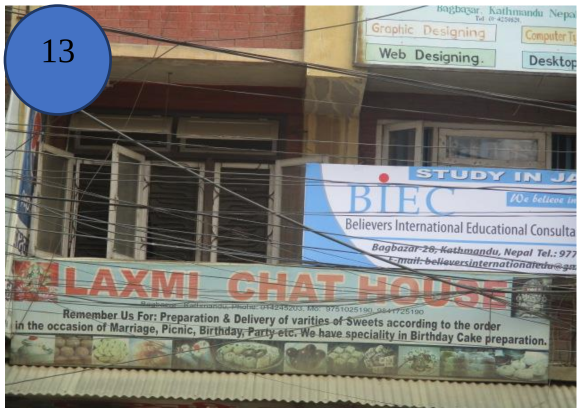
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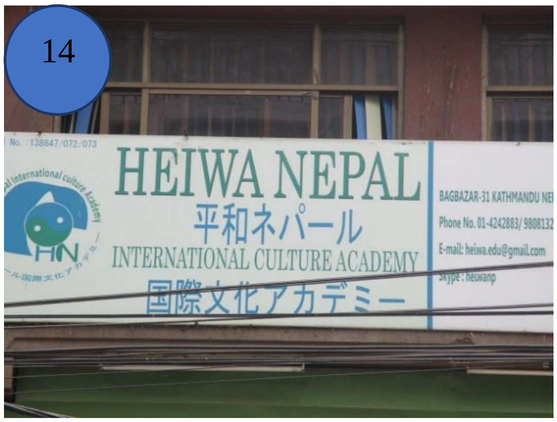
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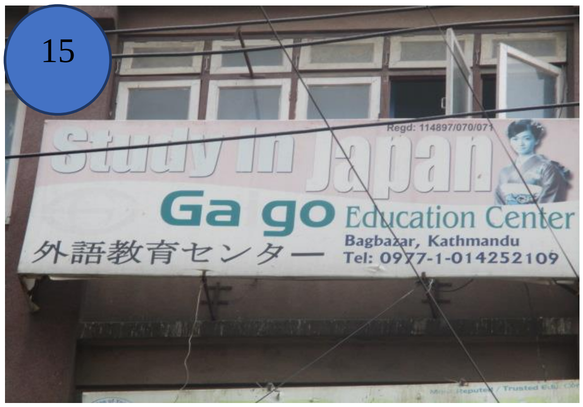
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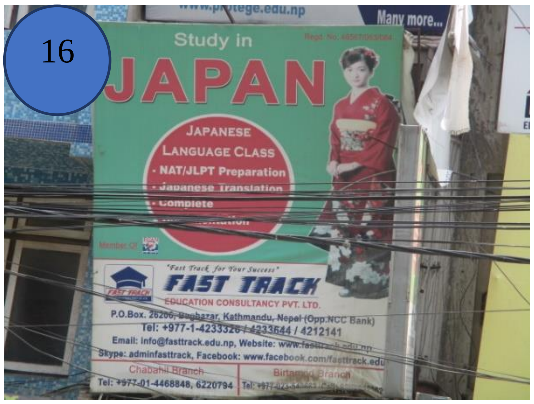
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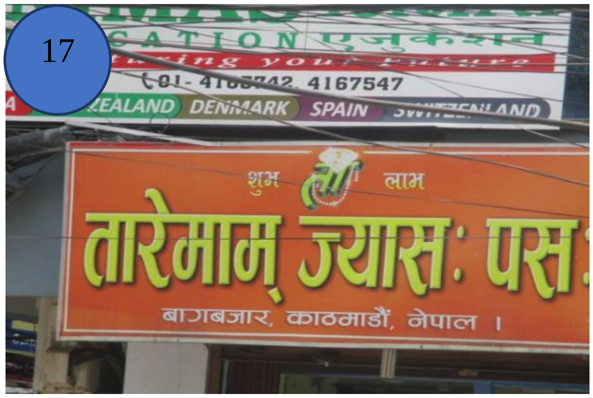
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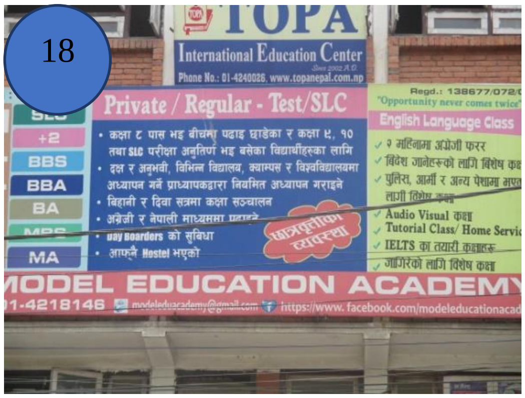
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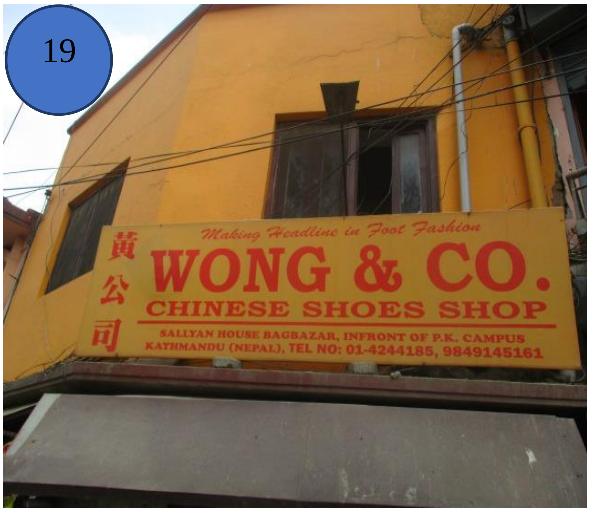
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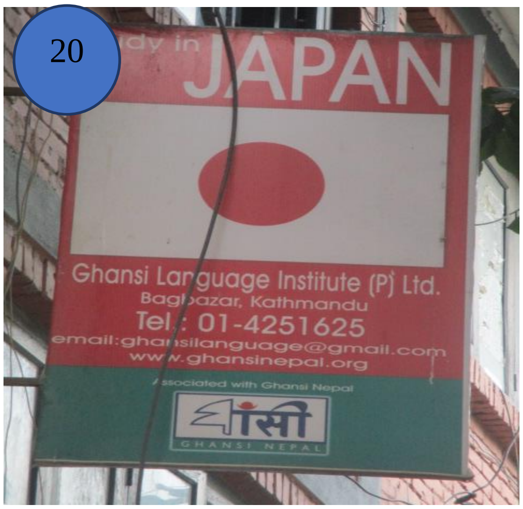
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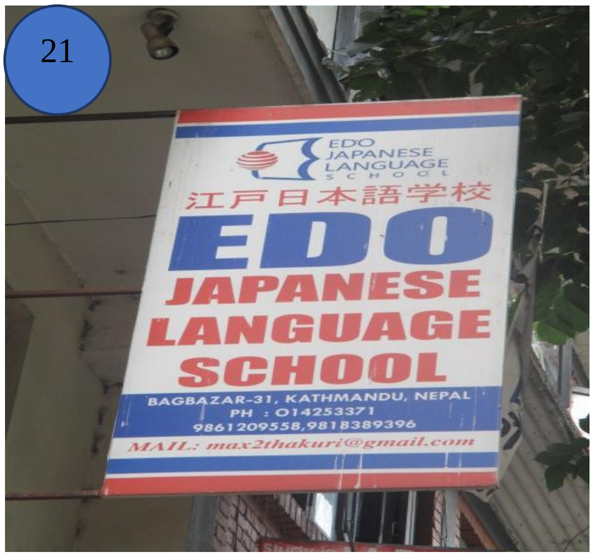
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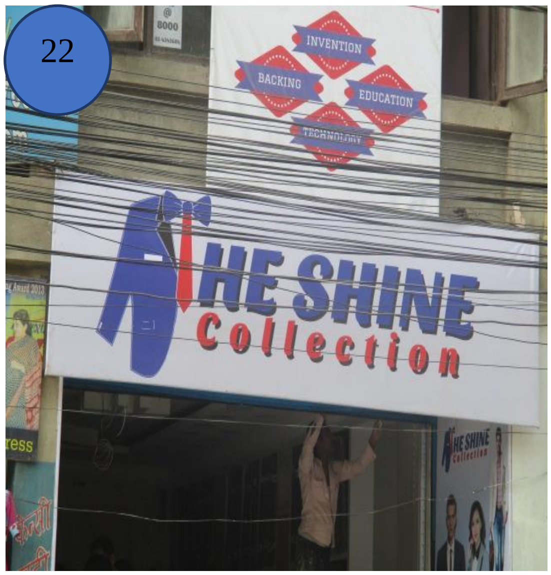
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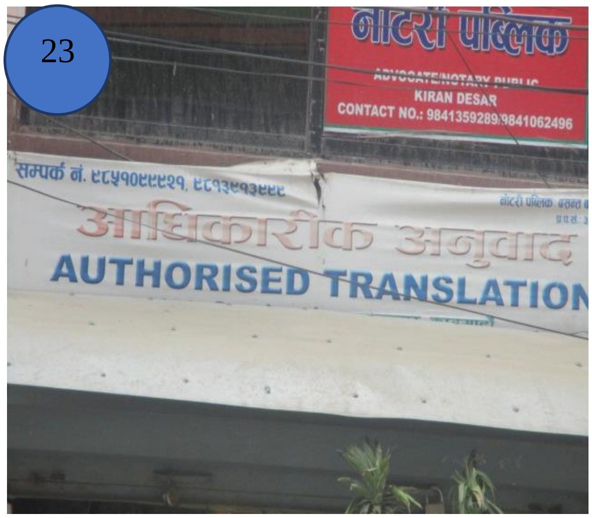
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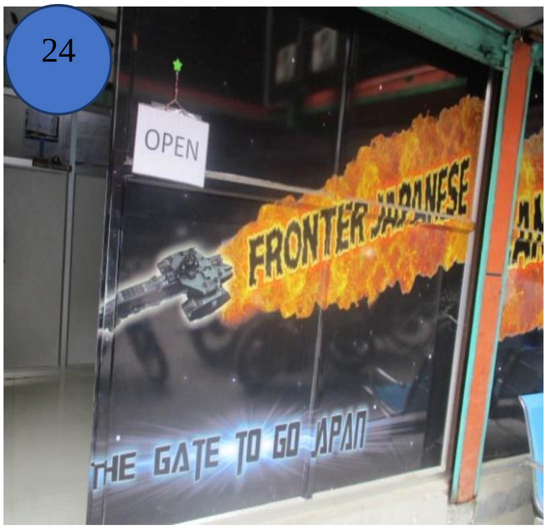
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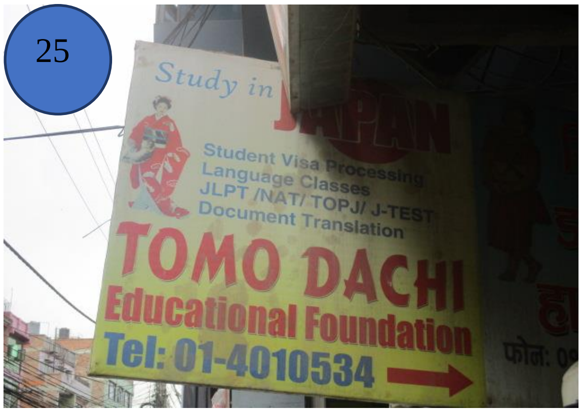
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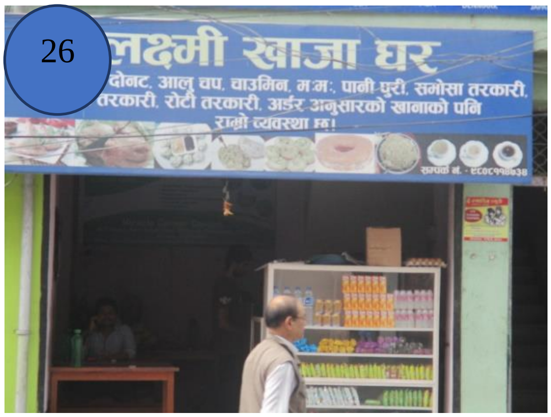
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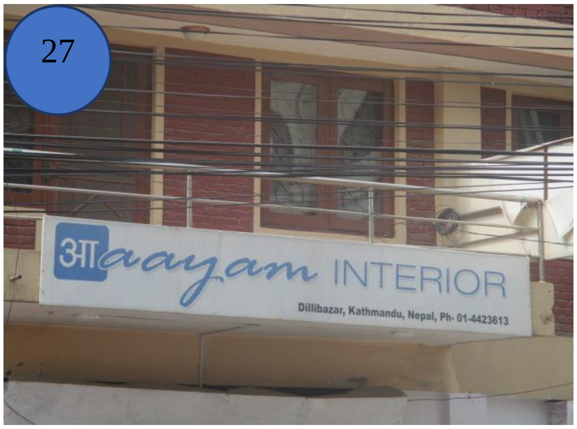
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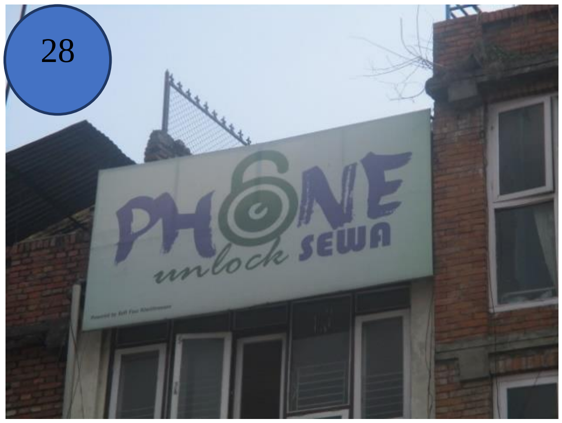
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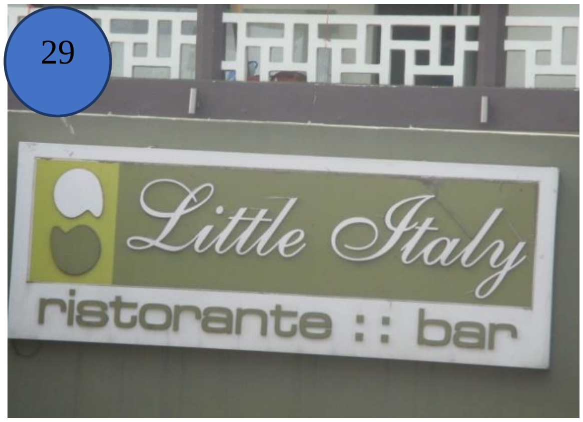
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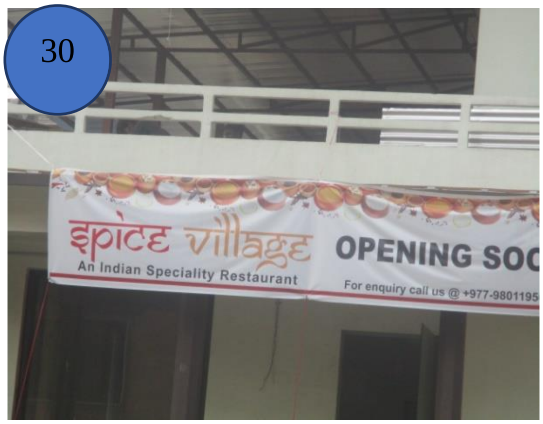
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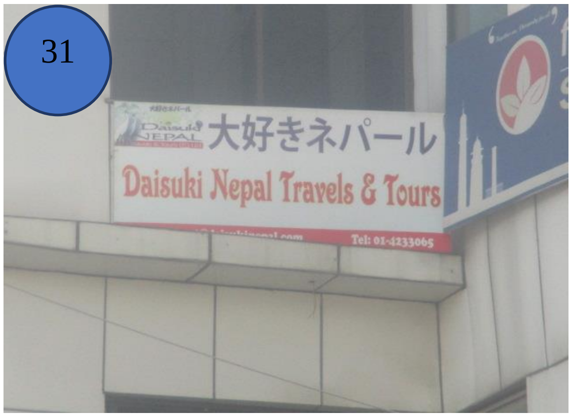
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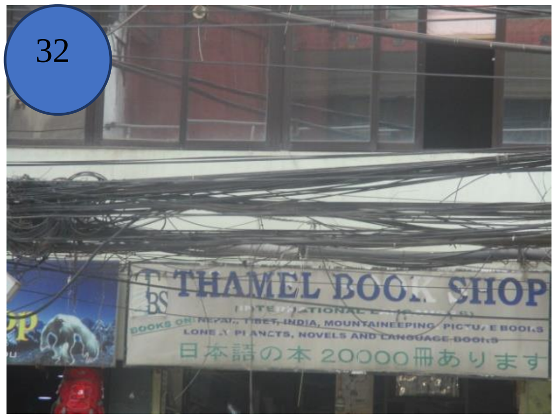
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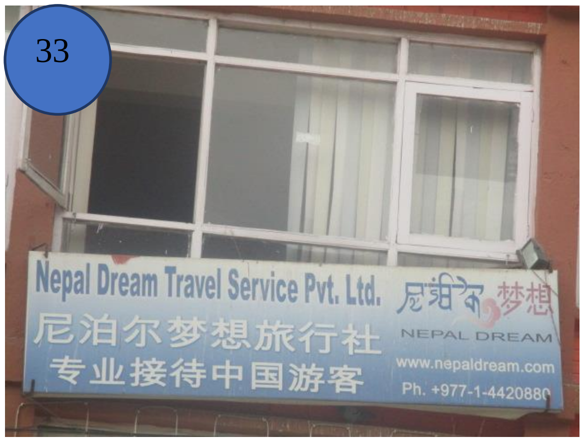
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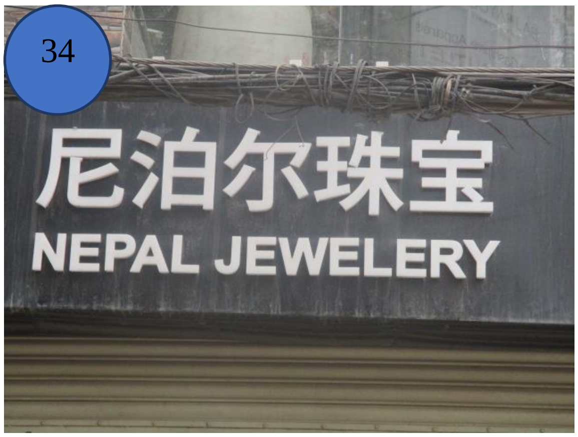
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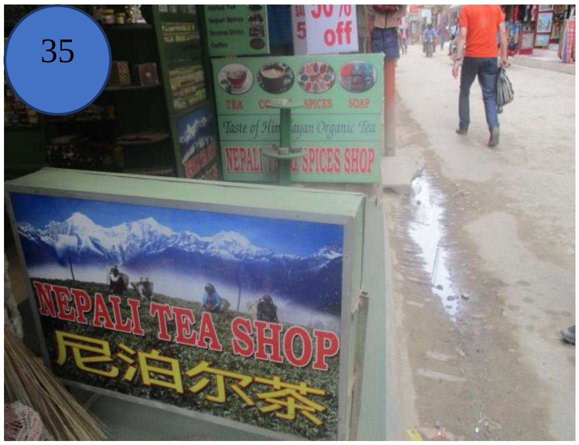
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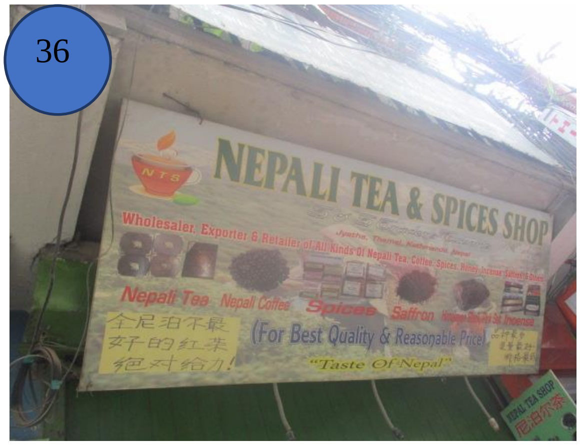
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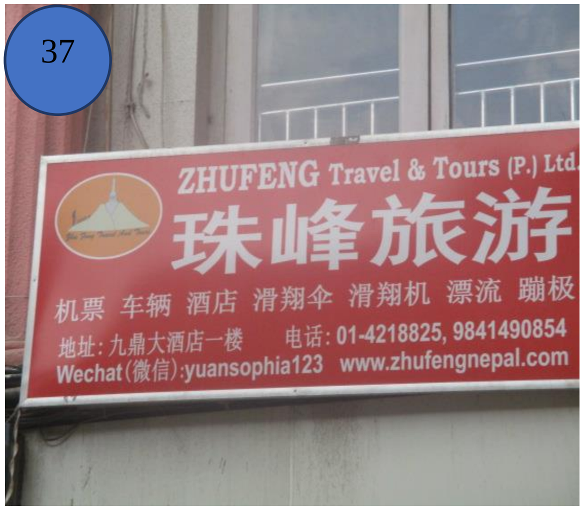
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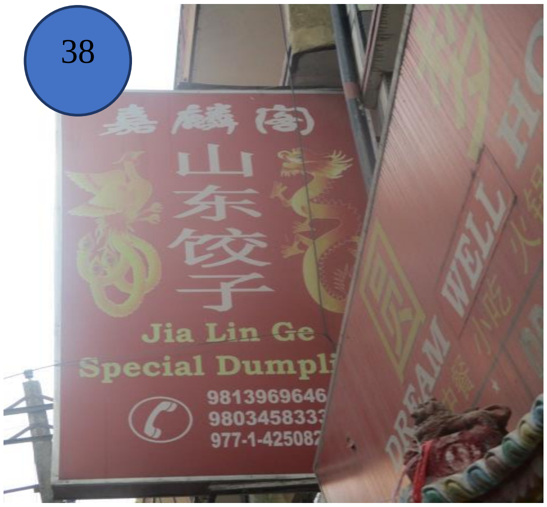
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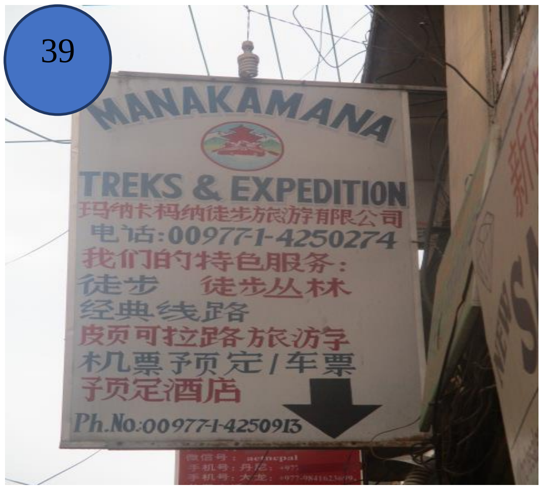
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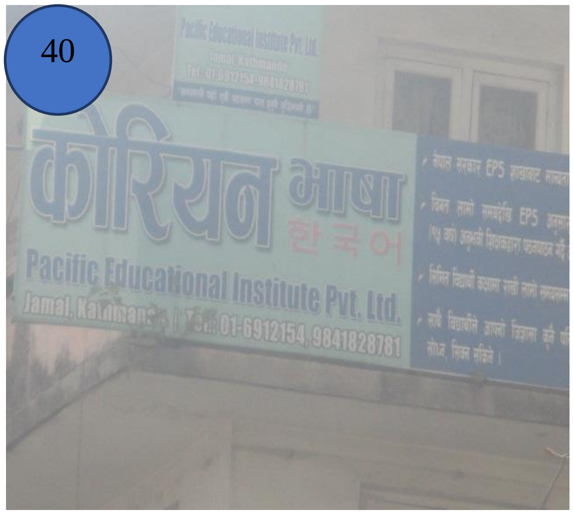
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