

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

**Submitted by
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DECLARATION

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

Date: 06/04/2017

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RECOMMENDATION FOR ACCEPTANCE

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DEDICATION

Dedicated to

My Parents

Who devoted their entire life for my study and made me what I am today.

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ABSTRACT

The present research work entitled "Comprehension ability of grade IX students in newspaper advertisement" is an attempt to find out the reading comprehension ability in newspaper advertisement of grade IX students and to compare the reading comprehension ability in newspaper advertisement of the students in terms of gender. The researcher selected 30 secondary level students (grade IX) from three different schools of Dang district through purposive sampling procedure. The test items were used as the main tools for data collection. The collected data were analyzed and interpreted with the help of tables. After the analysis of the data, it was found that reading comprehension ability of the students in newspaper advertisement (job application) was found to be 52.5%, and that of wanted and vacancy announcement was merely 44.2%. Similarly, the reading comprehension ability of the girls in newspaper advertisement was 49.4%, and that of boys was 44.9%. In this way, the girls of community schools were found better than boys in terms of reading comprehension ability in newspaper advertisement. On average, the reading comprehension ability of the students in newspaper advertisement was 48.35%. Based on the data obtained from the post-test discussion, the majority of the students were found being interested in the reading comprehension in newspaper advertisement. Thus, their reading ability in newspaper advertisement was found to be an average.

This thesis has been organized into five chapters viz. introduction, review of related literature and conceptual framework, methods and procedures of the study, analysis and interpretation of results and conclusions and recommendations. **The first chapter** deals with the background of the study, statement of the problem, objectives of the study, research questions, significance of the study, delimitations of the study, and operational definition of the key terms. **The second chapter**, the researcher has mentioned the review of theoretical literature, review of empirical literature, implications of the review for the study and conceptual framework. **The third chapter** deals with

methods and procedures of the study. Under which, design and method of the study, population, sample and sampling strategy, study area, data collection tools and techniques, data collection procedures and analysis and interpretation procedure are mentioned. **The fourth chapter** presents the analysis and interpretation of the results. Finally, **the fifth chapter** includes the conclusions and recommendations such as policy related, practice related and further research related followed references and appendices of the study.

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LIST OF ABBREVIATIONS

%	:	Percentage
CUP	:	Cambridge University Press
Dept	:	Department
DoE	:	Department of Education
Dr.	:	Doctor
e.g.	:	For example
ELT	:	English Language Teaching
etc.	:	Etcetera
i.e.	:	That is
No.	:	Number
OUP	:	Oxford University Press
Prof	:	Professor
T.U.	:	Tribhuvan University