

# CHAPTER ONE

## INTRODUCTION

### 1.1 General Background

Language, one of the most powerful means of communication, is the sole property of human being. Though communication takes place in various ways, language is the only means through which all the knowledge, conceptions, feelings, attitudes and ideas can be expressed explicitly without any sort of ambiguity. Because of the possession of language to human being, human being is distinct from the animals. Man has studied a number of animals to find out why the animals cannot use language as human being. In course of analyzing this means of communication, linguists have defined language in a number of ways. According to Sapir (1921:8): "Language is a purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols." In their Outline of Linguistic Analysis Bloch & Trager wrote (1942:5): "A language is a system of arbitrary vocal symbols by means of which a social group co-operates." "From now on I will consider a language to be a set (finite or infinite) of sentences, each finite in length and constructed out of a finite set of elements." This definition is taken from Chomsky's Syntactic Structures (1957:13), whose publication inaugurated the movement known as transformational grammar. In his essay on Language, Hall (1968:158), tells us that language is "the institution whereby humans communicate and interact with each other by means of habitually used oral-auditory arbitrary symbols".

Realizing the above definition, none of the definition is comprehensive and satisfactory by itself. So it is said, "Even the ten thousands best linguists of the world can't describe a language perfectly."

To understand what language is, we must consider its characteristics. These characteristics of language are duality of structure, creativity or productivity, arbitrariness, interchangeability, specialization, displacement and cultural transmission. These features are found as a whole set only in the system of human communication. These features help us to distinguish language from other forms of communication.

On the other hand, if there were only one language, it would not be so great matter of investigation of research regarding language, but there are nearly 4000 languages in the world, which are being used at present. So, it is a great interesting subject matter to all the linguists. Here it is significant to relate language with linguistics to show how linguistics investigates language and languages of the world.

### **1.1.1 Linguistics : A Brief Introduction**

In general, linguistics is the study of language. It is a branch of knowledge or discipline. It is related to language. It is the study of the way in which language works. So linguistics has been defined in a number of ways. It is simply defined as the scientific study of language. It is scientific in the sense that the procedures that it follows to any language are similar to that of pure science. To put it simply it follows the person like observation, making hypothesis based on the observation, making explanation of the data and test of the theory to language. That is to say it studies language explicitly, objectively and systematically. Linguistics studies the origin, organization, nature and development of language descriptively, historically and

comparatively. It attempts to establish general principles for the study of all the languages of the world and determines the characteristics of human language as a phenomenon. It may be called general or theoretical linguistics.

Linguistics is a social science that shares common ground with other social sciences such as Psychology, Anthropology, Sociology and Archaeology. It may also influence other disciplines such as English Communication Studies and Computer Sciences.

Linguistics, for the most part though can be considered cognitive science, along with Psychology, Philosophy and Computer Science. Linguistics is ultimately concerned with how the brain functions.

There are several different disciplines within Linguistics. The fields of phonetics, phonology, morphology, syntax, semantics and language acquisition are considered the core fields of study and firm knowledge of each is necessary in order to tackle objectives that are more advanced.

Hence linguistics attempts to explore new insights and facts in language as adequately as possible. The relationship between the language and linguistics is that of source and investigation in which the language provides the subject matter and resources for its investigation and explanation when as linguistics uses those sources and subject matter and explains it as it is without any exaggeration.

### **1.1.2 Use of and Need for English Language**

English language has been the mostly used language in the present day world and its scope has been largely increasing day by day because of the movement of globalization. English language has dominated each branch of study. The study will be incomplete without the deep study of English texts because most of the texts

related to our study and researches have been printed in English language. It has also been the sole medium of communication in the international seminars, workshops, assemblies, diplomatic negotiations, business deals, research work presentation abroad study, exchange of message in aircraft, health and medicine services and so on. The very fact has raised the interest of the people of the world towards English language. Thus, the interest and necessity of using English language in both of the forms written and spoken cannot be exaggerated.

Nevertheless, the language is used differently in different situations. Language can be used formally and informally in both written and spoken forms, Similarly, a language can be dialect, register and idiolect. Often language is used with some specific purpose. To fulfill such specific purpose, a particular type, style, and function of the language are selected in particular situation in order to convey the message explicitly/implicitly considering who are our interlocutors/addressees.

Generally, the written forms of the language in journals, brochures, prospectus, booklets, poetry, essays, novels, course books, books of laws, medicines, religions, comics, banners, advertisements, business and other vary in their structure, style and presentation as they belong to different field of study. Moreover, it is not necessary and obligatory to all the people to use all of these forms of language. Therefore, it depends to the learners which forms of language they use. Hence, the need of English for specific purpose is realized in order to impart the linguistic knowledge and skills needed to the learners. In this specialized area of learning, the learners are supposed to concentrate only on those areas of language learning that are related to their needs.

The concept of need-based or special English courses emerged during 60's and 70's of the century. According to Robinsons (1980), David Rathbones was the first person

who suggested a remedial course for higher education at certificate level to compensate the weakness in the students' achievement. Mackey argues (in Robinsons' ESP, 1980) as "ESP is generally used to refer to the teaching/learning of a foreign language for a clearly utilitarian purpose of which there is no doubt." Thus, by ESP is meant the teacher of English, not as an end in itself but as an essential means to a clearly identifiable goal.

To sum up, the use and need of English is purposeful and is aimed at the successful performance of occupational or education roles. Any ESP course may differ from another in its selection of skills, topics, situations and functions and language too.

As this research is concerned with the analyses of language used in prospectuses, it will be significant and contextual to discuss in which discipline of language and linguistics it is included in terms of study. Prospectus is a medium of conveying or orthography. This field of study falls under the study of mass media, which is one of the disciplines of language and linguistics. Hence, before throwing light upon prospectus, it will be noteworthy to throw some light upon the genre of mass media in general.

### **1.1.3 Mass Media: A General Introduction**

Man has always communicated. Early man of thousands of years ago had not yet developed language and writing. He was able to express himself through symbols of sight, sound, gestures, touch, smell, and taste. However, such a form of communication was very limited. It was difficult to transmit the exact meaning of a gesture or sound. There was no organized method for recording information for future use.

As primitive man roamed the land, he discovered a new way to communicate. During his travels, he learned to leave landmarks such as, pile of stone or cuts on trees. He created smoke signals that alerted others to danger or food. Thus, human has realized the need and importance of communication since the early days.

The world today is far more complex to function only through direct communication like our forefathers. Our important messages must reach many people at a time if we intend to create a wider impact. Obviously, in today's interdependent world, one needs to look beyond face to face communication. To cater to our need to speak to many people at a time spread all over the world, modern civilization has devised almost magical methods to carry our messages even to the remotest corner of the world with astonishing speed, much beyond the wildest imagination of the earlier generations.

The method is known as mass communication and the means through which messages are sent is known as mass media. Mass communication is the outcome of amazing application of technology to extend the reach of the human voice. Mass media make it possible to deliver the same messages simultaneously to a vast and diversified audience scattered far and wide. They are simply defined as the technical extension of the human voice. For example a pedestrian, angry over the bad conditions of the road, may talk to a certain number of people about the seriousness of the issue. But if he takes the help of a mass medium and a letter is published in a newspaper, the attention of thousands of readers is drawn to the problem.

Mass communication involves the use of print or electronic media, such as, newspapers, magazines, films, radio or television, to communicate to large number of people who are located in various places often scattered all over the country or world. The people reached may be in groups of varying sizes or may be lone individuals. A number of different elements make up mass communications media; images, spoken

language, printed language, sound effects, music etc. The term media is the plural form of medium, and the mass stands for large numbers of people, the so-called masses. The term mass media therefore refers to the various means of carrying or communicating information to the people. We have more than one medium, such as, books, papers, radio, television etc. used to communicate messages.

The term mass has specific characteristics. According to Friedson the term \mass has four basic characteristics. They are:-

- i) It is heterogeneous with members coming from a variety of groups in society.
- ii) The individual in this mass do not know one another.
- iii) The members of this mass are separated from one another and cannot interact with one another or exchange their experiences with one another.
- iv) There is no leadership to the mass and there is very loose organization to it, if there is any organization at all.

Similarly, Herbert Bloomer defines the term the mass as follows, "(The mass) has no social organization, no body of customs and tradition, no established set of rules or rituals, no organized group of sentiments, no structure or status roles and no established leadership. It merely consists of aggregation of individuals who are separate, detached, and anonymous". In this way, mass media provides the mass with mass communication.

### **1.1.3.1 Types of Mass Media**

Mass media are media, which can be used to communicate and interact with a large number of audiences. Be it the pictorial message of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that

mass media are an inseparable part of our lives. There are different means in order to communicate with a large number of audiences. Dr. Bhattarai (2003) classifies Mass Media broadly into two groups. They are:

**a. Print media:** By name, it is clear that print media are those media in which a kind of device called printer is used to transfer a text or a design to sheets of papers/clothes or metal through mechanical process. The print media includes newspapers, magazines, newsletters, books, prospectus, and pamphlets, manuals, periodicals, banners, signboards etc. Visual media like photography can also be mentioned under this sub-head, since photography is an important mass medium, which communicates via visual representations. Although it is said that the electronic or new media have replaced the print media, there exists a majority of audience, who prefer the print media for various communication purposes.

**b. Electronic and other media:** The term electronic media refer to the things or results produced or operated by a flow of electronic and they use air waves to reach the message to the audience. Electronic media are also called mechanical media which use complex electro-magnetic devices at both the encoding and decoding points. Radio, T.V., cinema are the examples of electronic media. The electronic media is also called telepathic media because two words "telecommunications and information" are clipped and made 'telematics.' In the latest telecommunication revolution, telecommunications and informatics are the key components. In the words of McQuell the term 'telmatics' covers a set of developments at the core of which is a visual display unit (television screen linked to a computer network). Radio is an old electronic medium whereas television supported by computer network is known as 'new media'. This new media has made its appearance since 1960s. "A set of different electronic technologies with a varied applications which have yet to be widely taken



up as mass media or to acquire a clear definition of their function says McQuell. In the production of electronic media several kinds of technology involve in the transmission of messages. Cables or satellites are utilized and the electronic technology helps in miniaturization, storage, retrieval, display and control of messages. Texts and graphics are combined and computer consequently functions as a powerful tool.

In the old media (like radio) the supplier of communication used to control everything whereas in new media everything is decentralized. So, the modern media have defeated the older one in terms of cost, distance and capacity. Today, the receiver can select, answer back, exchange and be linked to other receivers directly. Also, there has come flexibility in form, content and use. The Internet links exemplify everything.

Radio and television are popular electronic media. The new telematic media have presented the people to other forms known as tele-text or video-text. The tele-text provides textual information whereas video-text provides stored information through telephone network. The users can ask for the supply of this. This also provides interactive services. Video text also can be used to supply printed materials. Video recordings of all kinds or computer games are widely used by modern consumers. Home video may be considered as an extension of television or cinema. In this way, the video is a 'hybrid' medium like the television itself. It borrows essential features from film and television for content and forms. There is another new invention CD-ROM (compact disc and read only memory). This provides flexible and easy access to very large stores of information. Today computer-readable discs are available in the market. Therefore, a large body of electronic literature is available in the market today. The new technology has therefore changed our old definition of electronic and print media. The technologies are converged. In the same way, the distinction

between private and public communication activities have also disappeared today.

Therefore, to put in McQuell's words, "the same medium can be used interchangeably for public and private uses and both for receiving and self-production (e.g., the video, camcorder). In the long run this has implications not only for definitions of separate media but also for the boundaries of media institutions."

#### **1.1.4 Mass Media and Advertisement**

Mass Media are the means or devices or instruments used to convey or impart or send or exchange or transmit our ideas and thought or information through speech or writing. They are the mediators of messages to mass. They usually make mass communication possible by transmitting message over a vast area simultaneously and rapidly to a large heterogeneous audience. These means of communication have revolutionized our personal as well as social life. They help us to expand our communication and overcome barriers caused by time and space. The sole purpose of mass media is to publicize information to a large mass of people. For this it utilizes varieties information to publicize the matter effectively, for example, various means of print media such as leaflets, pamphlets, posters, banners, prospectus, magazines, newspapers etc.; and electronic media such as T.V. radio, cinemas, internet etc.

Advertisement is one of the techniques of mass media. Advertising aims at promoting a product or service by attracting audience towards it. Advertising techniques are used to bring out the unique features of the product or service in order to make it look different. So, advertising has become an essential element of the corporate world and hence the companies and institutions allot a considerable amount of revenues as their advertising budget in order to lure the audience to their organizations to use their products and service. Advertising is carried out through different media so that the

advertisements gain a mass appeal. It is brought before the public through various channels to ensure that the product or the service is noticed by the public.

#### **1.1.4.1 Types of Advertisement**

Advertisement is one of the important techniques of informing people about any product or service in order to make them well familiarized with it and use it or gain the service if they need. Advertisements can be classified in varieties of ways based on different criteria. Melvin (1999) classifies advertisement into two broad categories based on purpose. They are:

##### **a. Product advertisement**

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

##### **b. Institutional advertisement**

Institutional advertising, also known as corporate or prestige advertisement is intended to sell the ideas or form it. The purpose is to make friends for the company or organizations to create goodwill. Hence, the purpose is not to highlight the merits of a specific product, but to build-up the positive image of the institutions. Such advertisements are designed to indirectly step-up profits by increasing the prestige of an institution through means. The primary function of this advertisement is to promote the institution and inform them of the extensive services it provides, rather than the product.

According to Dr. Bhattarai (2003) techniques of advertisement are described below.

### **a. Display advertising**

This form of display does in fact carry the last selling word to the customer, before he actually leans over the counter to deliver his order to the shopkeeper. Here is a unique selling opportunity which no salesman worth his salt would dream of missing, if personal salesmanship at this were both acceptable and practicable.

Why, then, do so many firms treat the creation of point-of-sale display material as worthy of little more than second hand interest? The answer lies in the fact that the pulling power of this publicity medium has still not yet won universal recognition, despite recent advances in design and manufacture. There can be no doubt, however, in the effectiveness of counter and window displays.

What are the ingredients of a good display piece? They are originality, sincerity and quality in that order. Originality because the display must above all else be eye-catching; sincerity because its sale-message must win home to the heart of the reader; and quality because a cheap and shoddy display reflects directly on the status and prestige of the company producing the product advertised.

### **b. Variation in display**

There is one further important point in connection with displays which is often overlooked and that is, one display can only be effective for a certain period. Allow it to remain too long and customers will not even notice it; it will have become part of the shop fittings. Variation and change – therein lies the secret of successful point of sale display allied with the qualities listed earlier.

### **c. Packaging**

Packaging in many respects is akin to point of sale display and is, of course, vitally important. Essential factors again are originality, sincerity and quality. The packet of

a product is a constant advertisement and as such required the closest consideration in design and production. It should be pleasing, durable and allow easy access to the product.

In the last few years great strides have been made in package design and today some of the best creative brains in the publicity world are engaged in this sphere of sales promotion and cannot be disregarded.

#### **d. The industrial market advertising**

From the domestic market, we come to the second advertising front the industrial market. Selling here differs greatly from selling in the domestic consumer field.

Industrial buyers are precisely informed about their needs and generally about the range of products that are available for them to choose from. The products are not brought over the counters, but are ordered from visiting representatives, frequently supported by technical experts with a comprehensive knowledge of the particular industry being served. Some industrial commodities are bought on specification, so in theory there should be little difference between the products of competing suppliers.

Where, then does advertising enter into the sales plan? To answer this we must first establish what we were our advertising to do. It is manifest that no advertisement can ever do the whole job of selling an industrial product. Industry knows exactly what it wants and why, and so that the main function of any advertising campaign is to help the sales representative in his job of selling. The advertising should give aid in two chief ways:

- i) By recommending the product itself.
- ii) By recommending the supplying firm in point of status, reliability and service.

If any advantages over competing products can genuinely be claimed, these should be publicized in a responsible matter.

The note of responsibility and authority should be apparent in all industrial advertising and no attempt should be made to sacrifice strict accuracy for the sake of a bright copy-line.

**e. Prestige advertising**

Our third promotional activity is prestige advertising which is valuable if the status of the organization justifies this form of publicity. There are no convenient yardsticks for determining status, but it is obvious that the firm must, either through leadership in its particular sphere, or long years of service to the consumer, or both, occupy a special place in the minds of the public at large or of the buyers in its traditional selling markets.

The primary function of advertising is to promote the organization rather than its products, and to build confidence in the firm. Much fine prestige advertising can be characterized as educational, as it sets out to inform the public and not sell them on any given product. In fact prestige advertising might indirectly help to improve, sale, it is something no sales officer is likely to overlook when planning his advertising, but this is essentially a secondary consideration and in no way weakens the prime motive of the advertising. Prestige advertising is concerned with educating the public in the size and scope of company's operations and informing them of the extensive service it gives-both to industry and the home.

**f. Direct mail advertising**

Direct mail advertising is a method of passing information relating to goods or services for sale direct to potential customers through the medium of the post. Its

value lies very largely in the fact that his information does actually go direct by to the individuals most likely to be interested, whether in their offices or homes, and occupies special position to the exclusion of any other matter for at least a brief space of time.

On its presentation and sales appeal depend the action that will be taken. It is speedy, for the whole or any section of a well organized mailing list can be reached in the country within twenty four hours of posting. It can well be timed, for the issue may be arranged to suit existing conditions. It can help to overcome slack periods and can introduce seasonal offers at precisely the right moment.

The sales story can be told by direct mail in the best possible manner; illustrations in one or more colours can be used. Any desired printing process can be employed.

There are no limits set by space as in press advertising.

To salesmen direct mail advertising is a very real help, since it introduces the subject, tells the story and prepares the way for interviews which can be devoted go selling without wasting time on introductory pattern. From the firm's point of view it preserves goodwill and initiates against accounts being closed when salesmen's districts are changed or representatives leave.

Direct mail advertising can be used effectively by firms selling to clearly defined categories, and generally speaking, the more highly specialized the article or service be greater are its advantages. Articles with a very wide general appeal such as cosmetics, patent medicines, foodstuffs, tobacco, etc, are more suited to press and poster publicity. Three of the important factors which determine the success of a direct mail advertising scheme are:

- i) the quality and suitability of the mailing list,
- ii) the efficiency of the literature employed, and
- iii) continuity approach.

**g. The mailing list**

Having decided on the territory to be covered and the categories to be approached, the first step in the building up of a mailing list is the examination of possible sources of supply.

Existing customers usually provide the nucleus, local directories, classified telephone directories, trade lists, trade publications, newspapers are all valuable sources.

Reputable addressing organizations exist, and they are usually prepared to address to any given areas.

The form in which the mailing list is kept is a matter of personal choice and convenience. Some firms create a card index arranged alphabetically under geographical, trade or professional main divisions, which enables them to deal with any desired sections at will.

By using gummed addressing strips, which can be obtained in sets comprised of ten perforated slips, with four or six strips to the set, one original and a number of carbon couples of addresses can be obtained at one typing. These are kept in the same order as the card index and used as required. Care should be taken to see that they are kept up to date by canceling dead names and addresses, making fresh slips for changes of address and adding new names and addresses at the same time as adjustments are made to the card index. If the scheme or schemes warrant the expenditure, these are several types of addressing machines available and here the address stencils or plates are capable of being selected in a number of ways to suit individual requirements.



## **h. Mailing literature**

While there is no limit to the type of literature which can be used, it can, for general purposes, be listed under six main headings;

- i) Mailing Cards
- ii) Letters
- iii) Folders or Leaflets
- iv) Booklets or Catalogues
- v) Blotters
- vi) Reply Cards

Mailing cards are of different sizes and skillfully treated, a mailing card can form an attractive and effective advertisement. It may not receive the initial respect that is letter or other enclosed place demands, but for bold announcements or reminders it deserves careful consideration.

Probably the finest individual type of mailing piece is a really well written letter. To type each letter individually would be a costly and tedious operation, but there are a number of methods of reproducing letters so that it is not easy to see that they are not typed separately.

If names and addresses are very well matched in, it helps to maintain the personal touch created by such letters, but the most important constituents of a letter, are the quality of the stationery and the quality or sale value of the letter itself.

Given something approaching in these two items, it does not matter very much whether the name and address appear at all.

The envelope containing the letter should be regarded as part of the job. Envelopes in various sizes and qualities can be obtained which, when closed, have all the appearance of properly sealed envelope, yet, which comply with postal regulations regarding printed matter and travel at the cheaper rate. Envelopes can be used with advantage to prepare the recipient for its contents by means of an attractive illustration, a curiosity arousing phrase or a slogan. At the very least it should bear the name and address of the sender so that it can be returned at once in case of non delivery, thus enabling the mailing list to be kept up-to-date.

Folders or leaflets can be used either with or without a covering letter but whatever form they take; good illustrations and good layout go far to secure a favorable reception.

As with stationery, the quality of literature carries a great deal of weight in influencing the potential buyers.

The services of an experienced layout artist often make all the difference between success and failure; yet, involve no extra production costs in a given piece of print. There is virtually no limit to the type or folder of leaflet which can be used in direct mail advertising, and only the most general rule can be given about its make-up. It must attract attention; it must look sufficiently interesting to persuade the recipient to read it. and must suggest definite action. An envelope large enough to hold it without undesirable folding or creasing is always an advantage

Blotters are, by virtue of their usefulness, excellent direct mail media, more particularly perhaps as reminder advertisements but quite capable of securing action if effectively designed.

Reply cards, preferably business reply cards, provide a very simple and easy way of persuading a potential customer to act. Sample, demonstrations, interviews can be suggested on such cards, and when they are returned it is upto the sales officer to carry the matter to a successful conclusion, it must never be forgotten that direct mail advertising, in common with almost any form of advertisement, is intended to arouse the interest of the recipient and pass on the information relating to the product or services offered; it must not necessarily be expected to sell. It does not and cannot take the place of the salesman.

Under the name of direct mail publicity might be classed such items, as calendars, diaries, telephone lists, desk pads, propelling pencils, cigarette trays and a host of gadgets or devices which can be sent by mail as goodwill builder.

#### **i. Market research advertising**

In case of market oriented goods, the advertiser salesman must have the fullest possible information about the product to be advertised and if already upon the market, the reaction to it of the trade and consumer. It is equally important to have intimate knowledge of all competitive products, of their selling claims, their distribution prices, trade discounts, trade and consumer acceptance etc.

To these ends, market research enters early into the picture; some specialized sales agencies have their own fully staffed market research section. Others employ the services of one of the several purely market research organizations which exist. In either case the procedure is similar.

### **1.1.5 Prospectus: A General Introduction**

The term 'Prospectus' is derived from Latin meaning something, which gives view or prospect. Prospectus is literally meant a printed booklet or a sheet of paper advertisement a school or university or giving details of a share offer of business house. It is a kind of article issued by some institutions, companies or any profit oriented or non-profit oriented organizations in order to provide information to the related and interested people who have desire to know about the institutions and their services. In such types of article, the addressees are particularly identified and the essential information the addressees may seek about the institution and its programmes are issued beforehand in the printed form in a booklet or a sheet of paper. In fact, this is a type of advertisement distributed to people at free of cost with the purpose of attracting targeted groups of individuals to be enrolled in the advertised institutions, or motivate people to use the product or take the services provided.

#### **1.1.5.1 Prospectus as a Means of Communication**

Among various techniques of conveying messages, prospectus is one of the easy and useful ways of making advertisement to provide required information to the target audience. It includes all the information that an interested individual can receive without going to the organizations. This sort of communication is conveyed through printed sheet of papers or through the internet. It has become a powerful technique in mass communication to attract the people towards the product or services in order to motive them to use and take the product and service provided. In this 21<sup>st</sup> century, people have no time to visit the organizations and take detail information about the organization and their product and services. So, people feel easy and comfortable to

read prospectus at their convenience and the organization also feel it as an easy means to communicate with the people about their product and services.

#### **1.1.5.2 Language of Prospectus**

The language of prospectus generally differs from the normal language as the language of prospectus goes via unique path of expression. It generally uses complete sentences usually simple sentences. It also uses some compound and complex sentences to maintain economy in the use of words because of space and bringing variety in the text of reading. It generally ignores use of unfamiliar jargons, clichés etc. Specifically the specific words or terminologies and simple but artistic presentation of the subject matters with the use of language are marvellous. That is why the language used in prospectuses is formal, straightforward and standard. the materials are also presented in an artistic way.

On the other hand, the language used in prospectus varies from intuitions to institution because of their study field. For examples, the register used in the prospectus of business institution is different from the prospectus of academic institution. Similarly, syntax, lexis, tense and voice and the other features, which make a prospectus different from other types of writing.

#### **1.1.5.3 Types of Prospectus**

In fact the sole purpose of any prospectuses is to inform their targeted a large mass of audience about their product or services in a convincing way to use the product or take the services. That is why there are no differences from the viewpoint of purpose. Yet, prospectus can be divided on the basis of media available, on the basis of aim, on the basis of types of organizations etc.

McQuell (2005) classifies prospectuses into three broad categories.

a) Types of Prospectus Based on Media

b) Types of Prospectus Based on Aim

c) Types of Prospectus Based on the Types of Organizations

#### **1.1.5.4 Types of Prospectus Based on Media**

##### **a. Print prospectus**

Print prospectuses are the prospectuses, which are printed on sheets of paper through mechanical process. Print prospectuses are the widely used advertisement by organizations and companies. Commercial print prospectus are distributed by the organization only to their prospective individuals at certain premises or at the organizations.

##### **b. Online prospectus**

With the development of technology in communication, advertisement is also displayed in various electronic media. Due to the length and the orthographical nature of prospectus, it is not transmitted on the other type electronic media. But they are found easily on online sides of web. Online prospectus is displayed for the easy access to the prospective individual at their convenient and required time.

#### **1.1.5.5 Types of Prospectus Based on Aim**

##### **a. Awareness oriented prospectus**

This type of prospectus is produced and distributed especially to a certain mass of people of a certain place by the governmental and non-governmental organizations in

order to make people aware from certain kinds of disease, social values and norms, environment, health, political issues etc. Such type of prospectus gains much public attention and they are read with interest because they convey socially relevant message about important matters and social welfare causes like AIDs, energy conservation, political integrity, deforestation, illiteracy, and poverty and so on. People feel got informed well about the things they might have misconception about the presented subject matter. The only aim of this type of prospectus is to keep people alert and request them to behave accordingly. It mainly focuses on the welfare of the people than these prospectus-producing organizations. These organizations are non-profitable organizations and their prospectuses can be called non-profit oriented prospectus.

#### **b. Business oriented prospectus**

Business oriented prospectuses are the commercial advertisement produced motivated by money making motives. Such types of prospectuses think more of themselves than the public. Generally all private commercial business houses and organization produce prospectuses to inform about their product or services and to motivate them to use their product or service provided. That is why; these prospectuses have tricky language highlighting the features of their product and services. Sometimes their claim made in the prospectuses is found to be invalid, false and illusionary. These organizations are profitable organizations and their prospectuses can be called profit oriented prospectuses.

#### **1.1.5.6 Types of Prospectus Based on the Types of Organizations**

Prospectuses can also be classified based on types of organizations. The different organizations have different aim and objectives. Their programmes and plans differ in

a number of ways. Therefore, the language used them also differ in varieties of ways, especially in register. There are varieties of organizations existing in the present world. The structure, shape and size of prospectus vary according to the information and institution's desire to present them. It also heavily depends on the financial affordability of the institution, as they are very costly to produce. According to their nature; prospectus can be categorized in the following ways.

- |                               |                                 |
|-------------------------------|---------------------------------|
| a) <b>Legal prospectus</b>    | b) <b>Medical prospectus</b>    |
| c) <b>English prospectus</b>  | d) <b>Commercial prospectus</b> |
| e) <b>Academic prospectus</b> | f) <b>Agro prospectus</b>       |
| g) <b>Economic prospectus</b> | h) <b>Sport prospectus, etc</b> |

The present study only involves the study of the language use of academic prospectuses.

### **1.1.6 Academic Prospectus**

This research will study the language use based on the prospectus issued by academic institutions. An academic prospectus refers to a document sent to potential students to attract them to apply for admissions. It is a printed booklet or a sheet paper advertising a school or university or giving details of a share offer. An academic prospectus includes all the educational programmes, its aims, plan etc. Therefore, this research will study only those prospectus issued by such institutions. Now a days most of the schools, college, and universities prepare their prospectuses and distribute them generally before the academic sessions begin in order to motivate prospective students to be enrolled at their institutions.



### **1.1.6.1 Purpose and Function of Academic Prospectus**

The prime purpose and function of an academic prospectus is to advertise their institutions and draw the attention of the prospective students to get them admitted.

They are mentioned listed below.

- i) To convey information about the institution's reputation, programmes, plans, facilities, fee structure etc.
- ii) Make advertisement of the institutions in order to establish itself in the competitive environment.
- iii) Motivate students to be enrolled in the institutions.
- iv) Persuade prospective students about the institutions programmes and quality education in order to fulfil the desired need of the students.

### **1.1.6.2 Components of an Ideal Academic Prospectus**

As it is already mentioned, a prospectus is a printed booklet or a sheet paper advertising a school or university or giving details of a share offer. They vary from organization to organization. But an ideal prospectus of academic prospectus at least consists of the following components with detail information that may be commonly sought by the readers and interest persons, especially the students.

- a. **Name and address of the institution:** It is written on the first fold of the paper. It is written artistically.
- b. **Background:** It gives general background to the institution. The readers can get basic information in the background.

- c. **Objectives:** The objectives of the institution are listed to the point. They can be further categorized as short term and long term.
- d. **Salient features:** The special features or characteristics of the intuitions are listed to the point.
- e. **Programmes :** The programmes running in the institution are mentioned in detail with the plan scheduled.
- f. **Admission procedure :** How the students concerned can get admitted in the organization is clearly mentioned.
- g. **Fee structure:** The fees to be paid by the students is generally presented on a table.
- h. **Rules and regulation:** All the rules and regulation for the individuals concerned are listed.
- i. **Facilities and extra-activities:** The facilities provided found and provided to the students in the institution are mentioned. Similarly, the extra-activities done in the institution are listed with fixed frame.

Beside these essential components, other things such as "welcoming views, message from the head of the institution, programme coordinator, directors, ex-students views, words of well wishing from related field etc. can also be added to highlight the institution.

## **1.2 Review of Related Literature**

Many research works have been carried out in the field of language and linguistics in order to find out the nature, similarities and differences between two or more

languages, to provide some pedagogical suggestions and so on. But very few researches have been done in the field of language used in different types of texts. This research study is determined to study the language used in the academic prospectus. Therefore, it is worth reviewing some related literature in brief especially carried out in Nepal.

**Baral** (1999) conducted a research entitled "Language used in the field of Tourism". He concluded that language used in the field of tourism is different from usual language and found out that there is no uniformity in the use of structure of this field.

**Sapkota** (2005) conducted a research entitled 'A study of Language used in E-mail, chat and Text message'. He concluded that the language of E-mail chat and Text Message is different from usual language. He also found out that usually incomplete sentences and abbreviation forms are used in this type of language.

**Sharma** (2007) made an attempt to find out the 'Language Used in the Newspaper Editorials' in terms of sentences types sentence length, tense, aspect and voice. He concludes that complex sentences having heavy information, non-past tense is used more frequently than past, perfective aspect have been used for more often than programming aspect and active voice is highly used rather than passive.

**Tiwari** (2007) conducted a research entitled 'Language used in Economic Journals' and he concluded that the language used in economic journals has its own structure, technical vocabularies, unfamiliar abbreviations, different tables and graphically rich texts, different forms of general pattern etc, which make the economic journals different from others. It has its own register and often very difficult to understand for the one who is not familiar with the language of this field.

**Poudel** (2008) who conducted a research entitled 'Language used in Business Texts' found out that the business texts possess their own register. He observed that emphasis is given on degree of formality and information in the language of business which has mixed constructions having both past and non-past structure in a single sentence.

Although the above mentioned research works are related to language use in several texts in mass media, no research work has been carried out in the analysis and description of the language used in academic prospectus. So, the researcher will be interested to carry out a research on it to find out aspects of tense, voice, vocabularies, style and presentation of the subject matter and language used.

### **1.3 Objectives of the Study**

The research had the following objectives.

- a) To describe the language used in academic prospectus in terms of tense, voice, sentence types (simple, compound and complex), aspects (simple, perfective, progressive and perfect progressive)
- b) To find out and describe the register language used in prospectus.
- c) To suggest some pedagogical implications.

### **1.4 Significance of the Study**

Though the study is small work, it aims to give a general picture of the English language used in 'Prospectuses'. This study will be fruitful to students, teachers of language and linguistics, curriculum designers and language planners and especially for those who run academic institutions and produce prospectuses to the concerned

people. Similarly, this study will be significant for journalists, discourse analysts and people involved in mass media studying or conducting research on use of language in various types of texts. This study will be helpful for those who are directly or indirectly involve in teaching & learning process in terms of language used in prospectus.

## **1.5 Definition of the Terms**

**Tense :** Tense refers to time markers in the forms of the verbs and by the use of adverbs. English has two tense systems viz past and non-past.

**Voice :** Voice refers to the ways in which a language expresses the relationship between verb and noun phrases, which are associated with it. Two types of voices are found in English: active voice in which the subject of a clause is most often the agent or doer of some action and passive voice in which the subject is affected by the action of the verb.

**Sentence Type :** Sentence type refers to the types of sentences according to its structural point of view. According to structures, sentences are of three types: Simple sentence, Compound sentence and Complex sentence.

**Simple Sentence:** A simple sentence which contains at least one subject and one verb and can stand alone as an independent clause.

**Compound sentence:** A compound sentence consists of two or more clauses of equal grammatical importance and coordinate conjunctions connect the two clauses into one sentence.

**Complex sentence:** It refers to a sentence having at least one independent clause and one or more dependent clause linked by some subordinators.

**Register Words :** Register words refer to those words which are used most often in particular field by particular group of people of professions. Such words are not often intelligible to other people of professions due to the meanings' flexibility in context.

**Aspects:** It signifies to the manner in which the verbal action is experienced or regarded, for example as completed or in progress. It deals with the states of affairs whether in simple, progressive, perfective or perfect progressive state.

## **CHAPTER TWO**

### **METHODOLOGY**

The following methodological procedures were followed to accomplish the objectives of the present research.

#### **2.1 Source of Data**

Both primary and secondary sources of data were used for data collection.

##### **2.1.1 Primary Sources of Data**

To accomplish the intended goals, the researcher used and consulted mainly the primary sources to collect the data. These sources are as follows.

- i) The prospectuses issued by academic institutions and organizations located in  
Sunsari district.

##### **2.1.2 Secondary Sources of Data**

Secondary sources of data were books, thesis, journal, articles etc. related to the present research.

#### **2.2 Population of the Study**

All the academic prospectus issued by the academic institutions from Sunsari district were the population of the study.

#### **2.3 Sample Population**

The academic prospectus of the following academic institutions of Sunsari district formed the sample population of the study.

<b>S.N.</b>	<b>Name of the Academic Institution</b>
<b>1.</b>	<b>Bishnu Memorial College</b>
<b>2.</b>	<b>Bishwa Adarsha College</b>
<b>3.</b>	<b>Susma Memorial Engineering College</b>
<b>4.</b>	<b>Kasturi College</b>
<b>5.</b>	<b>National College</b>
<b>6.</b>	<b>Sunsari Technical College</b>
<b>7.</b>	<b>Eureka Higher Secondary School</b>
<b>8.</b>	<b>Purbanchal Higher Secondary School</b>
<b>9.</b>	<b>Purbanchal Engineering College</b>
<b>10.</b>	<b>Sagarmatha College</b>



## **2.4 Sampling Procedures**

The researcher applied judgmental sampling procedure which is one of the most useful non-probability sampling designs, especially when one attempts to study about language used in prospectus. For this, the researcher collected 10 different prospectuses available in Sunsari district from different academic institutions.

## **2.5 Tools for Data Collection**

For this study, observation will be the main tool for data collection. The researcher will collect ten different academic prospectuses available in Sunsari district. Then, for the proposed study, the language of the texts will be examined and re-examined in terms of the categories mentioned in the objectives to get the required information.

## **2.6 Process of Data Collection**

In the process of data collection, the researcher will collect prospectuses of different academic organization and institutions of Sunsari district. Then, the will read and re-read all the text to gather the required information and will note down those information for analysis, description and interpretation.

## **2.7 Limitations of the Study**

The study will have the following limitations

- a) The area of this study as indicated by the title will be limited to only the language of prospectuses.
- b) The study will be limited only to 10 prospectuses issued by academic institutions and organizations available in Sunsari district.

- c) The study was confined within the analysis of following categories: tense (past and non past), voice (active and passive) and sentences types (simple, compound and complex)
- d) The study was confined in the observation of the language used in the essential components of the prospectus. The research will not study the language used in expressing personal views, experiences etc. It is just limited to the language used by the editorial board to provided the authentic information to the readers.
- e) The study of statistical language will be excluded, if any.
- f) The study was based on the academic prospectuses of the following institutions.

<b>S.N.</b>	<b>Name of the Academic Institution</b>
1.	Bishnu Memorial College
2.	Bishwa Adarsha College
3.	Susma Memorial Engineering College
4.	Kasturi College
5.	National College
6.	Sunsari Technical College
7.	Eureka Higher Secondary School
8.	Purbanchal Higher Secondary School
9.	Purbanchal Engineering College
10.	Sagarmatha College

## **CHAPTER THREE**

### **ANALYSIS AND INTERPRETATION**

This chapter provides the analysis and the interpretation of the language used in the texts of prospectuses focusing on the previously mentioned aspects viz., tense, voice, sentence types, aspects and register words (terminologies used in the prospectuses). The main aim of the research was to provide comprehensive analysis of language used in the prospectuses based on the above mentioned linguistic characteristics.

#### **3.1 Sentences Types in the Prospectuses**

Regarding the sentences types structurally, in English there are three types of sentences.

- Simple Sentence (SS)
- Compound Sentence (CS)
- Complex Sentence (CXS)

After the close observation of the selected prospectuses, the research found the entire sentence types used in all the prospectuses. Yet, the use of types of sentence was found to be different in numbers. But in totality, almost all the prospectuses used SS more frequently than CS and CXS.

##### **3.1.1 Analysis of Sentence Types Used in Prospectuses**

Here, the language used in Prospectuses has been analysed to find the use of sentence types in the texts of prospectuses. The study after the careful observation, has found

the following frequency of their occurrences from the texts of above mentioned prospectus.

**Table 1**

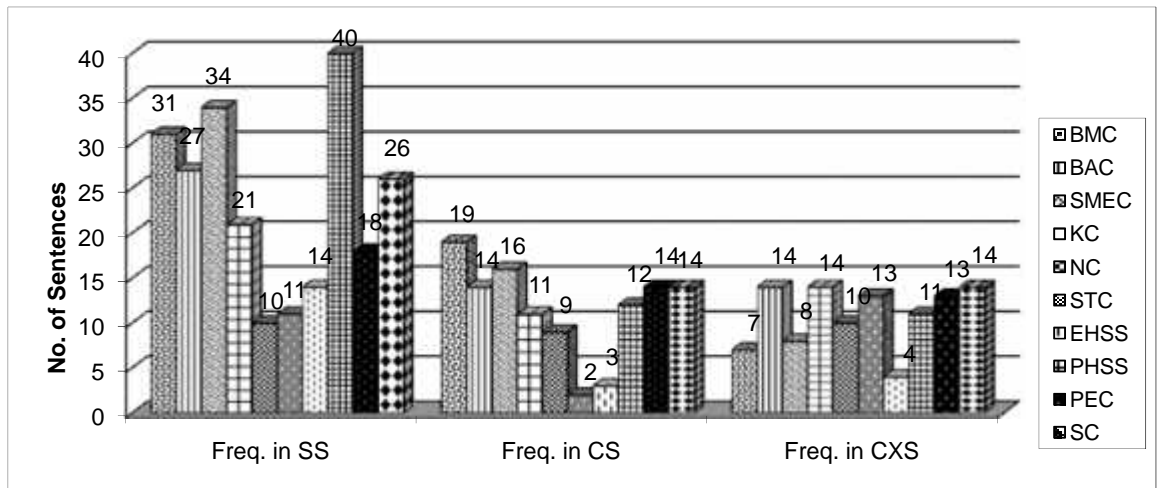
**Sentences Types in Prospectuses**

<b>S. N.</b>	<b>Institutions</b>	<b>Freq. in SS</b>	<b>%</b>	<b>Freq. in CS</b>	<b>% age</b>	<b>Freq. in CXS</b>	<b>%</b>
1	BMC	31	54.4	19	33.3	7	12.3
2	BAC	27	49	14	25.5	14	25.5
3	SMEC	34	58.6	16	27.6	8	13.8
4	KC	21	45.7	11	23.9	14	30.4
5	NC	10	34.5	9	31	10	34.5
6	STC	11	42.3	2	7.7	13	50
7	EHSS	14	66.7	3	14.3	4	19
8	PHSS	40	63.5	12	19	11	17.5
9	PEC	18	40.5	14	341.1	13	29.9
10	SC	26	48.2	14	25.9	14	25.9
<b>Total Average</b>		<b>232</b>	<b>51.1</b>	<b>114</b>	<b>25.1</b>	<b>108</b>	<b>23.8</b>

The table above shows that out of their total sentences in individual prospectus, all the prospectuses have used SS at higher frequency except STC, EHSS has used the highest number of SS i.e. 66% whereas BMC has used highest number of CS i.e. 33.3% and STC has used highest number of CXS i.e. 50% in comparison to other prospectuses. STC has used 50% of CXS whereas it has used 42.3% of SS and 7.7 % of CS.

**Figure No. 1**

**Sentences Types Used in Prospectus**



From the analysis of the above table and bar diagram, it shows that the percentage of the SS is the highest of all in the texts of all prospectuses except in the text of STC. On observing the average data of the all prospectuses, SS are used far more frequently covering 51.1% (i.e. 232 out of 454) sentences. CS has the second position 25.1% (i.e. 114 out of 454) sentences. The table shows that the least used sentence structures are of CSS, which covers only 23.8%. It should be noted that there is not much difference in the use of CS and CXS. The differences is only of 1.3%.

The following are some of the example of SS (1-4), CS (5-7) and CXS (8-11) from the texts of above-mentioned prospectuses.

1. Bishnu Memorial school provides a wide range a support facilities to the students for their all round development. (BMC)
2. A co-educational private institute, it is affiliated to Higher Secondary Education Board of Nepal. (BAC)
3. Besides, regular class tests are conducted by the concerned subject teachers in the classroom. (SC)
4. The school has well equipped library for the students including audio-visual facilities. (KC)
5. A fifty percent weight is given to internal and fifty percent weight is given to external evaluation. (EHSS)
6. Generally, the session commences from the month of Shrawan each year and the final Exams are conducted by T.U. and HSEB from the month of Chaitra to Ashad. (NC)
7. The language of instruction is English, but equal stress is also given in Nepali too. (PEC)
8. If they leave earlier, the amount of deposit will not be refunded. (SMEC)
9. The school believes that the real outcome of equality education is a team work. (BAC)

10. Students, who have passed S.L.C. Examination or equivalent of it from recognized board with at least second division, are eligible to apply for management stream. (NC)
11. This committee is especially formed to conduct extra activities of the students in the area of literature, music, dance and games. (PHSS)

### **3.2 Aspects in the Text of Prospectuses**

Aspect refers to the internal structure of the action occurring at any time. English has four aspects: simple, progressive, perfective, and perfect progressive (combination of perfective and progressive). To analyze the aspects used in selected texts of prospectuses, first the researcher observed the sentences one by one of each prospectus and grouped them under the categories of simple, progressive, perfective and perfect progressive. The researcher counted all the aspects available in the dependent and independent clauses as data while analyzing the aspects used in the text of prospectuses. Finally, the number of each aspect was compared to one another to find out the differences and to draw the conclusion.

The frequency of distribution of aspects in the texts of concerned prospectus is mentioned below in different headings.

#### **3.2.1 Analysis of Aspects Used in Prospectuses**

To find out the use of aspects, the language used in the sample texts of prospectuses has been analyzed. The frequency of the occurrences has been as follows.

**Table No. 2****Aspects Used in Prospectuses**

<b>S. N.</b>	<b>Institutions</b>	<b>Simple</b>	<b>%</b>	<b>Prog</b>	<b>%</b>	<b>Perf.</b>	<b>%</b>	<b>Perf. Prog.</b>	<b>%</b>
1	BMC	56	71.8	3	3.8	19	24.4	0	0.0
2	BAC	73	98.6	0	0.0	0	0.0	1	1.4
3	SMEC	54	90	0	0.0	6	10.0	0	0.0
4	KC	52	86.7	2	3.3	6	10.0	0	0.0
5	NC	32	78.1	0	0.0	7	17.1	2	4.8
6	STC	34	89.5	0	0.0	4	10.5	0	0.0
7	EHSS	20	77	1	3.8	4	15.4	1	3.8
8	PHSS	66	90.4	2	2.7	5	6.9	0	0.0
9	PEC	54	93.1	0	0.0	4	6.9	0	0.0
10	SC	80	96.4	0	0.0	3	3.6	0	0.0
<b>Total Average</b>		<b>521</b>	<b>88.2</b>	<b>8</b>	<b>1.4</b>	<b>58</b>	<b>9.8</b>	<b>4</b>	<b>0.6</b>

The above table clearly presents that simple aspect has been highly used in all the prospectuses. It was found that BAC has used 98.6% of simple aspects in its prospectus where as it has used only 1.4% of perfect progressive aspects. Similarly,

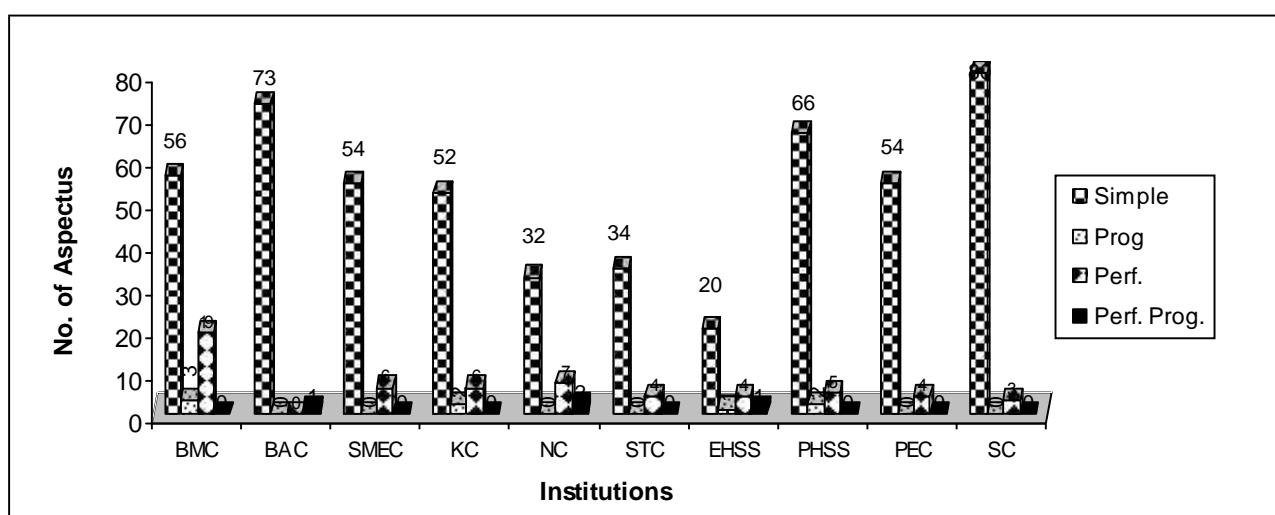


BMC has used the highest percentage of perfective aspect i.e. 24.4% in comparison to other prospectuses. It is note worthy that progressive and perfect progressive aspects have been rarely used in all the prospectuses. BAC, SMEC, PEC, NC and SC have not used progressive aspects at all. Similarly, BMC, SMEC, KC, STC, EHSS, PHSS and PEC have not used perfect progressive aspect at all either.

The above presented table can also be shown in the following bar diagram too.

**Figure No.2**

**Aspects Used in Prospectuses**



On the other hand, on observing the average data of these ten prospectuses, out of 591 aspects in these prospectuses, 521 sentences were found to be the simple aspects, which cover 88.6% of the total texts. Only 9.8% of perfective sentences were used which takes the second position in the use of aspects in prospectuses. Unlike simple aspects, progressive and perfect progressive aspects are very rarely used in the text of prospectuses. They occupy only 2% in the text of prospectus.

On analyzing the aspects, it was also found that progressive and perfect progressive aspects were used only once or twice in some of the prospectuses and most of the prospectuses have not used them at all.

Some examples of the use of the aspect simple (1-4), progressive (5-8), perfective (9-12) and perfect progressive (13) in the text of sample prospectuses are as follows.

1. Board of Higher Education conducts the Final Examination each year. (BMC)
2. The campus possesses well-finished modern computer lab with sufficient number of computers. (NC)
3. Parents will have to come to school before 20 to 25 days of each terminal examination. (BAC)
4. BMC was established in the year 2046 B.S. with a mission of providing quality education of a very high standard in English. (BMC)
5. The school is running from Nursery to 10+2 in Science and Management Streams with the participation of an well experienced Principal and University teacher. (BMC)
6. The school is providing skillful computer training from class 4 onwards as a part of school curriculum. (EHSS)
7. Hostel is running under the supervision of Vice Principal with the qualified and experienced teachers to take the tuition every two hours in the morning and evenings. (SC)
8. Traditionally, these academic programs have not been available in existing institution. (PHSS)

9. The college has managed hostel facilities at reasonable cost for the students coming from all over the country. (BMC)
10. The school has followed the curriculum prepared by the Curriculum Development Centre for Class 8 to 10. (PHSS)
11. Sunsari Technical college has developed adequate infrastructure required for materializing its aims and objectives. (STC)
12. The classes from nursery to ten have been running smoothly in a peaceful and healthy atmosphere of the school. (BMC)
13. Another glory of SMEC, sports and entertainment club has been organizing various games, sports, events and entertainments. (SMEC)

### **3.3. Tense in the Text of Prospectuses**

English has two tense systems; past and non-past. To analyze the tense, the researcher read and re-read the sample prospectuses and collected the data. It was found that non-past especially present form of the verb was maximally used in all the prospectus.

The frequency of distribution of tense in the texts of concerned prospectuses is mentioned below in two different headings.

#### **3.3.1 Analysis of Tense Used in Prospectuses**

The study has found the following frequency of tense being used in the texts of sample prospectuses.

**Table No. 3**

**Tense Used in Prospectuses**

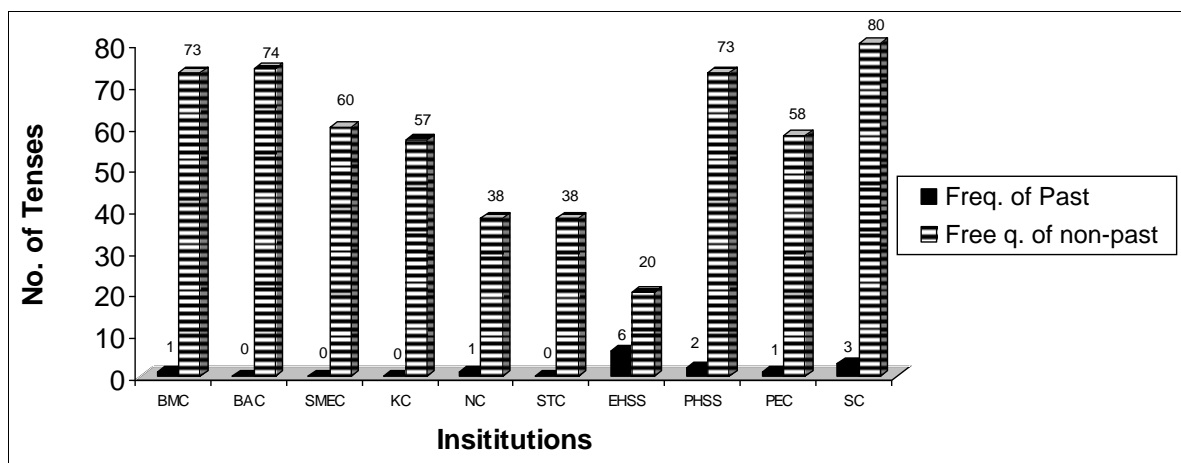
<b>S. N.</b>	<b>Institutions</b>	<b>Freq. of Past</b>	<b>%</b>	<b>Free q. of non-past</b>	<b>%</b>
1	BMC	1	1.3	73	98.7
2	BAC	0	0.0	74	100.0
3	SMEC	0	0.0	60	100.0
4	KC	0	0.0	57	100.0
5	NC	1	2.6	38	97.4
6	STC	0	0.0	38	100.0
7	EHSS	6	23.0	20	77.0
8	PHSS	2	2.7	73	97.3
9	PEC	1	1.7	58	98.3
10	SC	3	3.6	80	96.4
<b>Total Average</b>		<b>14</b>	<b>2.4</b>	<b>751</b>	<b>97.6</b>

According to the above table, it is clear that non-past is used at the highest frequency in each of the prospectuses. It was found that the prospectuses of BAC, SMEC, KC, STC have not used past form of the verbs at all. They have used non-past tense

hundred percent. In the prospectuses of BMC, NC, EHSS, PHSS, PEC and SC, the use of past tense is below 24%.

**Figure No. 3**

**Tense used in Prospectuses**



For the average analysis of these prospectuses, 785 sentences were found and studied.

Out of 585 sentences, only 14 sentences were of past form of the verb, which carry only 2.4% whereas non-past form of the verb carries 97.6%.

This proves that in writing an academic prospectuses, non-past form of the tense is used at the maximum frequency. Some examples of the use of the tense; past (1-4), non-past (5-10) in the text of sample prospectus are given below.

1. BMC was established in the year 2046 B.S. with the mission of providing qualification of a very high standard in English. (BMC)
2. In fact, the school has gained an enviable reputation both within and outside the town. (BMC)
3. The then Town Panchayat and Sunsari Chamber of Commerce and Industry donated some amount of money for the establishment of the campus. (STC)

4. To fulfill this void, we started our journey with humble beginnings. (KC)
5. The Campus runs its classes both in morning and the day shifts (SC)
6. Each course has a certain number of credit hours assigned to it. (NC)
7. The school will remain incomplete without the active involvement of the parents. (PEC)
8. The college is committed to provides its students with a healthy, peaceful and academic environment. (EHSS)
9. They can avail themselves of it at their leisure periods and according to the class wise routine. (BAC)
10. The school organizes varieties of activities for promoting and developing students' efficiency. (PHSS)

### **3.4 Voice in the Text of Prospectuses**

English has two voice system: active and passive. To analyse voices used in the sample texts of the prospectus, the researcher read and observed the text closely. Then, he collected the data available. Then the comparison was made among those selected texts of the prospectuses. Finally, the conclusion was drawn taking the average from these selected samples.

### 3.4.1 Analysis of Voice Used in Prospectuses

From the careful study and observation of the selected texts of the prospectuses mentioned in 2.5 (C), the following frequency of occupancies was found.

**Table No. 4**

**Voices Used in Prospectuses Listed in 2.5 (c)**

<b>S. N.</b>	<b>Institutions</b>	<b>Freq. of Active</b>	<b>%</b>	<b>Freq. of Passive</b>	<b>%</b>
1	BMC	61	82.4	13	17.6
2	BAC	54	73.0	20	27.0
3	SMEC	43	71.7	17	28.3
4	KC	47	82.5	10	17.5
5	NC	32	82.1	7	17.9
6	STC	32	84.2	6	15.8
7	EHSS	14	53.8	12	46.2
8	PHSS	53	70.7	22	29.3
9	PEC	41	70.7	17	29.3
10	SC	66	79.5	17	20.5
<b>Total Average</b>		<b>443</b>	<b>75.9</b>	<b>141</b>	<b>24.1</b>

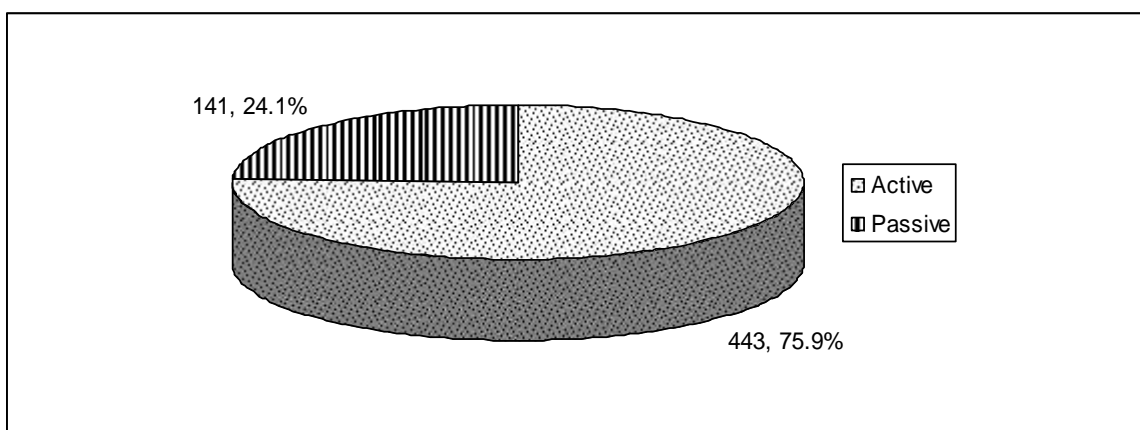
The above table shows that STC has used the highest number of active voice in comparison to other prospectuses. It has used 84.2% of active sentences whereas it has used only 15.8% of passive sentences. Similarly, almost all the prospectuses have

used active sentences covering more than 70%. Comparing the individual prospectuses it was found that passive sentences are used less often in the academic prospectuses.

The average data of these prospectuses can also be presented in the following pie chart.

**Figure No. 4**

**Average Status of Voice Used in Prospectuses**



This pie chart shows that active voice is highly used and has more frequency of occurrences covering 75.9% (i.e. 441 out of 585). Passive voice has less frequency of occurrences covering 24.1% (i.e. 141 out of 585). This average data shows that active voice is used more frequently than passive voice in the prospectuses of academic institutions. Some examples of the use of the voice; active (1-6) and passive (7-10) in the texts of sample prospectuses are given below.

1. We discourage students copying notes and homework from friends. (BMC)
2. The programme provides students with sound conceptual foundation and practical skills in various areas. (SC)



3. Each house performs under the supervision of their house father. (PEC)
4. The school has opened an avenue for both English and Nepali medium of instruction. (NC)
5. Over the years numerous students have graduated in a variety of subjects with top marks in both district and national exam. (KC)
6. The campus conducts two Terms Exams in one academic year in order to maintain a high level of proficiency and to know about the progress of the students. (Sc)
7. Registration forms may be available at the account office (BMC).
8. Parents will get students report cards at the end of each examination. (PHSS)
9. Homework of each class will be well checked up regularly by particular subject teacher. (EHSS)
10. Higher Secondary classes have been started in school for a long period of time. (SC)

### **3.5 Use of Register Words in Academic Prospectuses**

Each type of writing has its more or less particular words used to refer to distinct meaning than their general meaning. Such words convey different meaning according to the context and topic of discussion. Such types of words are difficult to understand by common people, as they are unintelligible. However they are explicit to the people of same field or professions. On the contrary, common words are intelligible to all the people of any field and professions, even to laymen. Register words are also called technical words or terminologies.

The researcher also went thoroughly the sample prospectuses in order to find out and analyse such terminologies. The researcher examined the sample prospectuses closely and found some register words that are used in the academic prospectus.

### **3.5.1 List of Academic Register Words in the Academic Prospectuses**

The words, the researcher found and treated them as register in each of the sample prospectuses, are listed below.

#### **A. In BMC**

Academic (n)	kindergarten (n)	unit test (n)
terminal (adj.)	primary (adj.)	secondary (adj.)
drill (n)	course(n)	principal(n)
scholarship(n)	admission(n)	environmental (n)
fee (n)	curricular(adj.)	

#### **B. In BAC**

boarding (adj.)	discipline(n)	curriculum(n)
term(n)	session(n)	academic(adj.)
environment(n)	homework(n)	principal(n)
scholarship(n)	curricular(adj.)	

#### **C. In SMEC**

affiliated(v)	primary(adj.)	graduate(adj.)
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paper(n)	academic(adj.)	grade(n)
enrolment(n)	field-study(n)	curricular(adj.)
topper(n)	scholarship(adj.)	environment(n)
admission(n)	principal(n)	fee(n)

#### **D. In KC**

academicians(n)	affiliated(v)	secondary(adj.)
academic(adj.)	graduates(n)	primary(n)
methodologies(n)	session(n)	co-curricular(adj.)
terminal(adj.)	fee(n)	principal(n)
admission(n)	environment(n)	

#### **E. In NC**

academy(n)	affiliated(v)	environment(n)
pupils(n)	syllabus(n)	boarder(n)
discipline(n)	curricular(adj.)	uniform(n)
session(n)	admission(n)	standard(adj.)
principal(n)	scholarship(n)	fee(n)

#### **F. In STC**

faculty(n)	academic(adj.)	scholarship(n)
semesters(n)	environment(n)	fee(n)

session(n)	e-learning(adj.)	course(n)
curricular(adj.)	graduates(n)	admission(n)
communicative(adj.)		

**G. In EHSS**

academic(adj.)	environment(n)	affiliated(v)
humanities(n)	management(n)	streams(n)
admission(n)	plus two(n)	events(n)
fee structure(n)	uniform(n)	curricular(adj.)
discipline(n)	term(n)	

**H. In PHSS**

secondary (adj.)	fee structure(n)	academic (adj.)
course(n)	session(n)	send up test(n)
scholarship(n)	uniform(n)	humanities(n)
environment(n)	streams(n)	shift(n)
admission(n)	curricular(adj.)	fee(n)

**I. In PEC**

admission(n)	co-education (adj.)	plus two (n)
fee structure(n)	course(n)	curricular(adj.)
boarding(n)	graduates(n)	fee(n)

academic(adj.)	faculty(n)	uniform(n)
scholarship(n)		

### **J. In SC**

pupils(n)	admission(n)	principal(n)
uniform(n)	academic(adj.)	curricular(adj.)
terms(n)	streams(n)	plus two (n)
terminal(adj.)	scholarship(n)	boarders(n)
environment(n)	secondary(adj.)	fee(n)

### **3.5.2 Analysis of Register Words Used in Academic Prospectuses**

The above list of words is the words, which were found to be used almost in all the prospectuses. However, their frequency of occurrences is very low, they are used with other common words almost in all the prospectuses, as they seem mandatory register words to prepare or write any academic prospectuses.

The forgoing list of register words shows that most of the words are nouns. It clarifies that noun register words have higher frequency of occurrences than adjective, verb and adverb in all the academic prospectuses. After noun, adjective takes the second position. Adjectival register words come along with the nouns as pre-modifier or as post modifier. Likewise, few verbs were also found to be used as register words. But the researcher didn't find any adverbs as register words in the sample prospectuses.

From the close observation and analysis of the drawn data, it can be concluded that a very few number of prospectuses register is used in comparison to the common words used in the same prospectuses.

## **CHAPTER FOUR**

### **FINDINGS AND RECOMMENDATIONS**

The purpose of the recent research study was to find out the use of language of the academic prospectuses in terms of sentence types, aspects, tense, voice and register words. The research was limited to the study of ten prospectuses found in the Sansari district. The study was also limited to the language used in writing the essential components of academic prospectuses. The study did not observe the language used to express personal views, opinion, good wishes and so on.

To find out the fact and exact figure of the objectives aimed, the researcher observed the sample prospectuses with deep and conscious approach. He accumulated all the required data under different categories and sub-categories besing on the objectives of the research. Those data were presented in accordance with their categories in simple statistical tools like average, percentage, and data-display diagrams, tables, and charts in order to analyse and interpret them.

#### **4.1 Findings**

The findings based on the analysis and the interpretation of data is summarized below.

1. In regard of the use of sentence types in each individual academic prospectuses, the use of simple sentences was found to be used at higher frequency of occurrences. Considering the average of the sample prospectuses, more than half of the sentences were found to be the sentences of simple sentences. Similarly, the use of compound sentences and complex sentences was found to be used less than simple sentences. In the analysis, it was found that compound sentences were found to be used more than the complex sentences. However,

the different in the use of them is not so greater. So, it can be concluded that simple sentences are mostly used in writing an academic prospectus.

2. Regarding the use of aspects in academic, the researcher discovered that simple aspect was used at the greater extent. It covered nearly 90% sentences. Very few sentences of perfective aspect were found in the text of academic prospectuses. On the other hand, progressive and perfective aspects found to be used very rarely. Only one or two sentences of progressive and perfective aspects were found to be used in a few prospectuses. In other prospectuses they were not found to be used at all. Hence, it can be summarized that in preparing an academic prospectus, sentences of simple aspect is highly used.
3. In terms of the use of tense in the academic prospectus, the researcher revealed that non-past tense was maximally used in writing an academic prospectus. The use of non-past tense occupied nearly 98% sentences. Quite opposite to the non-past tense, past tense was used very rarely. Two or three sentences of past tense were found in some sample prospectuses in average and in others, the use of past tense was not found at all. In the analysis, the researcher also discovered that present simple was used at higher frequency than future simple in the non-past tenses. Thus, it can be summed up that non-past tense is used at the greatest number in the academic prospectuses.
4. In case of the use of voice in academic prospectus, the researcher found that active voice has higher frequency of occurrence. It covered almost 80% in average. Passive form of voice as also used but they occupied only 20% of sentences. It was also found that the use of active and passive form of the verb in a single sentences was found to be used. So, it can be concluded that active



form of the voice is highly used than the passive form of the voice in the text of academic prospectus.

5. Similarly, while analyzing the register in the prospectuses of academic institutions, the research discovered that some field based words were frequently used in each academic prospectus. They are mostly used in academic sectors only but the number of such words was very few. In terms of the parts of speech of the words in the field-based register, the researcher found out that nouns had higher frequency following adjectives. The words which the research has included those words as field based register of academic prospectuses are shown in appendix three.
6. To sum up the whole thing in a nut shell, the researcher found out that the language of academic prospectuses was very simple and straight forward. The academic prospectus did not use any cliché and unfamiliar idioms and phrases. It may be the reason that the objectives of each academic institution is to inform their potential students in simple language. On the other hand, relevant photographs of their institutions and their program activities were also attractively displayed.

#### **4.2 Recommendations and Pedagogical Implications**

Based on the findings of this study, some recommendations have been suggested which are as follows.

1. The findings in terms of sentences types, aspects, tense, voice, and register of this research will be of a great use to the teachers/learners who have been involved in teaching/learning mass media.

2. The curriculum designers should include sufficient discussion topics and exercise of aspects, tenses, voices and sentence types so that learner will have clear-cut ideas to write or prepare any types of article on any topic.
3. The findings of this study will also be of great use to those concerned people or institutions that produce academic prospectus in order to provide information by using one of the means of advertisement techniques called prospectus.
4. The curriculum designer should include the language of academic prospectus in the textbooks of secondary and higher secondary level mainly to make the students be familiar with the various styles of language of prospectuses.
5. The syllabus guidelines and instructions should be vividly mentioned to help the teachers to cope with topic orderly and tacitly to carry out objectives.
6. The course designers and textbook writers should include the list of register words used in academic prospectuses along with the register words of other field in order to show the distinction between them.

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## APPENDIX 1

### Categories for Analysis of Academic Prospectuses

S.N.	Prospectus of	Content	Sentence Types	Aspects	Tense	Voice	Register
1.	Bishnu Memorial College (BMC)	Language	Simple Compound Complex	Simple Progressive Perfective Perfective progressive	Past Non-past	Active Passive	Academic Registers
2.	Bishwa Adarsha College (BAC)						
3.	Susma Memorial Engineering College (SMEC)						
4.	Kasuri College (KC)						
5.	National College (NC)						
6.	Sunsari Technical College (STC)						
7.	Eureka Higher Secondary School (EHSS)						
8.	Purbanchal Higher Secondary School (PHSS)						
9.	Purpanchal Engineering College (PEC)						
10.	Sagarmatha College (SC)						

## APPENDIX 2

### Frequency of Different Categories of Academic Prospectus

S.N.	Institutions	Sentences Types			Aspects				Voice		Tense	
		SS	CS	CXS	Simple	Prog.	Perf.	Perf. Prog.	Active	Passive	Past	Non-Past
1	BMC	31	19	7	56	3	19	0	61	13	1	73
2	BAC	27	14	14	73	0	0	1	54	20	0	74
3	SMEC	34	16	8	54	0	6	0	43	17	0	60
4	KC	21	11	14	52	2	6	0	47	10	0	57
5	NC	10	9	10	32	0	7	2	32	7	1	38
6	STC	1	2	13	34	0	4	0	32	6	0	38
7	EHSS	14	3	4	20	1	4	1	14	12	6	20
8	PHSS	40	12	11	66	2	5	0	53	22	2	73
9	PEC	18	24	13	54	0	4	0	41	17	1	58
10	SC	26	14	14	80	0	3	0	66	17	3	80
<b>Total</b>		<b>232</b>	<b>114</b>	<b>108</b>	<b>521</b>	<b>8</b>	<b>58</b>	<b>4</b>	<b>443</b>	<b>141</b>	<b>14</b>	<b>751</b>

### APPENDIX 3

Some examples of register used in the texts of academic prospectus:

academic(n)	kindergarten(n)	unit test(n)
terminal (adj.)	primary (adj.)	secondary (adj.)
drill(n)	co-educational (adj.)	principal (n)
scholarship(n)	admission	environment(n)
fee(n)	curricular(adj.)	boarding (adj.)
discipline(n)	curriculum(n)	term(n)
session(n)		homework(n)
affiliated(v)	shift(n)	sent up test(n)
graduated (adj.)	paper(n)	grade(n)
enrolment(n)	field-study(adj.)	topper(n)
methodologies(n)	co-curricular(adj.)	pupils(n)
syllabus (n)	boarders(n)	uniform(n)
faculty(n)	semesters(n)	e-learning(adj.)
course(n)	communicative(adj.)	Humanities(n)
Management(n)	streams(n)	Plus two (adj.)
events(n)	fee (n)	structure(n)