

INFERENCES IN ADVERTISING: A CASE OF COMMERCIALS IN PRINT MEDIA

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

**Submitted by
Prem Bahadur Chand**

**Faculty of Education
Tribhuvan University, Kirtipur,
Kathmandu, Nepal
2015**

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RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Mr. Prem Bahadur Chand** has prepared this thesis entitled **Inferences in Advertising: A Case of Commercials in Print Media** under my guidance and supervision.

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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.

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Prem Bahadur Chand

DEDICATION

This thesis is dedicated to my late father and late mother.

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ABSTRACT

This research work entitled “**Inferences in Advertising: A Case of Commercials in Print Media**” has been carried out to determine inferences in advertising. To meet the objective of this research study, I purposively selected different four main print media of Nepal and RR campus. Four different print media and one campus were selected as sample for this study. It was found that while designing advertisement the designer should pay attention on attractiveness of advertising, economic, impress of advertisement, target group, sort of manpower, influencing of advertisement and so on. The collected data were tabulated, analyzed and interpreted by using the simple statistical tool like percentage.

The study consists of five chapters. The first chapter deals with an introduction. This chapter consists of general background, introduction to mass media, The rise of mass Media, development of mass media, role of mass media, mass media and advertising on media, advertising on print media, inference, statement of problem, objectives of the study, significance of the study, and delimitation of the study. In the second chapter, the researcher tried to show the store house of knowledge or the theories which guide my study. He also presented the previous works conducted in the department applying the theories related to his topic. In this chapter he tried to provide authenticity to his study by presenting theoretical literature, Empirical literature and Conceptual frameworks developed by him. The third chapter deals with the methodology employed to conduct the study. It gives information about the design of the study, population of the study, sample size, sampling procedure, tools for data collection, procedure of data collection and mode of analysis and interpretation. It attempts to lead the whole research study. The fourth chapter deals with presentation, analysis and interpretation of the study. The data have been presented and analyzed descriptively. Chapter five presents the main findings of the study in points and on the basis of findings, some implications were presented there. The chapter was followed by references and appendixes to make the study reliable, valid and authentic.

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ABBREVIATIONS

A.D.	Anno Dominy
AAN	Advertising Association of Nepal
B.S.	Bikram Sambat
e.g.	For example
ELT	English Language Teaching
et al.	And other people
FM	Frequency Module
i.e.	That is to say
M.Ed.	Master's in Education
No	Number
S.N.	Serial Number
TU	Tribhuvan University
TV	Television