CHAPTER ONE

INTRODUCTION

Research is a way of finding out answers to our questions. That is to say there are several ways of collecting and understanding information and finding answers to our questions. Richard et al. (1999) define the term research "Research is the study of an event, problem or phenomenon using systematic and objective methods in order to understand it better and to develop principles and theories about it". So, we can say research is process of a systematic and in-depth study or search of any particular topic, subject or areas of investigating in order. The present study is related to the mass media especially inference in advertising.

1.1 Background

A language is a means of communication. Human spoken and written language can be described as a system of symbols (sometimes known as lexemes) and the grammars by which the symbols are manipulated. Language learning is normal in human childhood. Most human languages use patterns of sound or gestures for symbols which enable communication with others. There are thousands of human languages, and these seem to share certain properties, even though every shared property has exception.

Language is a system made up of signs. It is a system of arbitrary vocal symbol used for human communication. It is system of systematic behavior. It is a system not mere collection of separates parts. According to Wankhede (2012, p. 1), "language is a means of communications through which we transfer out ideas, emotions, and though; express our love, anger and get understood by other persons. It is language that distinguishes human beings from other species". Language is an exclusively human property. Language is a divine gift to mankind. It is "the 'species specific' and 'species-uniform' possession of man" (Varshney, 1993, p. 1). It is that very thing which differentiates us from

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other creatures of the world. It helps us in shaping out ides, feelings, and emotions and communicating them to others. It is a source of delight and inspiration. So in the words of (Varshney, 1993, p. 1), language is "the faculty of speech, which all human begins hold in common".

Language is a way by which human beings communicate. There are many languages in the world that are used for communication and no one has fixed yet the exact number of languages spoken in the world. Language is used as an effective means to express feelings, ideas, emotions and thoughts. Language is a unique gift given by human being which distinguishes him from animal.

According to Hatch (1992, p. 1) language is defined as "a system of arbitrary symbols used for human communication". Human languages are usually referred to us natural languages, and the science studying them is linguistics. Making a principled distinction between one language and another is usually impossible. Paying attention to the historical evolution of languages results in a genetic classification of languages. It is (paying) attention to the internal structure of language results in typological classification of languages which is based on similarity of one or more components of the grammar across languages.

We cannot imagine communication without language. For the communication, we human beings use different kinds of symbols, for example, the deaf people we use different symbols where as the blind people we use different symbols.

There are many languages in the world. Among them, English is the most widely used language. It is an international language, which is mostly used for international communication, international politics, commerce, media and Education diplomacy.

Advertising is widespread in any medium of public communication. The primary marketing media include newspapers, magazines, radios, televisions, and direct mails. Those who support advertising say that it is meant to sell

products, create values and that it furthers product improvements through competition.

"Advertising has development in industrial as a major adjunct to industry and commerce. It is the life-breath of modern society". Mehata (1992, p. 176). Advertisement differs from publicity, because it is paid for directly and its sponsorship is almost always clearly identified. It is also not personal selling because it is non-personal presentation. Mehata (ibid) says advertisement and sales promotion is not one and the same thing. Sales promotion in a wider sense includes advertisement, personal selling and other selling activities such as exhibitions, displays, demonstrations, etc. Advertisement is thus only for sales promotion activity.

1.2 Statement of the Problem

Currently, advertising is one of the important aspect in our life. Everywhere, we can see many hoarding boards, pamphlets, papers, exhibition, display etc. Besides, print media advertisement has been captivating vital role for promotion of new products as well as electronic media advertising. Due to technological advancement, customers easily get any product to their local market even though the product been produced in the any corner of the world. There is huge competition among the producers too. Without effective advertising the products, the entrepreneurs are unable sold their products, even though the quality and price is very good. In advanced countries the share of advertisement cost is very high because of heavy advertising.

In Nepal, several media are functioning to promote the products through advertisement. Gorkhapatra, The Rising Nepal, Kantipur, The Kathmandu Post, Nagarik , Republica, Annapurna Post, The Himalayan Times etc. are some of the major. These Medias are considered to be effective due to their mass coverage and easily access. Therefore, it would be interesting to look upon the role of media, especially the print media in business world of Nepal. We see there are different advertisements in the newspaper. Readers may take different

messages from same advertisement, i.e. they see written text of language on advertisement, combination of picture and language of advertisement. Simply, inference means logical conclusion or guess. When designing the advertisement what inference does designer take. The designer should be attentive on different parameters such as twist of spelling, target group, economic, shortage of manpower etc.

1.3 Rational of the Study

Twenty first century is the age of information technologies. Mass media are one of the effective means of information technologies. The language used in those media is quite different from the language used in other fields. Advertisements are one of the main components of media. The language used in advertisements is of unique nature. The advertisement designers make inferences while designing the advertisements. The type of language used by them was studied and analyzed on the basis of different parameters. I attempted to determine the inferences made by the advertisement designers in the advertisements published in the four national dailies of Nepal. Nobody has studied the advertisements on the perspectives of inferences in the department of English education. Therefore, I chose the topic which in untouched by anyone to find the various aspects and elements of it.

1.4 Objectives of the Study

The objectives of the present study were as follows:
  i) To determine the inferences in commercials in print media.
  ii) To suggest some pedagogical implications.

1.5 Research Questions

The research questions for this study were:

⟩ How do people determine the inference in the advertising in print media?

⟩ What are the parameters used in designing advertisements?

⟩ Which parameter plays the important role to influence the customers?

1.6 Significance of the Study

The study will be significant to all the stakeholders and practitioners involved in the field of the English language teaching especially in the field of semantic and pragmatics. It will also be significant to those who are involved in the mass media and particularly in the making of commercials in print media. The future researches who are interested in conducting researches on commercials in print media will also be benefited by this study.

1.7 Delimitation of the Study

The study had the following limitations:

⟩ The study was limited only in print media.

⟩ The data collected from the main daily newspapers of Nepal.

⟩ Only inferences that could be regarded as intended by the advertisers were considered.

⟩ Only the commercials having spoken language were considered in which the speech must be directed to the audience.

⟩ Commercials which advertise a place of purchase a price or discount rather than a product itself was not be considered.

1.8 Operational Definition of Key Terms

Arbitrary: Something that is determined by judgment or whim and not for any specific reason or rule.

Clutter : A collection of things lying about in an untidy mass.

Entrepreneur : A person who sets up a business or businesses taking on financial risk in the hope of profit.

Inference : A conclusion reached on the basis of evidence and reasoning.

Interpersonal : Relating to relationship or communication between people.

Persuasion : The action or fact of persuading someone or of being persuaded to do believe something.

Phenomenon : A remarkable person or thing.

Sponsor: A person or organization that provides funds for project or activity carried out by another in particular.

CHAPTER TWO
REVIEW OF RELATED LITERATURE AND CONCEPTUAL FRAMEWORK

2.1 Review of Theoretical Literature

The process of going through the existing literature in order to acquaint ourselves with the available body of knowledge in your area on interest is known as the review of the literature. It is an integral part of the entire research process and makes a valuable contribution to almost every operational step.

2.1.1 Introduction to Mass Media

Literally, the term 'mass' refer to 'a large number of people' and 'media' refers to the means of mass communication such as television, radio, newspaper, etc. Thus, etymologically mass media refers to the means of communication for sending messages to a large scattered number of people over a vast area at the same time. Mass communication is made possible by the use of mass media which include print and electronic media.

Mass media is used to transmit message, inform, educate, entertain, instruct, and persuade to mass. Mass media include print and electronic media where as print media has old history in the comparison to electronic media which are the modern technological innovation mode in the field of science and technology. Electronic media includes television, radio, internet, online, cinema etc and print media includes newspaper, books, magazines etc.

Indeed, mass media are the means or devices used to convey or import or exchange of our ideas, thought through speech or writing. They are mediators of messages to the mass. They help us to expand our communication and overcome the barriers caused by time and space.

According to Narula (2003, p. 1) "The human effort is to discover nature, essence, and dynamics of communication; to learn what communication is and how it works to develop means of communicating more effectively". Over the last few decades, there are has been increasing interest in the study and practice

of communication. As a result, knowledge of communication has varied widely in terms of purpose, nature, level of abstraction and scope.

Over a period of time there have been number of formulations about communication. Some studied applied communication; others were interested in the scientific accounts of human symbols. This mixed material related to general explanation of communication process, some to definitional problems, some to philosophical concerns and others to practice.

On the basis of aforementioned discussion we can conclude following characteristics of mass media:

- Use of print or electronic media.
- High coverage.
- Simultaneity.
- One- directional follow.
- Standard content.
- Publicity.
- Vast area of content.
- Heterogeneous audiences.
- The source of mass communication.
- The journalese.

2.1.1.1 The Rise of Mass Communication

Mass communication emerged with the emergence of mass media. There are mainly two types of media: Print media and Electronic media. Print media are books, newspapers, magazines and so on and television, radio, the internet etc. are electronic media. Print media are older than electronic media. The concept of 'mass communication' came into existence with the publication of the book. The newest are different electronic media such as television and the Internet.

The Book

The term 'book' can be defined as a set of printed pages that are fastened inside a cover so that we can turn as read them. Most of the books appear to be square

or rectangular in their shape. Books are oldest form of mass media. The publication of the books brought a revolution in the field of mass communication. "The history of modern media begins with the printed book-certainly a kind of revolution" McQuail (2005, p. 25).

Before the printing press was invented, books were written by hand; it was not as easy as these days. Books are defined as a number of printed pages fastened together and enclosed in a cover. Books commonly own some general features or properties. Human knowledge can be shared and spread through books. They can be considered as the vast treasures of seeds of knowledge and wisdom. They modify and purify human beings by widening and deepening the knowledge. They foster human society. According to McQuail (2005) the following are the key features of books.

- Technology as movable type
- Bound pages
- Multiple copies
- Commodity form
- Multiple content
- Individual in use
- Claim to freedom of publication, and
- Individual authorship

The Newspaper

The newspaper can be defined as a set of large printed sheets of paper containing news, articles, advertisements, reports; book reviews etc. and published every day or every week. It is a daily or weekly publication with news, advertisements, articles, editorials, etc. on various subjects. It is an unbound serial publication issued at frequent intervals and devoted primarily to news. Most newspapers are issued daily or weekly, there have been rare examples of fortnightly and monthly newspapers.

The newspaper, one of the most prominent print media, generally influences all the spheres of human activities and issues. They are primarily commercials means of mass communication. Each newspaper is periodically published. It involves highly ranged contents. It is also widely circulated.

According to McQuail (2005, p. 28), the general features of the newspaper are:

- Regular and frequent appearance.
- Commodity.
- Reference to current events.
- Public sphere functions.
- Urban, secular audience.
- Relative freedom.

Other print media

The printing press give rise to other form of mass media such as magazines, manuals, prospects, maps, posters, hand bills, wall newspapers and so on. Among these media periodical magazines appeared as the most significant medium. McQuail (2005, p. 31) says "The single most significant is probably the periodical (weekly or monthly) magazine that appeared in great diversity and with wide circulation from the early eighteenth century on words".

Initially aimed at the domestic and cultural interests of the gentry it eventually developed into a mass market of high commercial value and enormous breadth of coverage. It still belongs largely to the domestic and personal sphere and supports a wide range of interests, activities and markets.

Broadcasting media: Radio and Television

Radio and television have been used as the means of mass communication for a long time. Radio and television share some common features.

According to McQuail (2005, p. 34):

> A distinctive feature of radio and television has been their high degree of regulation, control or licensing by public authority – initially out of technical necessity, later from a mixture of democratic choice, state self- interest, economic convenience and sheer institutional custom. A second and related feature of radio and television media has been their centre-periphery pattern of distribution and the association of national television with political life and power centers of society. It means that radio and television have high degree of regulation, control or licensing by publishing authority. These two broadcasting media are importantly associated with the technical necessity, democratic values and norms self interest of the state economic, convenience and their institutionalization. They are directly or indirectly related to political power centers, social needs and conventions and so on.

Because of the closeness to political powers radio and television may not enjoy as much freedom as press does. To quote McQuail (2005, p. 34) "Despite or perhaps because of this closeness to power radio and television have hardly any anywhere acquired, as of right the same freedom that the press enjoys to express views and act with political independence". Radio and television have an eighty plus and fifty plus year history as the mass media respectively. Both of the media grew out of pre existing technologies: telephone telegraph and sound recording. According to Williams (as cited in McQuail, 2005, p. 34) "Unlike all previous communication technologies radio and television were systems primarily designed for transmission and reception as abstract process with little or no definition of preceding contents".

General features of the Radio

Radio brought a revolution in the field of mass communication when it was invented and came into practice. After some time, it had to compete with the television but it notably refused to die rather prospered on the basis of several features. Some common features are:

- Radio is flexible and economical in its production.
- It covers multiple contents in its production and broadcasting.
- It enjoys relative freedom to broadcast the contents related to the diversified fields.
- It is individually used by the individual audience.
- Audiences' participation is potential in radio broadcasting.
- It is flexible for the audience.
- It only broadcasts audio- content.
- It has the widen range and regulation.
- It is cheaper, handier and easily portable.
- It does not have a complex technology.
- Live commentary is also possible character.

General features of Television

Television is a complex technology and as the means of mass communication attributes some features. They are:

- The television has a very large output, extensive on world wide range and reach.
- It broadcasts both the sounds and visual simultaneously.
- It has a complex technology.
- It is more impressive than the radio.
- It is not easily portable and handier.
- Television technology uses open air waves as it is a branch of wireless system.
- It has national and international public character.

The Internet

The internet, a computer based technology, has been used as the means of mass communication. It begun primarily as a non- commercial means of inter communication and data exchange between professional but its more recent rapid advance has been fuelled by its use in profitable services and as the means of interpersonal communication.

Some applications of the internet such as online news are clearly the extensions of newspaper journalism although online news itself is also evolving in new directions, with new capabilities of the content and the new forms. The Internet has its own distinctive features such as:

) It is based on distinctive technology.

) It has own manner of use range of content and service and

) It has its own distinctive image.

According to McQuail (2005, p. 40) has given following features:

) Computer based technologies.

) Hybrid, non dedicated, flexible character.

) Interactive potential.

) Private and public functions

) Low degree of regulation.

) Interconnectedness.

) Ubiquity and delicateness, and

) Accessible to individuals as communicators.

2.1.1.2 Development of Mass Media in Nepal

Mass media helps in connecting people and brings the globe into our glance. Mass media includes print media like newspaper and magazine and electronic media like radio, television and video and new age digital media like internet, blogs and mobile phones.

Mass media is the third eye of Nepal today. Media is regarded as very powerful aspect of the nation. It is voice of the voiceless. Thus media plays vital role in the development of a county. Studying about mass media has grown rapidly these days as it is very significant to us.

The first publication was a monthly magazine called Sudha Sagar in 1955 B.S. Then Gorkhapatra, a weekly newspaper was published in 1958 B.S. which was edited by Pandit Naranath. The first English language newspaper 'The Rising Nepal' was published in 2022 B.S.

The history of Radio Nepal is not very old. Radio Nepal was established in 2007 B.S. After the advent of democracy in 1990 AD, mass media flourished better than ever and many private FM channels established. The Sagarmatha FM is the first channel. Simultaneously the FM channels have been introducing one after another in the crowd of media. Some other private FM channels are Ujyalo 90 network, FM Radio Nepal, Navjyoti FM, Capital FM, Citizen FM, Rajdhani FM, Kantipur FM, Radio Audio etc. These FMs broadcast the news regularly at certain time interval in different language.

Advertisements play the vital role in FM. The main income source of the FM is advertisement. Nowadays most of people have mobile and FM radio, they can very easily listen the advertisements. Different kinds of advertisements are playing in FM and normal people have the access on advertisement. They can listen different kinds of advertisements such as advertisement of admission open in different schools and colleges, advertisement of shoes, rice, noodles, iron steels, cements, TV, medicines, etc.

2.1.1.3 Role of Mass Media in the Present Day World

Modern age is considered to be the era of information and communication. There are multiple types of mass media. They can be chiefly categorized into print media, electronic media and other media. Communication can be

described as the act of sending and receiving massages through multiple media as the channel.

Mass Medias have been playing a vital role to gear up the pace of modern development and to accelerate the speed of well cultured and apply civilized human society. They also play the role of the agents of advertisement that is significant to enhance economic status of the country.

Different scholars and writers have mentioned different role of the mass media. The following are the main role of mass media, according to Souza (1997, p.p. 87-91):

Information: One of the major functions of mass media is to provide the information belonging to multiple areas of human activities to the people. The information of the events, programmes, national policies, national and international affairs, disasters and so on is broadcast or published through mass media.

Education: Mass media play the role of effective means of informal education. Mass media such as newspapers, magazines, radios, television etc. provide education to the people through various programmes, writings and so on.

Communication: Mass media function as the tools of mass communication. Heterogeneous audiences are communicated together by various tools of mass media. Mass media always try to achieve the audiences' responses and make appropriate modification accordingly.

Entertainment: In addition to information, education and communication different mass media provide entertainment to the people. For instance the film primarily aims at providing entertainment to the people through action, songs, dances, and satires.

Advertisement: Most of the means of mass communication are interrelated to advertisement. Mass media also aim to at advertising some sorts of products, services, opportunities and so on. We can see many advertisements in newspapers and magazines.

Persuasion: Some mass media programmes try to persuade the audience to follow certain principles or to bring changes for further improvement. Some of the programmes try to promote public awareness which inevitably contribute to enhancement of human status.

Interpretation: Mass media interpret the meaning and significance of the event along with information about the happenings of these events. It means that mass media do not only inform the audience but also interpret the meaning and significance of the events.

Linkage: Mass media are the connectors that maintain linkage between the different elements of the society. For instance mass media establish the relation between the producers and consumers.

Transmission of the culture : Mass media function in bringing cultural transmission as the audience are audience are influenced when they watch or enjoy the cultural phenomena on radio, television or newspapers.

Warning: Different Mass Medias warn the people about the possible dangers from epidemics, natural disasters, and war.

Public voice: Different mass media publish, broadcast and telecast the public voice that may play the role of feedback to the government and non government organizations. They can modify their policies to boost up their organizations according to voice of the people. They also play the role of the watchdog.

2.1.1.4 Mass Media and Advertising on Media

History of mass media can be traced back to the early days of dramas that were performed in various cultures. Television, radio, newspapers, magazines and other means of popular communication are mass media because they profoundly influence not only the elites but the masses.

Regarding Nepal, mass media is the third eye of people and third arm of Nepal. We know different events such as sports, national and international new, financial news etc. thorough the mass media. Media is regarded as very powerful aspect of the nation. It is the voice of the voiceless and eyes of blind, thus media plays vital role in the development of a country. Studies about media have grown rapidly these days as it is very significant to everyone. In this context, McQuail (2005, p. 34) writes, "The fact of human communication over time and at distance is much older than are the mass media now in use".

Advertising is widespread in any medium of public communication. The primary marketing media include newspapers, magazines, radios, televisions, and direct mails. Those who support advertising say that it is meant to sell products, create values and that it furthers product improvements through competition.

Radio and television advertising has the largest effect on advertising. The radio has given sound to ads and many jingles or catchy words put to music keep re-enforcing us to remember a product. An advantage the radio has over the television is that the radio can be found in cars, trucks, easily portable and less expensive than a television.

The television combines audio and visual. It is almost limitless what advertisers can do on this medium. Images, movies, sounds, special effects and a host of other creative ways can influence the consumer.

E-mail is a means of communication used as a convenient and popular way to advertise. A large number of people can be sent emails to advertise any product

at the same time using this means of communication. Yahoo-mail, Gmail, hotmail, etc. is some of the examples of such service providing servers.

Advertising comes in other forms besides those of the electronic medium. The use of billboard, posters, printed bulletins, newspapers etc. are cheaper and are more commonly used for local advertising. One of the typical forms of advertising is a magazine. There are hundreds of varieties of magazines that provide a good chance to enhance the career being read by a wide variety of people. So, large amount of products are advertised in those magazines. Newspapers often carry advertising for nationally sold products. The addresses, emails and phone numbers reach larger numbers of people for one price.

2.1.1.5 Advertising on Print Media

Generally speaking print media refers newspapers, magazines direct mail etc. The two most common print media are newspapers and magazines, but print media also includes outdoor billboards, transit posters, the yellow pages, and direct mail. Print media is important because it can reach such a large audience, and the great number of specialized publications on the market enables business to focus on a target audience with a specific set of characteristics. Print media are allowed to advertise almost anything, other than products intended for children and sold to children. All other publications may advertise most anything sold legally like cigarettes, liquor, and contraceptives; however, many publications will not accept what they consider to be controversial advertisements.

According to Mehata (1992, p. 184) "the print advertising media, generally its own advertising departments, they sell, and in some cases also offer advice and assistant in preparation of advertisements to those who desire or need such help".

Newspapers

When deciding upon a newspaper in which advertise, there are there physical criteria to consider: distribution, size, and audience. Newspapers are either daily or weekly, come in a standard or tabloid size, and reach a large percentage of the reading public. Because of the broad demographic reach of most newspapers it is difficult to target a specific audience; however, newspapers are effective in increasing awareness of a business' products and services in a specific geographical area.

Types of advertisements placed in newspapers include: display advertisements, classified advertisements, public notes, and preprinted inserts. Newspaper advertisements have some flexibility in their size. For instance, some are small boxes that take up only a small portion of a page, while others might span one or two full pages. Regardless of this flexibility, newspaper advertisements can only use limited special effects, such as font size and color. These limitations lead to advertising "clutter" in newspapers because all the advertisements look very similar. Therefore, advertisers must use original copy and headings to differentiate their advertisements from those of their competitors. The quick turnover of newspapers also allows the advertiser to adjust advertisements to meet new market conditions; however, this turnover means that the same advertisement may need to be inserted over a significant period of time in order to reach its target audience.

Magazines

With magazines, an advertiser can focus on a specific target audience. Small Business Administration pointed out in '*Advertising Your Business*'. "Audiences can be reached by placing advertisements in magazines which have [a] well-defined geographic, demographic, or lifestyle focus." An attractive option for many small businesses may be placing an advertisement in the localized edition of a national magazine. But magazine advertisements often have a lag time of a couple of months between purchase of advertisement space

and the publication of the issue in question. Magazines, then, are sometimes not the optimum option for businesses seeking to target fast-changing market trends.

In addition to the above factors, it is also important to consider the nature of the magazine advertisement copy. Magazines allow elaborate graphics and colors, which give advertisers more creative option than newspapers do. Also, recent surveys have indicated that informative advertisements are the most persuasive. Therefore, it is important to include copy and art work that are direct and that present important product information to the consumer, such as how the product works, how it benefits the consumer, and where it can be purchased.

Direct Mail

Many consultants feel that direct mail is the best way for a small business to begin developing awareness in its target consumers. Mailing lists can be generated with the names of those people most likely to purchase the advertiser's products or services. However, direct mail is not always cost effective. A direct mailing campaign can cost as much as $1,000 to reach 1,000 people, whereas television can reach a similar number of potential customers at a fraction of that cost. But business experts indicate that direct mail does tend to generate more purchasing responses than does television, and they observe that the products of many small businesses are often more suited to a direct mailing campaign than to indirect, image advertising.

Yellow Pages

The Small Business Administration stated in "Advertising Your Business" that a yellow page advertisement is often used to "complement or extend the effects of advertising placed in other media." Such an advertisement has permanence and can be used to target a specific geographic area or community. Essentially, a yellow page advertisement gives the consumer information needed to make a purchase. Therefore the key information to include in such an advertisement

includes: the products and services available; location; phone number; business hours; special features, such as the acceptable kinds of payment; parking availability; discount; and delivery policies and emergency services. The best way to arrange this information is in a list, so that the consumer will be able to scan the advertisement for the desired information.

A major consideration with a yellow page advertisement is where to place it, which primarily depends on the directory under which businesses choose to locate their advertisements. Central to this choice are the products or services that the company wishes to emphasize. The advertisement copy should complement the directory, indicating the main products and services for sale, so that the advertisement will emerge from the similar looking advertisements that surround it.

Outdoor Advertising

Outdoor advertising usually comes in two forms: billboards and transit posters. Like yellow page advertisements, outdoor advertising is usually used to support advertisements placed in other media. One of the greatest strengths of outdoor advertising is as a directional market to point customers toward your business. Since the prospective consumer often has only fleeting exposure to billboards and transit posters, the advertising copy written for these media needs to be brief with the ability to communicate ideas at a glance. To do this well one must use graphics and heading efficiently and artfully. (www.inc.com/encyclopedia/advertising-media-printhtml)

2.1.1.6 Purpose of Advertising

Advertising may be defined as the process of buying sponsor identified media space or time in order to promote a product or on idea. In short advertising is the process of informing people about any products or things. Advertising is a message specified by its originator, carried by a communication system and intended to influence and / or inform the unknown audience. We find different

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purposes of advertising according to different writers. We can list the purpose of advertising by observing all purposes by different writers as follows:

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

"Advertising has development in industrial as a major adjunct to industry and commerce. It is the life-breath of modern society". Mehata (1992, p. 176). Advertisement differs from publicity, because it is paid for directly and its sponsorship is almost always clearly identified. It is also not personal selling because it is non-personal presentation. Mehata (ibid) says advertisement and sales promotion is not one and the same thing. Sales promotion in a wider sense includes advertisement, personal selling and other selling activities such as exhibitions, displays, demonstrations, etc. Advertisement is thus only for sales promotion activity.

2.1.1.7 Inference

Inference is an act of forming an opinion on the basis of some fact. It is the process of deriving conclusion from the evidence that you already have. In other words inference is a logical conclusion. It is a reasonable guess or deduction made by someone. In www.businessdictionary.com the term inference has been defined as the process by which a conclusion is from multiple observations is called inductive reasoning. The conclusion may be correct or incorrect, or correct within a certain degree of accuracy, or correct in certain situations. Similarly, Oxford Advanced Learners Dictionary 7th edition

defines inference as the act or process of forming an opinion, based on what you already know.

According to Melchenko (2003, A study of Swedish and Russian TV commercials) there are four types of inferences:

1. **Overt Inference:** An advertising inference can be regarded as overt if the copy writer makes it mutually manifest that s/he wished to communicate it and recognizes his responsibility for it.
2. **Covert Inference:** An advertising can be regarded as covert if the copy writer wishes to make certain inferences manifest to the hearer, i.e. s/he does not want to be held responsible for having done so, and therefore masks his communicate intension.
3. **Flouting Inference:** Flouting in force is a blatant violation of co-operative principle, which is made manifest for both speaker and bearer forcing the hearer to cover up the violation with appropriate? For the case inferences in a more conscious way that in silent style.
4. **Silent Inference:** The inference which is made without clear violation of the cooperative principle or at least there is no violation recognized as such by the audience. In this case the audience will draw inferences to the most appropriate meaning of the utterance more or less automatically.

While talking about the inference in advertising, it is needless to say all advertisements are written or designed to influence or persuade the public to utilize their product or to follow their suggestions. Therefore, advertisers invest a large amount of money in writing or designing the advertisement. The advertisement writer or designer made it on the basis of some inference. S/he infers about the success ability of advertisement. These inferences are made keeping the various parameters in the mind. According to Lambrou (2009, p.p. 206-212) the main parameters which are considered while designing advertisement and evaluating advertisements are described as below:

Size: The first and foremost thing that an advertisement designer has to think is the size of an advertisement. The size must be appropriate, i.e. it must be able to influence the public. S/he has to think about the media for which it is designed. The size of advertisements can vary for newspaper than for magazine and than for hoarding board.

Twist of Spelling: The advertisers can twist the spelling to attract the attention of people. One of the famous British example as given in Durant and Lambrou (2010, p.212) is 'Beanz Meanz Heinz.' The deviation in spelling is supposed to attract the attention and make the brand name memorable. Similarly, foreign words with unfamiliar spellings attract attention in advertisements. Thus, it is another parameter that can be considered to infer in advertising.

Catchy: One of the essential qualities of advertisement is to be catchy. The advertisement must be appealing and easy to remember. The appearance of advertisement must attract the senses of human beings. The advertisements should be catchy that one cannot control him/her from being persuaded by its beauty.

Influencing: The advertisement is for influencing the audience. If it cannot influence the concerned population the investment done in it goes in vain. So, it is necessary to make any advertisement heart wining. It should have such quality that can easily influence to someone to buy the concerned products or to utilize it.

Attractive: Attractiveness is another parameter that is supposed to be taken care to make inference in advertising. The advertisement is to attract the consumers towards the service or product. That is the reason most of the advertisements are made attractive by using variety of colors, various types of font size and shape.

Similarly, Leech (1966, p. 197) mentioned the following parameters while designing the advertisement:

Effective: The advertisement must to be effective. Consumers utilize any service or product if they think the service or the product is effective. Therefore, the advertisement designer should keep this parameter in his mind while designing the advertisements. It should provide positive impact on the consumers.

Balance: There should be balance between the language used in the advertisement and the picture used in it. The picture should be assisted by the language and the meaning of language should be made complete with the help of picture. So, it is another important parameter which must be considered while designing advertisement.

Target group

While designing advertisement, designer should pay attention of target group. If the product is related to urban area related but picture is rural area related at that advertisement, it is not suitable for the customers and advertisement couldn't get success in commercials.

While discussing about the different parameters used while designing advertisement different scholars have given different parameters. Preston (1994, p. 126) mentions the following parameters regarding designing advertising:

Economic

Advertisement should be economic. We almost see the advertisement space is somehow blank there. It simply guesses that this advertisement is not economic.

Manpower

We see different pictures in advertising, while sort the picture in the advertisement there is someone's picture. In the advertisement there should be sort of writers, artists, media experts, singers, actors, etc. as manpower.

Comprehensive

While designing the advertisement, it should be comprehensive. What message it gives the customers and what kinds of response come from customers. The advertisement designer should be attention about this matter.

Attention

Advertisement designer should be well known about the attention of customers. What quality they want and what quality they provide for them. Without knowing the attention of people, if they design the advertisement it could not be effective and attractiveness.

Impressive

Advertisement should be impressive for customers. The written text, picture message, combination of language and picture impress the customers. So, designer should be awareness what impresses the customers.

2.2 Review of Empirical Literature

There are some research works on advertisements in the department of English Education, T.U. but no researcher has yet been carried out on inferences in advertising especially in commercials in print media. But there are some researches carried out by the Nepali scholars. They are as follows:

Chapagain (2005) studied the distinctive features of language used in advertisements in descriptive form in his Master's thesis "The Language Used in English Newspaper Advertisement", aiming to analyze and describe structures, vocabulary items in terms of word classes and use of communicative

functions of language using purposive sampling method. He collected data from the newspapers published from different countries. On the basis of observation and interpretation, he found out that verb-less construction have the highest frequency and imperative sentences occurred in every newspaper advertisements.

Budhathoki (2007) conducted a study entitled "Language Used in Vacancy Advertisements: A Descriptive Study." The main objective of his study was to explore the physical features of vacancy advertisement such as various uses of headlines, contents, frequency of vocabularies and style of writing. He used judgmental sampling method to collect the required data. After conducting the study he found that vacancy advertisements are found in the box with borders if they are published newspaper, he also found that they have attractive headline with bold face type in the beginning four forms of headlines are found in them they were: statement, questions, headlines introducing the form, and headline mentioning the post.

Marasini (2007) conducted a study on "Discourse Structure in Nepali TV Commercials." The main objective of his study was to find out the types of sentences used in Nepali TV commercials. He recorded two hours of Nepali TV commercials from four main Nepali channels. He found out that the languages and sentences used in the commercials have its own unique features. Unorthodoxies of spelling and syntax and semantics oddities were common to attract the attention of the people.

Pokharel (2007) conducted a study entitled 'Inferences in Advertising: A study of Nepali TV Commercials.' The main objectives of his study were to determine the inferences in Nepali TV commercials after Grice's approach, to analyze the feature of Nepali TV commercials in terms of structures, nouns, adjectives etc. by collecting a corpus of twenty Nepali commercials recording two hours of main Nepali national channels. He found all the inferences after

Grice's principle i.e. covert, overt, silent, flouting inferences were found in Nepali TV commercials.

Poudel (2008) studied the "Language Used in Classified Advertisement" in his master's thesis to find out sentences constructions used in classified advertisement. He used checklists and rating scales in his study as tool for data collection using non-random judgmental sampling. He found six types of sentence constructions used in the study the verb less constructions are found highly frequent than rest of the constructions and complex constructions found least frequent.

Though a number of research works have been conducted on advertising, nobody in our department has carried out a research on the inferences advertising particularly on Nepali print media commercials. Thus the researcher is interested in carrying out this research.

2.3 Implications of the Review for the study

The literature review is an integral part of the entire process and makes a valuable contribution to almost every operational step. The most important function of the literature review is to ensure researcher read widely around the subject area in which you intend to you research study.

While reviewing the literature, I have gone through different existing literature, different articles, journals, magazines, bulletins and books. Similarly, I had also developed my insight from the research works conducted in national and international scenario. All the reviewed literatures are the Nepali and foreign studies. All of them were about advertising. They were about language used in advertising, inferences in advertising, advertising on media, and purpose of media advertising and so on. These studies were related to my study though study areas were different from research to research.

After reviewing these research tasks, I got information about advertising, its objectives, features of different broadcast and print media, historical background of media in Nepal, purpose of advertising and so on after reviewing these literatures. In order to conduct those research works, they have used survey design. Therefore, after reviewing those researches, I got ideas on the process of survey design. In their

research, they have used questionnaire as the research tool for the collection and which are also applicable in my research. So, they also help me regarding research tools. Thus, these research works become very helpful for me to accomplish my task since it helps me to broaden my insights and knowledge about inferences in advertising. So, the review of the literature becomes milestone to make my task more informative and reliable.

2.4 Conceptual Framework

A conceptual framework is used in research to outline possible course of action or to present a preferred approach to an idea or thought. Conceptual framework is a type of intermediate theory that attempts to connect all aspects of an inquiry. It can act like a map that gives coherence to empirical inquiry. I followed the following conceptual framework for the completion of this study:

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                        ADVERTISEMENT

          Print media                    Broadcast media

    Language                      Picture

 Written   Part of    Advertisement   Target    Twist of    Manpower
  text     Advertise      copy        group     spelling

 - Yes     - slogan    - Highly      - Urban    - Yes       - Actors
 - To some - head        satisfied     area     - To
   extent    line      - Satisfied   - Rural      some      - Writers
 - Moderate - body      - Partially     area      extent
 - No      - caption     satisfied   - Industry - May be    - Artists
                        - Not        - Both     - No
                          satisfied    urban and            - singers
                                       rural

                        INFERENCES
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CHAPTER THREE
METHODS AND PROCEDURES OF THE STUDY

3.1 Design of the Study

A research design is a way of conducting any study. There are many ways of carrying out a research study. For example experimental research, ethnographic research, historical research, action research, survey research and case study are the main research design used in Educational research. Among these the will select the survey research as the nature of his study demands it.

Survey is a superficial study of an issue or phenomena. It is a general view and characterization of the circumstances and the testing of its status. According to Cohen and Marion (1985 as cited in Nunan, p.140) "Surveys are the most commonly used descriptive method in educational research and many very scope from large- scale government investigation through to small- scale studies carried out by a single researcher." It mainly depends up on the nature of the study to be carried out by a group of researchers on by an individual.

The purpose of a survey is generally to obtain a snapshot of condition, attitudes and events at a single point of time.

The discussion above entails that survey is one of the important research method used in Educational investigation. It is mainly carried out to find out people's attitudes, opinions and the specified behavior on certain issues, phenomena, events, and / or situation. The finding of survey is generalizable and applicable to the whole group. Survey is the best research design carried out to find out public operation and the behaviors and attitudes of different professionals to access certain activities and study certain trends almost at a single point of time. Survey research is education passes through a series of steps similar to those for another types of educational research but the procedure are somehow different from other research types.

Concerning T.U. the research tradition and procedure followed by the department of English Education to address the survey research processes are as follows:

1) Indentifying the problem
2) Specifying the objectives
3) Formulation of hypothesis
4) Expending the theoretical knowledge
5) Writing research proposal and preparing research tools
6) Piloting the research tools
7) Field visit
8) Contracting the selected institutions and authorities to establish rapport with them
9) Requesting the authority for the permission to conduct research
10) Requesting for the list of informants, if permission is granted
11) Sampling the required numbers of informant
12) Fixing the time for data collection
13) Eliciting the required data
14) Presentation, Analysis, and interpretation of the data

For this study I went to the respondents of this study, and then I met them. I left the questionnaire and collected them within one week. Then I tabulated, analyzed and interpreted them.

3.2 Population and Sample

The population of my study was the persons involved in different four media (Kantipur, Nagarik, Gorkhapatra and Annapurna Post) and students of journalism studying in Ratna Rajya Campus. From that study population I selected forty people as a sample for this study. Among them ten respondents were taken from Gorkhapatra, ten were from Kantipur and next ten were taken from Ratna Rajya Campus. Similarly, five were taken from Nagarik and other five were taken from Annapurna Post to fulfill the study.

3.3 Sampling Procedure

On the basis of the nature of my study out of the total advertisements published in the main four daily (Kantipur, Nagarik, The Himalayan Times, Republica) newspapers of Nepal I selected eight advertisements. I selected forty people as sample using purposive random sampling procedure.

3.4 Tools for Data Collection

I used a questionnaire as the tool for data collection. The model of which is given in the appendix.

3.5 Process of Data Collection

I used both primary and secondary tools for data collection for this study. The following steps were followed for data collection:

- I collected the print version of English advertisements from The Kathmandu Post, The Himalayan Times, Nagarik Daily, and Repubica.
- I selected eight different advertisements from each newspaper which were selected.
- I designed the tools for data.
- I took authority from authoritarians.
- I fixed time for its collection.
- I presented, analyzed and interpreted the data and finally present the findings and recommendations.

3.6 Procedure of Data Analysis and Interpretation

This study is based on mixed type (Qualitative and Quantitative). The qualitative data have been collected in note form and the collected data have been described and interpreted using the language throughout the study. The researcher presented analyzed and interpreted the collected data. He presented brief abstract of each twenty questions separately. He used tables to present the data and described and interpreted them.

CHAPTER FOUR

RESULT AND DISCUSSION

4.1 Results

This study was limited to only print media of Nepal. The researcher had selected forty persons who were involved in different print media and the students of RR campus who were studying journalism there. In order to collect the data for this study a questionnaire was used as research tool. Hence, the results provided by this research tool are given below:

- It was found that 60% people were impressed through the written text in the advertisement copy.
- It was found that only 40% people liked classified and display advertisement.
- Likewise, 45% people were attracted by slogan in advertisement.
- Similarly, 57.5% people liked Black & white and colourful advertisement.
- It was found that only 32.5% people were attracted by twist of spelling.
- 52.5% people thought that advertisement has significant role of persuasion.
- It was found that 62.5% people agreed the attractive advertisement easily attract the attention of people.
- 50% people fully agreed that the advertisement influence the customers to buy products to the service.
- It was found that 55% people agreed that while designing advertisement the target groups from both urban and rural areas should be considered.
- Likewise, in response to the questionnaire, it was found that 37.5% people said that advertisement should be economic.

)   Similarly, 55% respondents showed their positive attitude towards advertisement.

)   It was found that 50% people responded that they were satisfied by the advertisement.

)   It was found that 67.5% people responded after advertising any product the sales rate is increased.

)   In response to the questionnaire, it was found that 45% people liked writers on shortage of the man power.

)   Most of the respondents suggested that follow the rules and regulations formed by related organization.

)   Most of the respondents responded advertisement should be awareness rather than benefit.

4.2 Discussion

This section is mainly concerned with the presentation, analysis and interpretation of the data. The data collected from the informants were presented, analyzed and interpreted to determine the inference in advertising. For that, all the responses provided by the students were tabulated, analyzed and interpreted descriptively using essential tool such as percentage. Collected data are presented, analyzed and interpreted as follows:

Parameters	Population of the study					
	Kantipur Daily	Gorakha Patra	Nagarik Daily	Annapurna Post	RR Campus	Total (Out of 40)
Written text in enough to empress the customer	4	6	2	5	7	**24**
Attraction of advertisement	6	2	2	5	6	**21**
Parts of advertisement	3	4	3	3	5	**18**
Colour of advertisement	4	6	3	4	6	**23**
Twist of spelling	3	4	2	2	2	**13**
Significant role of advertising on persuasion	4	5	2	3	7	**21**
Attention of people through attractive advertisement	8	7	2	4	4	**25**
Influence of customers to buy products	6	5	2	4	3	**20**
Target group	6	6	-	3	7	**22**
Advertisement should be economic	3	4	2	3	3	**15**
Attitude towards advertisement	7	6	2	3	4	**22**
Expectation from customers through advertisement	5	6	3	3	6	**23**
Satisfaction by advertisement	9	5	1	2	3	**20**
Evaluation about the sales after advertisement	9	7	3	3	5	**27**
Shortage of manpower	5	3	3	5	2	**18**
Effectiveness of advertisement message	7	3	3	3	6	**22**
Motivating factors in message on advertisement	5	2	2	4	4	**17**

According to the respondents, it was found that 60% people were impressed through the written text in the advertisement copy. It was found that only 40% people liked classified and display advertisement. Likewise, 45% people were attracted by slogan in advertisement. Similarly, 57.5% people liked Black & white and colourful advertisement. It was found that only 32.5% people were attracted by twist of spelling. 52.5% people thought that advertisement has significant role of persuasion. It was found that 62.5% people agreed the attractive advertisement easily attract the attention of people. 50% people fully agreed that the advertisement influence the customers to buy products to the service. It was found that 55% people agreed that while designing advertisement the target groups from both urban and rural areas should be considered. Likewise, in response to the questionnaire, it was found that 37.5% people said that advertisement should be economic. Similarly, 55% respondents showed their positive attitude towards advertisement. It was found that 50% people responded that they were satisfied by the advertisement. It was found that 67.5% people responded after advertising any product the sales rate is increased. In response to the questionnaire, it was found that 45% people liked writers on shortage of the man power.

After analyzing the whole data in a single table the researcher presented the data separately as below:

4.2.1 Advertisement Copy is Enough to Impress the Customers

It was the first question asked to different forty people who were involved in different media sectors and who were studying journalism in Ratna Rajya College BA 3rd Year. The researcher asked whether the written text was enough to impress the customers/clients towards advertisement or not. I got the following responses by respondents:

Table No. 1

Distribution of the Responses on Attraction of Written Text in Advertisement

Particular	Population	Percentage
Yes	6	15%
Moderate	6	15%
To some extent	24	60%
No	4	10%

According to survey 60% of the respondents chose the option 'to some extent', 15% respondents chose the option 'moderate', other 15% respondents agreed it was enough to empress (yes), but 10% respondents responded it was not enough to impress the customers. Most of respondents were impressed only to some extent by the written text in the advertisement. It shows that the language of the advertisement copy is not enough to empress the customers.

4.2.2 Attraction and type of Advertisement

The second question of the questionnaire was 'what type of advertisement attracts you?' The responses of the respondents were as follows:

Table No. 2
Distribution of the Responses on Types of Advertisement

Type of Advertisement	Population	Percentage
Classified Advertisement	2	5%
Display Advertisement	14	35%
Business Dictionary	8	20%
Both classified and display	16	40%

On the basis of the information given in the above table 40% people were attracted by both classified and display advertisement where as 35% people were attracted by display advertisement. Similarly, 20% people were attracted by business dictionary, but only 5% were attracted by classified advertisement. Most of people like both display and classified advertisement.

4.2.3 Customers' Attraction towards Advertisement

The third question asked in the questionnaire 'What part of advertisement did attract your attention in advertising'. The responses of the population have been shown in the following table:

Table No. 3

Distribution of the Responses on Attraction in the Advertisement

Parts of Advertisement	Population	Percentage
Slogan	18	45%
Headline	10	25%
Body	7	17.5%
Caption	5	12.5%

The table shows that 45% people were attracted by 'slogan', 25% people were attracted by 'headline', whereas 17.5% people were attracted by 'body of advertisement' and 12.5% people were attracted by 'caption of advertisement'. On the basis of the responses obtained from the respondents we can say that the slogan of an advertisement is a powerful component which should be taken care while designing the advertisement.

4.2.4 Color of Advertisement

In the case of color of an advertisement different people (out of 40) expressed their views differently about it. The findings shows that 57.5% people liked both Black & White and Colorful advertisement, 42.5% liked Colorful whereas no one liked Black & White only. And no one got dilemma about color of advertisement. The people in the study did not have any confusion about the selection of the color of an advertisement. Majority of people liked both the Black & White and Colorful advertisement. The following table gives the vivid picture of the responses given by the informants:

Table No. 4

Distribution of the Responses on Color of Advertisement

Color of Advertisement	People	Percentage
Black & White	0	-
Colorful	17	42.5%
Both Black & White and Colorful	23	57.5%
I got dilemma	0	-

4.2.5 Twist of Spelling

During the research period I found different attraction of the attention of people such as, color, type of advertisement, written text of advertisement, picture, and twist of spelling and in the advertisement. Twist of spelling contains the different spelling such as KWICK, TEK etc.

Table No.5

Distribution of the Responses on Twist of Spelling

Twist of Spelling attracts the people	Population	percentage
Yes	13	32.5%
To some Extent	12	30%
May be	8	20%
No	7	17.5%

32.5% people favored the twist of spelling, 30% agreed to some extent about it. Similarly, 20% people showed possibility about it but 17.5% people did not believe that the twist of spelling in the advertisement influence the customers to buy the product. It shows that most of the advertisement designers infer that the attention of the customers is attracted by the twist of spelling in the advertisement.

4.2.6 Significance/ Role of Advertisement on Persuasion

The main aim to advertisement is to persuade the customers to buy the goods or things. The following table shows the responses of informants on the question 'Do you believe effectiveness of advertisements have significant role on persuasion?'

Table No. 6

Distribution of the Responses on Persuasion

Persuasion	People	percentage
Yes	21	52.5%
To some Extent	12	30%
May be	7	17.5%
No	0	-

The above table shows that the 52.5% people believed on an effectiveness of advertisement having significant role in persuasion, 30% people believed that the role of advertisement on persuasion was some extent. Similarly, 17.5% showed possibility of persuasion. And no one agreed that it had not any role on persuasion. The largest number of informants thought advertisement has significant role on persuasion.

4.2.7 Attraction towards Attractive Advertisement

Certainly, attractive advertisements easily attract the attention of people. The question asked in the questionnaire on this topic was 'do the attractive advertisement easily attracts the attention of people?' Following responses were abstracted from the respondents:

Table No. 7

Distribution of the Responses on Attractive Advertisement

Attention of People through Attractive Advertisement	People	Percentage
Yes	25	62.5%
Somehow	11	27.5%
I am not sure about it	4	10%
No	0	-

In this case 62.5% people agreed the attractive advertisements easily attract the attention of people, 27.5% people expressed their view somehow persuade the people. Similarly, 10% people were not sure about that opinion and no one was disagreed about the persuasion of advertisement. From the above mentioned figures it can be concluded that most of people are attracted by attractive advertisement.

4.2.8 Advertisement Influence the Customers to Buy Products

Another question was related to the influence on the customers to buy the product or utilize the service. The researcher put the statement 'Advertisement should influence the consumers to buy a product or utilize the service' to collect the views of the informants and he got the following results:

Table No. 8

Distribution of the Responses on Influence of Advertisement

Particular	People	Percentage
Sure	20	50%
I don't think so	7	17.5%
To some Extent	8	20%
May be	5	12.5%

In this case 50% people fully agreed that the advertisement influence the customers to buy products or to utilize the service, 17.5% people said they did

not think so. Similarly, 20% people said somehow it influenced the customers and 12.5% showed possibility of advertisement influence on the customers to buy products. Most of people think advertisement influence the people to buy product or to utilize the service.

4.2.9 Target Group

While making advertisement, the designers should consider the customers or the service users for whom it was designed. For this, advertising agencies choose the urban areas, rural areas, industrial areas and so on as their target group. On this topic researcher proposed the statement that 'the advertisement should be made on the basis of target group, the target group should be from a)Urban area b)Rural area c)Industry area d)Both (a) and (b)' to elicit the responses of the concerned journalists. He got the following results:

Table No. 9

Distribution of the Responses on the Target Group of the Advertisement

Target Group	Population	percentage
Urban Area	9	22.5%
Rural Area	6	15%
Industry Area	3	7.5%
Both Urban and Rural Area	22	55%

The above table provides the information that 55% people agreed that while designing advertisement the target groups from both urban and rural areas should be considered, 22.5% said it should be urban area oriented. Similarly, 15% people said that advertisement should be rural area oriented and only 7.5% people said it should be industry area oriented. Majority of informants chose both Urban and Rural areas for target groups in advertisement.

4.2.10 Economy in Advertisement

We almost see in print media where the advertisement is printed some blank space is there. Its load directly goes on the head of producer and indirectly goes on the head of customers. The views of the respondents were:

Table No. 10

Distribution of the Responses on Economic Aspect of the Advertisement

Particular	Population	percentage
Highly Economic	8	20%
Economic	15	37.5%
Moderate	14	35%
Cheap	3	7.5%

In this case this question is asked that should advertisement is economic? According to survey 20% people said that advertisement should be highly economic, 37.5% people said that it should be economic. Similarly, 35% people said that advertisement should be moderate and 7.5% said that it should be cheap. Most of the people think that advertisement should be economic.

4.2.11 Advertisement should be Comprehensive

Another question asked in the questionnaire was related to the comprehensiveness of advertisement. Table No. 11below shows the vivid picture of the perspectives of the informants on the topic.

Table No. 11

Distribution of the Responses on Comprehensiveness of the Advertisement

Comprehension	Population	Percentage
Not necessary	12	30%
Yes	16	40%
No	4	10%
I am not sure about this	8	20%

According to the information presented in the table above 40% people said that advertisement should be comprehensive, 30% people said that comprehension was not necessary in advertisement. Similarly, 20% people were not sure whether the advertisement should be comprehensive or not and 10% people agreed that comprehension should not be in advertisement. As the majority of people agreed advertisement should be comprehensive the advertisement writer should be aware about the fact.

4.2.12 Attitude towards Advertisement

Another question was asked to find out the attitude of the respondents towards the advertisements. Researcher gave them 4 options namely positive, moderate, no effect and negative and respondents were asked to choose one of them was:

Table No. 12

Distribution of the Responses on Attitude Towards the Advertisements

Attitude	People	Percentage
Positive	22	55%
Moderate	16	40%
No Effect	1	2.5%
Negative	1	2.5%

The above table shows that 55% people showed positive attitude towards advertisements, 40% people had moderate attitude towards advertisement, whereas 2.5% respondents had no effect at all and 2.5% people showed negative attitude towards advertisements. Most of people had positive attitude towards advertisements.

4.2.13 Expectation from Customers through Advertisement

This question was concerned towards the purpose of an advertisement. In this question the respondents were asked what they expect from their customers or clients through advertisement. The responses of them were:

Table No. 13

Distribution of the Responses on Expectation from the Advertisements

Expectation from Customers	Population	percentage
Awareness	23	57.5%
Interest	8	20%
Desire	5	12.5%
Action	4	10%

According to survey it was found that 57.5% people were in favor of awareness from advertisement, whereas 20% people responded that they were in favor of interest through advertisement. Similarly, 12.5% people expected the desire through advertisement, and other 10% people responded that they expected action from advertisement. Most of people were attracted by awareness through advertisement.

4.2.14 Satisfaction by Advertisement

If the customers are not satisfied by advertisement, then the production cannot take good market. So, the advertisement should be attractive and effective enough to provide the satisfaction to the customers or service users. In this regard the researchers' question was whether the customers are satisfied by advertisement or not. He obtained the following distributions of responses:

Table No. 14

Distribution of the Responses on Satisfaction from the Advertisements

Satisfaction	Population	percentage
Highly satisfied	5	12.5%
Satisfied	20	50%
Partially satisfied	12	32.5%
Not satisfied	2	5%

In the above table 50% people responded that they were satisfied by the advertisement, 32.5% responded they were partially satisfied. Similarly, 12.5%

people responded they were highly satisfied by the advertisement but 5% people were not satisfied by the advertisement. The largest number of people seemed to be satisfied by advertisement whereas the smallest number of people seemed to be highly satisfied.

4.2.15 Evaluation about the Sales Volume after Advertising

Another question was related to evaluation about the sales volume after advertising. It was seen that only two options of the question were chosen by the respondents, i.e. 'increase' and 'little effect'. Other two options were not chosen at all. The detailed picture of their responses was given in the following table:

Table No. 15

Distribution of the Responses on Sale After the Advertisements

Evaluation	Population	percentage
Increase	27	67.5%
Decrease	0	-
Little Effect	13	32.5%
No change	0	-

The table shows that 67.5% people responded increase; whereas 32.5% responded little effect after advertising but no one responded decrease and no change. Majority of the people thought that after advertising any product the sales rate is increased.

4.2.16 Shortage of Manpower in Advertising Field

A modern advertising agency offers specialized knowledge skills and experience which are required to produce an effective advertising campaign. It has writers, artists, media experts, researchers, television producers, account executives etc. So, an advertising agency is a team of experts in various fields appointed by clients of plan produce and place advertising campaigns in the media. The quality of advertising is largely depending on the people employed

by the agency, such as, writer, actor, singer, artist, and so on. In this regard the question was what short of people do you feel shortage in advertising field Actors or Writers or Artists or Singers?

Table No. 16

Distribution of the Responses on Shortage of the Manpower

Sort of Manpower	Population	percentage
Actors	12	30%
Writers	18	45%
Artists	8	20%
Singers	2	5%

According to the survey 45% people liked 'writers', 30% people liked 'actors', 20% people liked 'artists' and only 5% people liked 'singers' as a shortage manpower.

4.2.17 Effectiveness of Advertisement Message

This table showed that 55% people said that the message of advertisement was effective, 22.5% said that the message of advertisement was highly effective. Similarly, 20% people said the message of advertisement was moderate and only 2.5% people said that the message of advertisement was poor. Most of people thought the message of advertisement was effective.

Table No. 17

Distribution of the Responses on Effectiveness of the Advertisements

Effectiveness of Advertisement message	Population	Percentage
Highly effectiveness	9	22.5%
Effectiveness	22	55%
Moderate	8	20%
Poor	1	2.5%

4.2.18 Motivating Factors in message on Advertisement

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Without motivation no one is attracted to advertisement. So, something should be there to attract the customers. Another question was related in this regard.

Table No. 18

Distribution of the Responses on Motivation on Advertisements

Motivating Factor in Message on Advertisement	Population	Percentage
Words composition are attractive	13	32.5%
Picture setting is attractive	17	42.5%
Timely	3	7.5%
Funny message composition	7	17.5%

Table No. 18 showed that 42.5% people were motivated by picture setting in advertisement, 32.5% were attracted by words composition. Similarly, 17.5% people were motivated by funny message composition in advertisement and 7.5% were attracted advertisement was timely.

The researcher asked the question to informants that 'which quality of an advertisement do you thing most essential?' Informants gave their own personal view about this. Some informants said colorful and attractive slogan should be there to attract the customers; some other said food and cosmetic products are most essential, and other some said advertisement should be informative rather than requesting.

4.2.19 Suggestions of Respondents about the Parameters of the Advertising

Finally, the researcher asked his last but not least question as any suggestion to improve print media advertisement in print media. In this fact, the informants gave following suggestions:

) We should not only focus only on commercial prospective but should follow the advertising ethics.

) Follow the rules and regulation formed by related organization.

) Make advertisement believable without realism affects the media.

) Advertisement should be economic and should be cool design and color.

) Well combination of pictures and words.

) Printing machine and skilled manpower should be there and

) Matter should be short with attractive.

CHAPTER FIVE
SUMMARY, CONCLUSIONS AND IMPLICATIONS

The main purpose of this study was to determine the inferences in print media. For this purpose, the researcher prepared a set of questionnaire. Each question has different options. Then, the questionnaire was administered to 40 informants who were involving different print media and studying journalism in Ratna Rajya Campus. Among 40 informants 10 were taken from Gorkhapatra, 10 were from Kantipur Daily and 10 were from Ratna Rajya Campus. Similarly, 5/5 was Nagarik Daily and Annapurna Post. This study was done purposive randomly selected from them.

After collecting data, the presenting, analysis and interpretation of data were made by using simple statistical tool of percentage. First, the data were presented, analyzed and interpreted in terms of different parameters.

5.1 Summary

We can see different types of advertisements on the daily newspapers. Every individual has their own thinking on different advertisements. So, the researcher tried to determine the inferences in advertising.

First chapter is related to an introduction of this study. In this chapter the researcher discussed the background of the study, statement of the problem, rational of the study, objectives of the study, research questions, significance of the study, delimitation of the study and operational definition of key terms.

Second chapter is related to the literature review. In this chapter the researcher reviewed the theoretical literature, introduced to mass media and reviewed the empirical literature.

Third chapter is related how this study was carried out. In this chapter the researcher followed the methodology which is provided by the department of the English education.

Similarly, fourth chapter is related to results of the study and its discussion. Currently, advertising has been one of the important parts of our life. Everywhere, we can see many hoarding boards, pamphlets, papers, exhibitions, display etc. Besides, electronic media advertisement has been captivating vital role for promotion of new products. Due to technical advancement, customers easily get any product to their local market even though the products in any corner of the world. This present topic of research is about how the advertisement designer determines the inferences in advertisement while designing advertisements.

The objective of my research was to determine the inferences in advertising in media. It was found 60% people were somehow impressed through the written text in the advertisement copy. 15% people were neither too much nor too less impressed by the written text. Similarly, 15% people were agreed to impress through written text in the advertisement and 10% people were not impressed by the written text in the advertisement copy. 40% people liked classified and display advertisement whereas 35% people liked display advertisement. Similarly, 20% people liked business dictionary advertisement but only 5% people liked classified advertisement. 45% people were attracted by slogan in advertisement, whereas 25% people were attracted by headline of advertisement. Similarly, 17.5% people were attracted by body of the advertisement and 12.5% were attracted by caption of advertisement. 57.5% people liked Black & White and Colorful advertisement and 42.5% people liked colorful advertisements but no one liked only Black & White color of advertisement. 32.5% peoples' attention towards twist of spelling whereas 30% peoples' attention was to some extent towards twist of spelling. Similarly, 20% people expressed their possibility on it and 17.5 were not attracted by twist of spelling in the advertisement. 52.5% people thought that advertisement has significant role of persuasion whereas 30% people thought that it had somehow role to persuade the people. Similarly, 1725% people expressed possibility of persuasion but no one thought it did not have this role.

62.5% were attracted through attractive advertisement whereas 27.5% people were somehow attracted through attractive advertisement but 10% people were not sure about that. 50% people were sure that advertisement influenced the customers to buy the products whereas 20% people were somehow influenced by advertisement to buy products. Similarly, 17.5% people did not think there was not influence of advertisement of buying the products but 12.5% people showed the possibility on it. 55% people liked the target group of production should be both Urban and Rural area whereas 22.5% people liked Urban area. Similarly, 15% people liked rural area for target group but only 7.5% people liked industry area for target group in advertisement. 37.5% people think that advertisement should be economic where as 35% people think advertisement should be moderate regarding this. Similarly, 20% people think that advertisement should be highly economic and 7.5% people think that it should be cheap. 40% people said advertisement should be comprehensive whereas 30% people said comprehension was not necessary on advertising. Similarly, 20% people were not sure whether it should be comprehensive or not but 10% people said there should not be comprehension on advertisement. 55% peoples' attitude was positive towards advertisement whereas 40% peoples' attitude was moderate. Similarly, 2.5% people did not get any effect but 2.5% people had negative attitude towards advertisement.

57.5% people showed their awareness through advertisement whereas 20% people showed their interest about advertisement. Similarly, 12.5% people showed their desire and 10% people showed their action from advertisement. 50% people were satisfied from advertisement whereas 32.5% people were partially satisfied by advertisement. Similarly, 12.5% people were highly satisfied and only 5% people were not satisfied by advertisement. After looking the advertisement 67.5% people think sales rate is increased where as 32.5% people think a little change on sale. 45% people liked 'writers' should be in advertising whereas 30% people liked 'actors'. Similarly, 20% people like 'artists' but only 5% people like 'singers' on advertising. 55% people thought

the message of advertisement was effective whereas 22.5% people thought it was highly effective. Similarly, 20% people thought the message of advertisement was moderate but 2.5% people thought that the message of advertisement was poor. 42.5% people were motivated towards the advertisement through picture setting whereas 32.5% people were motivated through words composition. Similarly, 17.5% people were motivated by funny message composition in advertisement but 7.5% people were motivated through timely.

5.2 Conclusion

This study was conducted to determine the inference in advertising of the selected forty people who are directly involved in different media. It also attempted to analyze the different parameters of advertisement. I selected forty people as a sample, distributed the questionnaire and collected required information for the study. On the basis of analysis and interpretation of the information collected from respondents, I reached in the following conclusion:

- Most of respondents were impressed only to some extent by the written text in the advertisement. It shows that the language of the advertisement copy is not enough to empress the customers.
- Most of people like both display and classified advertisement.
- On the basis of the responses obtained from the respondents we can say that the slogan of an advertisement is a powerful component which should be taken care while designing the advertisement.
- Majority of people liked both the Black & White and Colorful advertisement.
- Most of the advertisement designers infer that the attention of the customers is attracted by the twist of spelling in the advertisement.
- The largest number of informants thought advertisement has significant role on persuasion.
- Most of people are attracted by attractive advertisement.

) Most of people think advertisement influence the people to buy product or to utilize the service.

) Majority of informants chose both Urban and Rural areas for target groups in advertisement.

) Most of the people think that advertisement should be economic.

) Majority of people agreed advertisement should be comprehensive the advertisement writer should be aware about the fact.

) Most of people had positive attitude towards advertisements.

) Most of people were attracted by awareness through advertisement.

) The largest number of people seemed to be satisfied by advertisement whereas the smallest number of people seemed to be highly satisfied.

) Majority of the people thought that after advertising any product the sales rate is increased.

) Most of people thought the message of advertisement was effective.

) Most of people are motivating through picture setting in advertisement.

5.3 Implications

The present work is the researcher's sincere effort to present an account of research activities of the department of English Education in a very systematic way. It is the first thesis in the Department on 'Inferences in Advertising in Print Media'. The main implications of the study for Educational practice can be pin pointed under the following three levels:

5.3.1 Policy Level

Policy is a course of action of a government to systematize the activities of the people belonging to the particular field. It is the plan pursued by a government. In the case of Nepal, many policies are made without adequate study. Due to inadequate study, immediately after formulating policies they are compelled to change them. In this context the study done on the research reports of the English language teaching would be highly helpful for the policy makers of

Nepal to formulate the policy related to education. The main implications in this level are:

1) The government should formulate a single advertisement policy.
2) Government should determine the standard advertisement rate for print media.
3) AAAN should formulate the standard advertisement norms.
4) Unnecessary charge on advertisement should be controlled.
5) Media policy should be formulated on the basis of research study.
6) The government should prepare a transparent communication policy and play as a watchdog.
7) High - level Advertising Commission should be formed to separate Advertising Policy Censorship on foreign advertising.
8) Government and AAAN should categories agencies based on their infrastructure as well as provide facilities too.

5.3.2 Practice Level

The implications of the research studies in the practical field or day to day life is categorized under practice level. The study analyzed in the research is directly related to the practical field of the Mass Media. Therefore, it would be very useful for the stakeholders of English language teaching. The practitioners of ELT such as teachers, textbook writers, material producers, advertisement designers can effectively utilize the study. The major implications of the study in practice level are:

1) The advertisement designers should utilize the findings of the research in designing the advertisement.
2) The teachers who teach mass communication in different levels of schools and colleges should consider the findings of the studies.
3) Advertisement should be based on awareness rather than benefit.
4) Advertisement designer should design the advertisement which can easily impress towards the written text in the advertisement.

5) Advertisement should be short, simple, clear, original, relevant and specific.

6) The Advertising Agency Association of Nepal (AAAN) should be empowered collectively to create an environment that streamlines media buying behavior and impact analysis.

7) A modern advertising agency offers specialized knowledge skills and experience which are required to produce an effective advertising campaign. It should have writers, artists, media experts, researchers, television producers, account executives who should take advantage from it.

8) The advertiser should concentrate on customers' motto.

9) The advertisement should be attractive, economic and catchy.

10) The university should prepare their curriculums considering the findings of the researches.

5.3.3 Further Research

The present study would be highly directive for further research. It is the commencement of recording the different studies on advertising and summarized but systematic way. There are more than fifteen hundred research works in the department of English Education. Out of this huge amount of research works, there are less number of theses are done in advertisement. So, the scope of this study is wide enough. The new researchers can analyze the inference in advertising. Similarly, the study can be conducted on different parameters which are particularly used in advertisement designing. All the researchers who are interested in this field would certainly be assisted by this study.

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APPENDIX-I

QUESTIONNAIRE

Dear Respondents,

This questionnaire has been prepared to draw information for the research work entitled **Inferences in Advertising: A Case of Commercials in Print Media** under the guidance of **Mr. Laxmi Prasad Ojha**, Teaching Assistant, department of English Education TU. In this set of questionnaire my aim will be to collect information about the inferences made by the advertisement designer while designing it. I hope all of you co-operate me giving authentic and reliable information that will be invaluable contribution to accomplish this research work.

<div align="right">

Researcher

Prem Bahadur Chand

T. U. Kirtipur Kathmandu

</div>

Name: Age:

Address: Sex:

Academic qualification: Occupation:

Please tick the option which you think the best.

1)   The written text in the advertisement copy is enough to impress the customers/clients.

    a) Yes

    b) To some extent

    c) Moderate

    d) No

2)   What type of advertisement attracts you most ?

    a) Classified

    b) Display

    c) Business directory

    d) Both classified and display

3)   Which part of advertisement attracts you?

    a) Slogan

    b) Headline

    c) Body

    d) Caption

4)   Which advertisement do you think more suitable to us?

    a) Black & white

    b) Colorful

    c) Both (a) and (b)

    d) I got dilemma

5)   The twist of spelling attracts the attention of people.

    a) Yes

    b) To some extend

    c) May be

    d) No

6) Do you believe effectiveness of advertisements have significant role on persuasion?

   a) Yes

   b) To some extent

   c) May be

   d) No

7) The attractive advertisement easily attracts the attention of people.

   a) Yes

   b) Some how

   c) I am not sure about that

   d) No

8) Advertisement should influence the consumers to buy a product or utilize the service.

   a) Sure

   b) I don't think so

   c) To some extent

   d) May be

9) The advertisement should be made on the basis of target group, the target group should be from

   a) Urban area

   b) Rural area

   c) Industry area

   d) Both (a) and (b)

10) The advertisement should be……

   a) Highly economic

   b) Economic

   c) Moderate

   d) Cheap

11)   The advertisement should be comprehensive

    a) Not necessary

    b) Yes

    c) No

    d) I am not sure

12)   Can you give your attitude towards advertisements?

    a) Positive

    b) Moderate

    c) No effect

    d) Negative

13)   What do you expect from costumer through advertisement? Please rank.

    a) Awareness

    b) Interest

    c) Desire

    d) Action

14)   Are you satisfied with advertising copy?

    a) Highly satisfied

    b) Satisfied

    c) Partially satisfied

    d) Not satisfied

15)   What is your evaluation about the sales volume after advertising?

    a) Increase

    b) Decrease

    c) Little effect

    d) No change

16)   What short of people do you feel shortage in advertising field?

    a) Actors

    b) Writers

    c) Artists

    d) Singers

17) Do you feel the advertising message is effective? How do you rate it?

a) Highly effective

b) Effective

c) Moderate

d) Poor

18) How do you remember this message?

a) Words composition are attractive

b) Picture setting is attractive

c) Timely

d) Funny message composition

19) Which quality of an advertisement do you think most essential? Why?

Ans:……………………………………………………………………

……………………………………………………………………………

……………………………………………………………………………

……………………………………………………………………………

20) Do you give any suggestions to improve print media advertisement in print media?

Ans:……………………………………………………………………

……………………………………………………………………………

……………………………………………………………………………

……………………………………………………………………………

Thank you for your kind help.

APPENDIX- II

COLLECTED DATA IN THE SURVEY

1) Written Text is enough to impress the customers				
	i). yes	ii). To some Extent	iii). Moderate	iv) No
Gorkhapatra	3	4	2	1
Kantipur Daily	1	6	2	1
Nagarik Daily	1	2	-	2
Annapurna Post	-	5	-	-
RR College	1	7	2	-
Total	**6**	**24**	**6**	**4**

2) Attraction of Advertisement				
	i).Classified	ii). Display	iii). Business	iv)Both i) and ii)
Gorkhapatra	-	1	3	6
Kantipur Daily	1	4	3	2
Nagarik Daily	-	1	2	2
Annapurna Post	-	5	-	-
RR College	1	3	-	6
Total	**2**	**14**	**8**	**16**

3) Part of Advertisement				
	i). Slogan	ii).Headline	iii). Body	iv) Caption
Gorkhapatra	3	3	4	-
Kantipur Daily	4	3	1	2
Nagarik Daily	3	1	-	1
Annapurna Post	3	-	2	-
RR College	5	3	-	2
Total	**18**	**10**	**7**	**5**

4) Color of Advertisement				
	i). Black & White	ii).Colorful	iii). Both i) and ii)	iv) I got dilemma
Gorkhapatra	-	4	6	-
Kantipur Daily	-	6	4	-
Nagarik Daily	-	3	2	-
Annapurna Post	-	4	1	-
RR College	-	6	2	-
Total	**0**	**23**	**17**	**0**

5) Twist of Spelling				
	i). yes	ii).To some Extent	iii). May be	iv) No
Gorkhapatra	3	3	4	-
Kantipur Daily	4	3	1	2
Nagarik Daily	2	-	1	2
Annapurna Post	2	3	-	-
RR College	2	3	2	3
Total	**13**	**12**	**8**	**7**

6) Significant Role of Advertising on Persuasion				
	i). yes	ii).To some Extent	iii). May be	iv) No
Gorkhapatra	4	4	2	-
Kantipur Daily	5	3	2	-
Nagarik Daily	2	2	1	-
Annapurna Post	3	1	1	-
RR College	7	2	1	-
Total	**21**	**12**	**7**	**0**

7) Attention of People through Attractive Advertisement				
	i). yes	ii). Some how	iii). I am not sure about that	iv) No
Gorkhapatra	8	2	-	-
Kantipur Daily	7	3	-	-
Nagarik Daily	2	3	-	-
Annapurna Post	4	1	-	-
RR College	4	2	4	-
Total	**25**	**11**	**4**	**0**

8) Influence of Customers to Buy Products

	i). Sure	ii) I don't think so	iii).To some Extent	iv) May be
Gorkhapatra	6	1	2	1
Kantipur Daily	5	3	2	-
Nagarik Daily	2	-	2	1
Annapurna Post	4	-	1	-
RR College	3	3	1	3
Total	**20**	**7**	**8**	**5**

9) Target Group

	i). Urban Area	ii). Rural Area	iii). Industry Area	iv) Both i) & ii)
Gorkhapatra	1	1	2	6
Kantipur Daily	2	1	1	6
Nagarik Daily	3	2	-	-
Annapurna Post	1	1	-	3
RR College	2	1	-	7
Total	**9**	**6**	**3**	**22**

10) Advertisement should be Economic

	i). Highly Economic	ii). Economic	iii).Moderate	iv) Cheap
Gorkhapatra	3	3	4	
Kantipur Daily	2	4	3	1
Nagarik Daily	1	2	2	-
Annapurna Post	-	3	2	-
RR College	2	3	3	2
Total	**8**	**15**	**14**	**3**

11) Advertisement should be Comprehensive

	i).Not Necessary	ii). yes	iii). No	iv) I am not sure
Gorkhapatra	3	4	1	2

Kantipur Daily	3	4	1	2
Nagarik Daily	2	2	-	1
Annapurna Post	-	4	-	1
RR College	4	2	2	2
Total	**12**	**16**	**4**	**8**

12) Attitude towards Advertisement

	i). Positive	ii). Moderate	iii). No Effect	iv) Negative
Gorkhapatra	7	3	-	-
Kantipur Daily	6	4	-	-
Nagarik Daily	2	3	-	-
Annapurna Post	3	2	-	-
RR College	4	4	1	1
Total	**22**	**16**	**1**	**1**

13) Expectation from Customers through Advertisement

	i). Awareness	ii). Interest	iii). Desire	iv) Action
Gorkhapatra	5	2	2	1
Kantipur Daily	6	2	1	1
Nagarik Daily	3	1	-	-
Annapurna Post	3	2	-	-
RR College	6	1	1	2
Total	**23**	**8**	**5**	**4**

14) Satisfaction by Advertisement

	i). Highly Satisfied	ii). Satisfied	iii). Partially Satisfied	iv) Not Satisfied
Gorkhapatra	-	9	1	-
Kantipur Daily	2	5	2	1
Nagarik Daily	1	1	3	-
Annapurna Post	-	2	3	
RR College	2	3	4	1
Total	**5**	**20**	**13**	**2**

15) Evaluation about the sales volume after Advertising

	i). Increase	ii). Decrease	iii). Little Effect	iv) No change
Gorkhapatra	9	-	1	-
Kantipur Daily	7	-	3	-
Nagarik Daily	3	-	2	-
Annapurna Post	3	-	2	-
RR College	5	-	5	-
Total	**27**	**0**	**13**	**0**

16) Shortage of Manpower in Advertising

	i).Actors	ii). Writer	iii). Artists	iv) Singer
Gorkhapatra	3	5	2	-
Kantipur Daily	2	3	4	1
Nagarik Daily	1	3	1	-
Annapurna Post	-	5	-	-
RR College	6	2	1	1
Total	**12**	**18**	**8**	**2**

17) Effectiveness of Advertisement message

	i). Highly effective	ii). Effective	iii). Moderate	iv) Poor
Gorkhapatra	1	7	2	-
Kantipur Daily	5	3	2	-
Nagarik Daily	1	3	1	-
Annapurna Post	-	3	2	-
RR College	2	6	1	1
Total	**9**	**22**	**8**	**1**

18) Motivating Factors in message on Advertisement

	i).Words composition are attractive	ii). Picture setting is attractive	iii). Timely	iv) Funny message composition

Gorkhapatra	5	5	-	-
Kantipur Daily	3	2	1	4
Nagarik Daily	1	2	1	1
Annapurna Post	1	4	-	-
RR College	3	4	1	2
Total	**13**	**17**	**3**	**7**

Media House

Area of survey	Sample	Sample of Population		
		Male	Female	Total
Gorkhapatra	40	2	3	5
Kantipur Daily	40	6	4	10
Nagarik Daily	40	10	-	10
Annapurna Post	40	3	2	5
RR College	40	5	5	10
Total	**40**	**26**	**14**	**40**