

CHAPTER ONE

INTRODUCTION

This study is on **Critical Discourse Analysis of Language Used on Billboard Advertisements**. This chapter incorporates 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 definitions of the key terms.

1.1 Background of the Study

Advertising is a means of communication with the users of a product or service. In this regard, Cook (1996) states that advertisements can be found everywhere in contemporary society. In the modern era, we are surrounded by advertisements. It is a paid form of notice which is used to promote and publicize goods and services. Generally, it means making things known to the people commercially. We are in the age of publicity where everyone runs after the popular things. To attract customers, advertisers employ various advertising techniques such as; they construct a problem that only can be solved by using their products. Similarly, they apply discourse while coding the message for the consumers in their attempt to persuade or convince the audience to take the services. Most of the people think that the main function of advertisement is to encourage people to buy a certain products. They believe advertisements are used only for promoting some products to get benefit by selling them. But Goddard (1998) states that advertisement is not only about promoting branded products. It delivers the ideas of texts to create the image of an individual, group or organization. Advertisements have social role which helps to bring change in society.

Critical Discourse Analysis (CDA) is an interdisciplinary approach to the study of discourse that views language as a form of social practice (Fairclough, 1995). It is an interdisciplinary approach which analyzes text to disclose the

abuse of power promoted by text. Similarly, VanDijk(2001, p. 532) defines CDA as, “A type of discourse analytical research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in the socio political context.”It focuses on the theoretical concepts of power, ideology and discusses on the issue of appearance versus reality.

Billboard advertisement is one of the easiest ways for the companies and others to reach the common people for promoting their products. It is also known as outdoor advertisement. It is one of the marking strategies used by the multinational, national and local companies and offices. In billboard advertisement, colors, pictures, logos are used including text which is usually very short but very important to deliver desired message. Generally, billboard advertisements are made for promoting certain products but language and images used on billboards have some kind of influence in the society.

1.2 Statement of the Problem

Billboard advertisements present the companies’ status and brands and it is a reflection of companies’ ideology. The main function of billboard advertisements may be marketing and the use of language is the marketing strategy. But the companies cannot deny that they are influencing society. Similarly, many people are influenced by the way products are promoted by advertising companies and sometimes they cannot resist buying products even if the product has less utility in their lives. So, it is important to look into the problem, why people behave like that and what types of language and discursive strategies advertisers use on billboard advertisement to make the consumers act accordingly. In my experience too, I have been using some fairness products for two to three years by hoping that it will make me handsome but whatever the advertisers claim about their product I did not find such results on me. These reasons led me to conduct research in this area. This study mainly concentrates on the linguistic features of language used on

billboard advertisement and strategies used by advertisers to promote different features of product to capture the attention of the costumers. It follows the critical discourse analysis to analyze the discourse of billboard advertisement and how it works on audience.

1.3 Objectives of the Study

The main objectives of this study were as follows:

- i. To critically analyze the linguistic features of language used on billboard advertisements.
- ii. To explore discourse strategies used and ideological practice on billboard advertisements, and
- iii. To suggest some pedagogical implications.

1.4 Research Questions

The study investigated the following questions to fulfill its objectives:

- i. What are the linguistic features used on Billboard advertisement?
- ii. What types of discourse strategies are used on billboard advertisement?
- iii. How language of billboard advertisements manipulates the people?
- iv. How billboard advertisers spread their ideologies through advertisements?
- v. How Critical Discourse Analysis of billboard advertisements helps in developing the students' critical language awareness?

1.5 Significance of the Study

This research will be significant to the students for understanding more about the application of critical discourse analysis. It will also be helpful to enrich students' knowledge about advertising language used on billboard advertisements.

Similarly, this study is an attempt to analyze language used on billboards advertisement from Critical Discourse Analysis framework. So, this study will be

useful for the researchers who want to conduct research in this area. In the same way, this study will be fruitful for common people to be more aware about the language of advertisement as it will increase their critical language awareness.

1.6 Delimitations of the Study

The study was limited to the analysis and exploration of language, discourse strategies and ideological practice within billboard advertisements. It was limited to the area of Kathmandu city. Only 100 photographs were selected as the sample of this study. Similarly, Observation checklist was used as the only research tool for data collection. Likewise, Purposive non-random sampling strategy was used for sampling. The unit of analysis of this research was limited to the visual linguistic objects displayed in open and public spaces such as commercial billboards. In this research, the billboard advertisements were analyzed by using Fairclough's (1992) three dimensional model of CDA.

1.7 Operational Definitions of the Key Terms

The key terms of this study are as follows:

Advertisement - This research particularly analyzes the billboard advertisement as persuasive information about product.

Discourse - Discourse as a structured collection of texts and associated practices of textual production, transmission and consumptions located in a historical and social context (Fairclough, 1992). In this study, commercial billboard discourse will be discussed.

Discourse Analysis - Discourse analysis means the analysis of language in use. The analysis is not limited in only analysis of linguistic forms but it tries to explore the relation between text and context. In this research, discourse of billboard advertisement will be analyzed.

Critical Discourse Analysis - In this research, critical discourse analysis means analysis of relation between language on billboards and the power of the advertiser to manipulate people.

CHAPTER TWO

REVIEW OF RELEATED LITERATURE AND CONCEPTUAL FRAMEWORK

This chapter includes review of related theoretical literature, review of empirical literature, implications of the review for the study and conceptual framework for the study.

2.1 Review of Related Theoretical Literature

Review of theoretical literature is crucial for conducting any research works. It helps to find out the gap in knowledge and to develop theoretical and conceptual framework. Similarly, it also helps to investigate the problem that the researcher wants to explore. The most important function of the literature review is to ensure that the researcher studied critically about the subject matter in which he/she carry out research work.

2.1.1 Discourse

Discourse can be defined as the circulation of expressions, ideas, thoughts and feelings in both speech and written form which carry some meaning. While defining the discourse, one of the most prominent discourse analysts, Fairclough (1992) takes it as a structured collection of texts and associated practices of textual production, transmission and consumptions located in a historical and social context. So, discourse is generally used to allocate the form of representations, codes, conversation and habits of language that produce specific fields of culturally and historically located meanings. Similarly, Cook (1996) defines it as a connection between text and context, which interrelates in a way understood as a meaningful and united by the participants. In his definition, he gives emphasis to text and context. Text is an actual use of language and context refers to the place where discourse happens. Without analyzing the text and context together the people cannot understand the intended message of the author. Message of the text depends upon the time,

space and context. So, it is really important to look at both text and context together while analyzing discourse.

Beaugrande(1981, as cited in Susnova, 2014 p.3) suggests seven criteria which have to be fulfilled to qualify either a written or a spoken text as a discourse.

These are:

1. Cohesion – Grammatical relationship between parts of a sentence
2. Coherence – the order and relation of statements
3. Intentionality – the message has to be conveyed deliberately and consciously
4. Acceptability – audience approval of the satisfactory communicative product
5. Informativeness – new information included in the discourse
6. Situationality – importance or circumstances in which the remark is made
7. Intersexuality – reference to the world outside the text

So, to be a discourse, any written or a spoken text should have the above mentioned criteria. It is not necessary that every discourse should have all those above mentioned features but it depends upon the nature of discourse.

2.1.2 Discourse Analysis

The term ‘discourse analysis’ was first introduced by American linguist, Zellig Harris in 1952. He explained discourse analysis as a way of analyzing connected speech and writing (Paltridge, 2012). Discourse analysis involves both spoken and written form of language. It is concerned with the study of the relationship between language and the context in which it is used. In this regard, Paltridge (2012) states that discourse analysis takes into account the relationship between language and social and cultural context where language is used. So, only analyzing text is not sufficient to get the intended meaning of any discourse. Similarly, Cook(1996) argues that discourse analysis not only focuses on language it also examines the context of communication where it

concerns things like; who is communicating with whom and why; in what kind of society and situation; through what medium; how different types and acts of communication involved ; and their relations to each other. Discourse is not only about the language use, it is also concerned with who uses it in which situation and why. So in discourse, text and context both have important role. According to Cook(1996, p.2), context includes eight items:

1. *Substance*: the physical material which carries or relays text.
2. *Music and pictures*
3. *Paralanguage*: meaningful behavior accompanying language, such as voice quality, gestures, facial expressions and touch (in speech), and choice of typeface and letter sizes (in writing).
4. *Situation*: the properties and relations of objects and people in the vicinity of the text, as perceived by the participants.
5. *Co-text*: text which precedes or follows that under analysis, and which participants judge to belong to the same discourse.
6. *Intertext*: text which the participants perceive as belonging to other discourse, but which they associate with the text under consideration, and which affects their interpretation.
7. *Participants*: their intentions and interpretations, knowledge and beliefs, attitudes, affiliations and feelings. Each participant is simultaneously a part of the context and an observer of it. Participants are usually described as senders, addressers, addressees and receivers.
8. *Function*: what the text is intended to do by the senders and addressers, or perceived to do by the receivers and addressees.

A discourse can simply come out through different talks and discussions based on cultural and political context of an individual or an institution that produce it for an indented meaning. It is also an attempt to fix a web of meanings within a particular domain (Jorgenson & Phillips, 2010).Therefore, while analyzing discourse the cultural and political context should be considered.

2.1.3 Critical Discourse Analysis

Critical discourse analysis emerged from 'critical linguistics' developed at the University of East Anglia in the 1970s, and the terms are now often interchangeable. CDA was first developed by the Lancaster school of linguists of which Norman Fairclough was the most prominent figure (Wodak & Meyer, 2001). According to Fairclough (1995), critical discourse analysis is an interdisciplinary approach to the study of discourse that views language as a form of social practice. Scholars working in the tradition of CDA generally assume that social practice and linguistic practice represent one another and focus on investigating how societal power relations are established and reinforced through language use. CDA is the analysis of discourse which focuses on how language exercises power in a society. For critical discourse analysts, language does have power in written and spoken discourse. In the same way, Paltridge (2012) states:

Critical Discourse Analysis explores the connections between the use of language and the social and political context in which it occurs. It explores issues such as gender, ethnicity, cultural difference, ideology and identity how these are both constructed and reflected in texts. It also investigates ways in which language constructs and is constructed by social relationships. A critical analysis may include a detailed textual analysis and move from there to an explanation and interpretation of the analysis, (p. 179).

CDA is not only limited to the description and interpretation of the role of language in the society. It tries to explain why and how language does work in the society. It begins with an interest to uncover the reality, power behind the discourse and transforming conditions of inequalities. Power comes from the dominance of the social institutions on the public by controlling the common

discourse. Similarly, controlling over the mind of people causes the reproduction of domination and hegemony. In society, common people are the victims of dominance, and those people or institution who have control over discourse and can determine which one to believe and which not.

Baxter (2010, as cited in Nugrawi dhanti, 2016, pp.19-20) mentions a number of central key features regarding CDA's critical perspective. These are as follows:

a) Language as social practice

In CDA language use in speech and writing is seen as a social practice in two- way relationship in which discourse is considered to be socially constitutive and socially shaped.

b) Relation between language and power

CDA is distinguished by its concern to relationship between language and power. It realizes that discourses are so influential that they can help to produce and reproduce unequal power relations between different groups in society.

c) CDA starts from existing social problem

CDA tries to raise the voice of voiceless people. It takes the point of view from those who are victims of discrimination or who suffer the most and critically analyze those who have the power, those who are responsible for discrimination and those who can solve such problems.

d) Examines textual features

It examines textual features such as sentence structure, verb, tense, syntax, and so on. However, this microanalysis is placed within a critical perspective and the contextual frame of the production and consumption of the discourse.

e) Inter-discursively/ inter-textuality

It deals with the ways a text is always affected and inflicted by other discourses.

f) Deconstruction

It analyzes how power relations represent identities, subject position and interactions within discourses and texts and how social inequalities created.

Critical discourse analysis is a field concerned with studying and analyzing both written and spoken text to expose the discursive practices of power, domination and inequality. Similarly, it examines how these practices are maintained and reproduced with social, political and cultural context.

2.1.4 Advertising

In the present time, we are surrounded by advertisements. We encounter with advertisements while we are watching TV, listening radio, surfing internet, reading the newspaper or just crossing the street (Cook 1996 p. 1). According to Goddard (1988), the word ‘advertisement’ is derived from Latin verb ‘advertere’ which means ‘to turn towards’. In other words, the main purpose of advertisement is to draw the attention of costumer to the product or service which the advertiser wants to sell. Similarly, Arens (2006, as cited in Nugrawidhanti, 2016, p.7) defines advertising as “The structured and composed non personal communication of information usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsors through various media.” Simply advertisements are taken as a marketing promotion of products. It has its own aim and strategies to take control over people’s thoughts, feelings and actions. The language and images presented in advertisements make people to do what they actually don’t want to do.

Most of the people think that advertisements are used only to encourage people to buy certain products. They believe advertisements are for promoting some products to get benefit by selling them. But Goddard (1998) states that advertisement is not only about promoting branded products. It delivers the ideas of texts to create the image of an individual, group or organization.

Advertisements have social role which helps to bring change in society. Generally, advertisements are classified into two types; commercial advertisement and non-commercial advertisement. The commercial advertisements are made by some companies to sell their product or to promote their products. And non-commercial advertisements are made by government for social awareness. In this regard, Vestergaard and Schroder (1985, as cited in Ahmed, 2011, pp.1-2) distinguished between commercial and non-commercial advertisement. According to them, commercial advertising can be divided into two categories; one is prestige or goodwill advertising, which is to uphold the name and long term image of an industry by publishing their reports on papers and make their existence noticeable in the market. And another type is trade or industrial advertising, which addresses the products to other firms or equivalent. On the contrary, non-commercial advertisement does not talk about any product, service or organization. It is to give information or creating social awareness. Most of the time, the Government sponsor this type of advertisements to place new law or to aware people about some particular issues like educational issues, gender issues, health issues; so as part of the campaign it is broadcasted in media. Beside these advertisements, there are two more. One is display advertisements and the second is classified advertisements. The display advertisements promote their product and take help of the advertising agencies to formulate their promotion strategies through advertisements. The classified advertisements take special space in newspapers and magazines and maintain a sequence to inform about their product but do not use indirect or even any tempting way to do this like commercial advertisements.

Advertising is a type of communication which is very structured form of applied communication using composed verbal and non-verbal elements. In this regard Lane, et al. (2011, as cited in Nugrawidhanti, 2016, p.8) define advertising as “message paid by an identified sponsor and usually delivered through some medium of mass communication.” Advertising is typically directed to a group of people so it is a mass or non-personal communication.

Generally, advertisements are persuasive in nature even though some advertisements, such as legal announcement are intended merely to inform. Similarly, advertisements not only promote tangible products, but also help to publicize intangible services and ideas.

2.1.4.1 Language of Advertisement

Language is essential for every people to share their thought, feelings, emotions and knowledge with others. It is very powerful device which can influence people and their behavior. In the field of advertisement, it is most important tool to convey message to the costumers. In advertising, language is chosen very carefully to convey intended meaning to influence the desired target costumers. The main function of advertising is to provide information, promote product, attract consumer, sell the products, and promise the quality. So, advertisement makers pay attention to language. To attract the costumers, they use popular and oral language. Along with language, graphics designs and images play important roles to catch the attention of costumers. Specially, in billboards language and images are used to convey the message of the product.

This research analyzed billboard advertisements as discourse, and determine the relation between the discourse and power. Generally, the main focus of this study was on language. However, the analysis is not concerned with language alone. In discourse analysis of advertisements, it is inevitable to examine the context of communication, and to point out the difference between text, context and discourse.

According to Cook (1996), discourse means text and context together. Both parts interact in a way which is perceived as meaningful, clear and unified by the participants. There are a number of elements interacting in advertisements; participants, society, language, paralanguage, picture, situation, music and other discourses. Pictures and graphics designs attract people towards billboards and short texts helps to explain what the product is about. Similarly, it helps people identify and remember the products. Generally, advertisers use

emotive words to persuade costumers to buy their products. In advertisement language is essential to spread the intended message so the advertisement makers should careful in selection of language.

2.4.5 Advertising Discourse

Analyzing advertising as discourse is a complex task because it involves different approaches to describe its elements. Advertisers use many techniques to construct their advertising discourse. In this regard Cook (2004) argues that advertisements are always in complex interaction with the text around them, with music and pictures and with the people who make and experience them. Similarly, he states that describing and analyzing discourse of advertising involve contextual analysis. According to him, discourse means text and context together where both parts in a way which is perceived as meaningful and clear by the peoples. The following figure presents the elements interacting in advertisements:

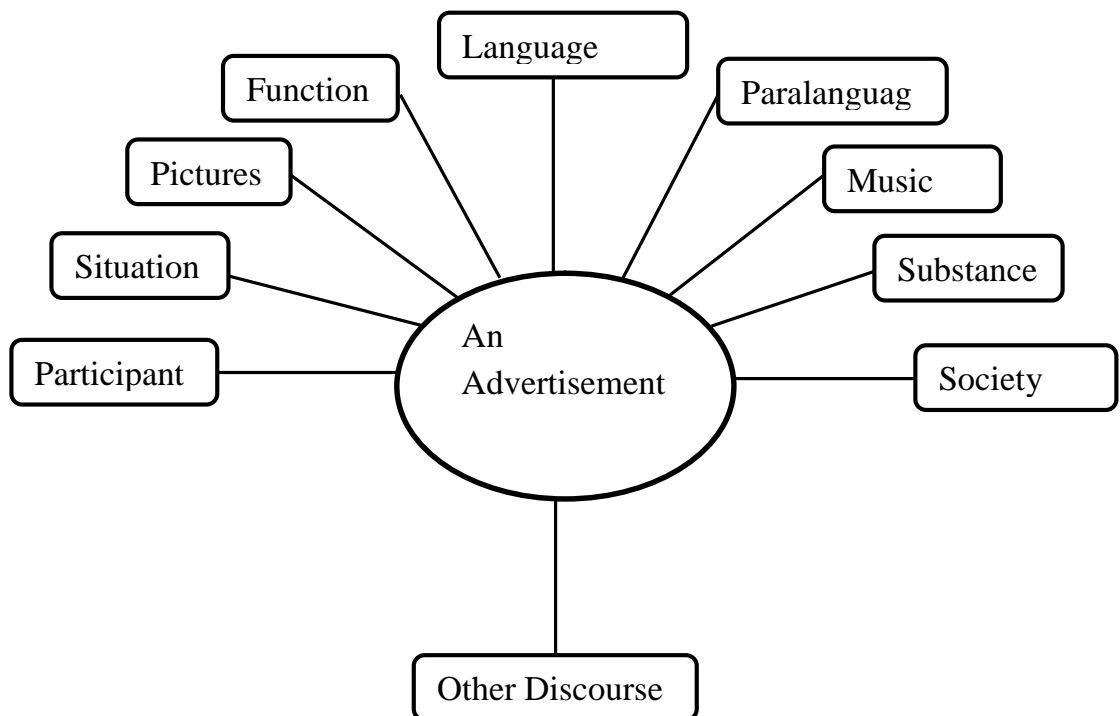


Figure 1. Interaction of elements in ads (Cook 2004, p. 6).

Analyzing advertising as a discourse is different from analyzing advertising as text. Similarly, when an advertisement is analyzed as a discourse it is not analyzed from single way rather all the elements of advertisements are analyzed together.

2.1.5 Fairclough's Model of Discourse Analysis

Fairclough(1992) approached a new way to analysis the discourse to show the relation of linguistically oriented discourse analysis with the social and political thought related to language and discourse. He created a framework by which social changes through language use can be analyzed. This three-dimensional model can be used to analyze discourse as text first, then the discursive practice of it and later the social practice of discourse.

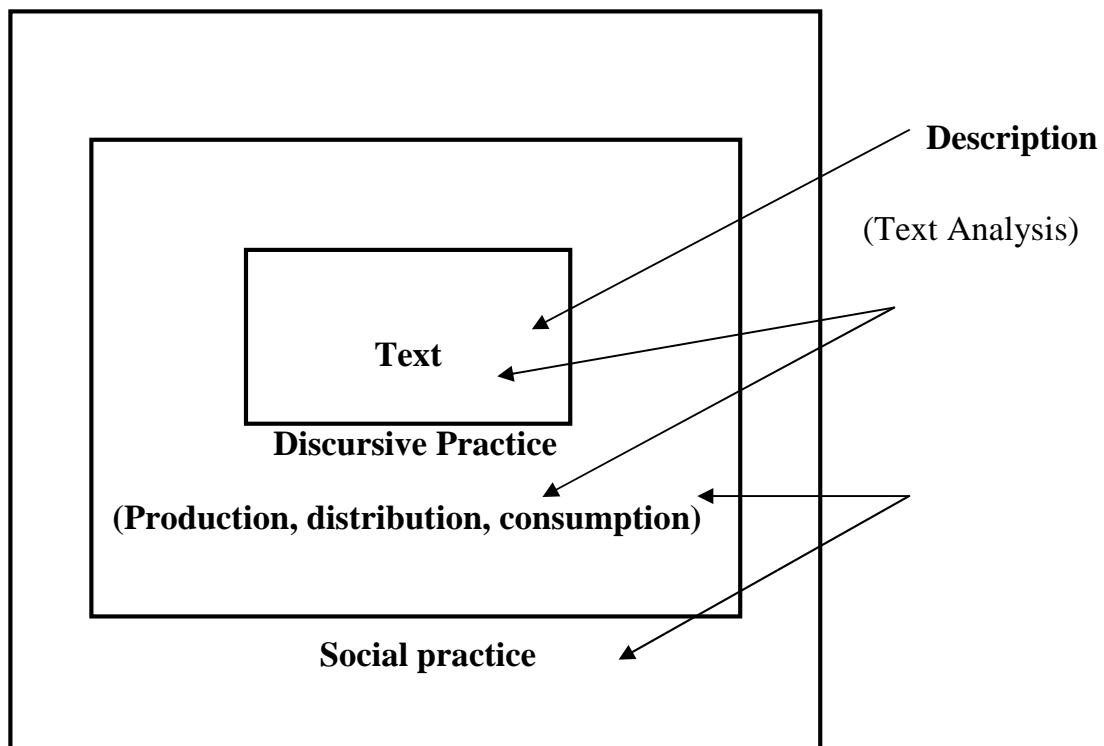


Figure 2: Fairclough's three dimensional model for critical discourse analysis (1992, p.73).

At the level of textual practice, the analysis identifies and describes the linguistic features of the texts in question. This approach analyses the linguistic form as well as the semantic content of a text. At the level of discourse

practice, the analysis casts light on the production and interpretation of texts. It aims to identify what genre or discursive conventions are being drawn upon in texts, which in turn can clarify the interdiscursivity of the texts in question. At the level of socio cultural practice, the analysis considers the social and institutional conventions or processes that influence how texts are produced or received. These three dimensions are related to each other, with discourse practice mediating between textual practice and socio cultural practice.

2.1.5.1 Text Analysis

Text analysis is comprised with both the form of the text and the meaning. Critical discourse analysis of written and spoken texts operates in two ways namely, critically and constructively. Flairclough (1992, p.72) proclaimed that it is a very complex process to analysis a text in the basis of meaning as texts are ambivalent in character and can be interpreted in various ways. Furthermore, both the potential meaning of form and interpretation are needed in text analysis. He further added that text analysis has four main features, ‘vocabulary’, ‘grammar’, ‘cohesion’ and ‘text structure’. In this research images are also taken as a text.

a) Grammatical Level

The main focus of grammar is in word formation, verb tenses and type and length of the sentences. Gee (2005) states that each social language has its own distinctive grammar but two different aspects of grammar are important to social language. First one is traditional aspect which includes set of unites like nouns, verbs, inflections, phrases and clauses. In the same way, second aspect is the “rules” by which grammatical unites are used to create meaningful sentences. However, advertising often modifies grammatical rules for its own purposes and intentions. This study will primarily focus on the first aspect of grammar which is concerned with adjectives, pronouns and verbs. The following parts of speech will be studied in this research:

Adjectives: Adjectives belongs to one of the major form classes in any of numerous languages and typically serving as a modifier of a noun to denote a quality of the thing named, to indicate its quantity or extent, or to specify a thing as distinct from something else. For e.g. the word *red* in "the red bus" is an *adjective*.

Pronouns: Substitute a noun or phrase. The central pronoun carry person, gender and divide into personal, reflexive and possessive. Other types are demonstrative, interrogative, relative, reciprocal and indefinite.

Vocabulary: Vocabulary items play a very crucial role in the language of the adverts, as the copywriters choose the words that are strongly connected with the product and also use the words which can relate the target group of people. The words from everyday conversation are coined in the advertisements as the advertisements are for mass people and providing them the information in an intelligible way makes it more tangible.

b) Cohesive Level

Cohesion is a linguistic device which is used to make relation among the sentences and clauses of the discourse. According to Halliday and Hasan (1976), cohesion is the semantic relation between one element and another in a text and a text is considered as cohesive text when the elements are tied together meaningfully to convey some message or information to the readers. Cohesive interpretation of one item depends on the other, i.e. one item presupposes the other. For example, '*Ram goes to school. He plays with his close friends.*' Here, the interpretation of the item *he* depends on the lexical item *Ram*. Therefore, above mentioned example is considered cohesive because we cannot understand the meaning of *he* unless *Ram* exists in the text. There are a number of ways or techniques used in different texts such as ellipsis, reference, reiteration, conjunction, collocation and substitution in order to make text cohesive. Some of them are described as follows:

Reiteration: Halliday and Hasan (1976) define reiteration as two items that share the same referent and could either be repeated or have similar meanings in a text. There are different forms of reiteration they are repetition, synonym, antonym, and super ordination (hyponymy and metonymy).

Repetition of particular lexical items in the language of advertisements is a common trait. It may be used to support the memory system of the audience, the more they will see or hear the word, and the more it will be retained in the memory.

Ellipsis: Ellipsis is the process of omitting an unnecessary item, which has been mentioned earlier in a text, and replacing it with nothing (Halliday&Hasan, 1976). In the ads, sometimes phrases and words are used individually to express full meaning. In conversation, especially, when it is a face-to-face interaction, ellipsis is used to avoid a large sentence. For instance, ‘Going to school?’ instead of “Are you going to school?”

c) Metaphor

Metaphor is similar to pun which involves two meanings of a word. One is explicit meaning and another is sublime. Rosa (2009, as cited in Dasgupta, 2015, p.19) remarked that metaphor would be defined as a cognitive device which allows us to deal with abstract domains of experience by understanding and experiencing one thing in terms of another, which implies that it pervades our use of language as a reflection of our thinking no matter how unaware we are of it or how hard we try to avoid it. Metaphor is not a matter of language, but thoughts. In this regard, Ana (1997) states that metaphor is mapping of ways of thinking about some source semantic domain to target semantic domain. According to Ana the source domains are those things which we can easily think about, they are the parts of our physical world to which we are quite familiar. The target domains are related with the abstract form of the words or hidden from our sources.

2.1.5.2 Discursive Practice

According to Fairclough (1992), production, distribution and consumption of text are collectively known as discursive practice. The relation between the text producers with the context of the production is also focused in discursive practice. Discursive practice also focuses on the consumption of the text. It means how the text is considered by the receiver. It can also detect the social identities of individual or of groups. The context of the discourse controls over the text interpretation. In this level, this study will concentrate on analysis of persuasive strategies used on billboards advertisement.

a) Persuasive strategies

In the modern era, we are surrounded by advertisement in every corner. All the national and multinational companies need a really big effort to make an effective advertisement because of huge competition in the market. Modern advertisements do not pinpoint only the product, but also the advantages related to the purchase of these products. To encourage customers to buy a certain product, the ads creators use many persuasive techniques (Beasley and Danesi, 2002, p.15). As Shaughnessy and Shaughnessy (2004) state that one of the reasons why the persuasion is so important nowadays is that it is easy for competition to disrupt any price or functional advantage of the product. Even if the company have a good distributional system, changes in buying policies or reduction in the demand for the product can change distributor's preferences. Making successful advertisements is a complex process which requires certain knowledge. The successful ads cannot be done without specifying the target audience. Other important features are also creativity and visibility. Good advertisement should be original and imaginative. However, making an ad creative is not as difficult as making it trustworthy. An effective advertisement also has to be easy to remember.

2.1.5.3 Social Practice

According to Fairclough (1992), discourse in social practice shows the relation of discourse with ideology and power. Ideologies are signs of reality. The realities link with the physical world, social relations, and social identities. These realities are built upon different levels of forms or meanings of discursive practices. These influence production, reproduction and transformation of relation of domination. Discursive practice of different context turns into ideologies and then creating the domination gets the power. There is always a struggle between ideologies which use discourse in different levels of power exercising.

a) Ideological Practice

An ideology is a set of beliefs toward something that affects our point of view on the world. It is set of values and feelings which are very close to us, and acts as the filter through which we see the world and analyze the things according to our ideology. Generally, we think that our beliefs are natural and obviously true. Van Dijk (1995, p. 17) states that “ideologies are typically, though not exclusively, expressed and reproduced in discourse and communication, including non-verbal semiotic messages, such as picture, photographs and movies.” Ideology shapes power relation of the people and shapes the patterns of their discourse. In this world, every person has their own ideology. In other words, every person (advertisers are among these people) is affected by her/his own ideological constraints as well as ideological constraints of the dominant power relations in society, the advertiser can impose her/his ideologies on others in society through advertising.

2.2 Review of Empirical Literature

This sub section is an attempt to review the related studies, articles and reports. The literature review is an important part of analysis that contributes a valuable role during the process of research work. The most important role of a review is to generate and collect the ideas from the previous studies in the related

literature as evidence to the present study. The reviews of some of the literatures are as follows:

Subedi (2011) conducted a research on “Critical Analysis of Spoken Discourse: A Case of the Film Twilight”. The main objective of research was to analyze the spoken discourse critically in terms of power relations and linguistic features. He used only the secondary source of data. The data for the study were collected judgmentally, analyzed systematically by selecting English film ‘Twilight’. The spoken interaction was recorded in the computer and transcribed in orthographic form with the additional contextual features as far as possible. So, it was totally based on the subjective judgments of the researchers. This study found that power relations are inevitable features of any functional use of language; interaction is mostly controlled by the elders; the spoken discourse is mostly informal, colloquial, interactional and even impolite; and metaphorical expressions are pertinent in spoken discourse.

Likewise, Vahid and Esmaeli (2012) conducted research entitled “The Power behind Images: Advertisement Discourse in Focus.” The main objective of this research was to investigate the intentions and techniques of consumer product companies to reach more consumers and sell more products. They analyzed six different advertisements (product and non- product ads). Norman Fairclousg’s 3-D model and Kress and Van Leeuwen’s grammar of visual design were used to analyze the data. There study showed that when a private producer intends to persuade the viewer to buy special product, they gives the power to the viewer. While the advertisements were produced by the government, it tries to show her power.

Similarly, Bhatta (2013) conducted a research on ‘Critical Analysis of Classroom Discourse’. The objective of this research was to analyze the classroom discourse critically in terms of interactional control, politeness and power. He used both primary and secondary sources of data. Teacher and students at secondary level of three private school of Kathmandu district were the primary source of data. He recorded nine conversations from selected

schools. As a research tool he has used observation and audio recording. He found that teacher dominance had reflected in turn taking systems, in exchanging structures, topic control and overall discourse. Similarly, the teacher domination was found desirable. Power was shown by teacher's overlaps, questions, commands and the ways they addressed their students.

In the same way, Kaur, Arumugam and Yunus (2013) have conducted a research on "Beauty Product Advertisements: A Critical Discourse Analysis". The main objectives of the research were to analyze the linguistic features used in beauty product advertisement and to explore the discursive techniques employed in beauty product advertisement to manipulate women. They collected data from two popular local women's magazines, Celo and Women's Weekly. They have used Fairclough's three-dimensional framework to analyze how the ideology of 'beauty' is produced and reproduced through advertisements in popular local women's magazines. They found that advertisers use various linguistic devices such as direct address, positive vocabulary, headlines, and catchy slogans to attract women. Similarly advertisers use models or well-known local or international celebrities in advertisement to manipulate women. In the same way, advertisements promote an idealized lifestyle and manipulate readers to a certain extent into believing whatever that is advertised is indeed true. This study revealed how the ideology of beauty is constructed and reconstructed through magazines by stereotyping how beauty products are synonymous with better life. People in power (advertisers) use language as a means to exercise control over others.

Likewise, Iqbal, Danish and Tahir (2014) have carried out the research entitled 'Exploitation of Women in Beauty Products of "Fair and Lovely": A Critical Discourse Analysis Study'. The major objectives of the research was to analyze the language used in fairness cream 'Fair & Lovely' and the strategies used by product advertisement to influence and exploit the women. They analyzed five advertisements of 'Fair & Lovely' having large number of viewers. For analysis they used Fairclough's three-dimensional model of discourse analysis

which focuses on the representing and dominating ‘Ideology’ of beauty in women through advertisement of both print media and mass media. The finding of this study showed that advertisers use different lexical and discursive strategies to convince the female costumers and impose their ideology.

Similarly, Romanenko (2014) carried out the research entitled “Linguistic Analysis of On-line Advertising in English”. The main objective of the presented study was to examine the linguistic analysis of on-line advertising in English and to identify the linguistic features and rhetorical figures employed in slogans. The research methods used in the descriptive thematic analysis and it possible with three thematic parts: alcohol and cigarettes advertising, non-commercial advertising and unspecified advertising of various products. For the purpose of investigation 150 advertisements were analyzed. The findings concluded statistically that the most commonly linguistic means in advertising slogans in relation to the thematic domain.

In the same way, Zang (2014) conducted a research on ‘A Critical Discourse Analysis of Political News Reports’. The main objective of this research was to analyze the linguistic features, news production and social context of American media critically in relation to Iraq war. He collected the news stories from ‘New York Times’ which is a leading newspaper in America. The news reports were analyzed by Fairclough’s three dimension framework and Halliday’s functional grammar. He found that language and ideology is mutually determined. The language in news discourse is by no means neutral. American media try to justify the importance of war in Iraq and boost the morale of American army. The reports help to criticize Saddam, win support and finally justify the war.

Similarly, Chapagain (2016) conducted a research on ‘A Critical discourse Analysis of Political News Stories in English Dailies’. The main objectives of his research were to identify and analyze the formal features of political news stories critically in terms of metaphor, modality and transitivity and to analyze the discursive practices and ideological hegemony within political news stories

from newspapers. He used survey research design to get the objective of his research. To collect representative data from three newspapers, i.e. The Kathmandu Post, The Rising Nepal and The Himalayan Times he used observation checklists as the tools for data collection and non-random purposive sampling strategy to select the data. He employed analytical and descriptive method to analyze the data. He found that the conceptual metaphors are used to highlight the relationship between two countries Nepal and India. Similarly, some high value model makers are used to carry over the positive image of Indian rulers in Nepalese society. He found that political leaders and news writers have used different discursive practices such as presentation of glorious past and fear to future to control the people ideologically.

Likewise, Rai (2018) conduct a research on ‘Critical Discourse Analysis of Beauty product Advertisement’. The main objectives of her research were to analyze the linguistic features of beauty product advertisements in terms of their lexical and syntactic features and to investigate the discursive techniques used in beauty a product advertisement that represents the identity of women. She used qualitative research design to complete the object of her research. She used observation checklist as a research tool to collect required data for her study. From the data she selected the hundred beauty product advertisements by using purposive sampling procedure. She analyzed and interpreted collected data descriptively by using Fairclough’s (1992) CDA framework. After analyzing the data critically she found that beauty product advertisers used different types of linguistic features such as pronouns, positive and negative adjectives, compound words and sentences to attract women. Similarly advertisers used different types of strategies such as picture of celebrities, emotive words, and partition of pictures to manipulate women. This study revealed how the ideology of beauty is constructed and reconstructed through advertisements by stereotyping how beauty products are synonymous with successful life.

2.3 Implications of the Review for the Study

Literature review is one of the crucial tasks for the completion of any research. According to Kumar (2009, p. 30), "The literature review is an integral part of the entire research process and makes a valuable contribution to almost every operational step." The above mentioned research works are really helpful for my study in order to bring clarity and focus on research problem to improve my methodologies and expand my knowledge related to my study. To be specific, it has made me informed about billboard advertisement and how advertisements are analyzed critically. The research works also helped me to make an appropriate sample size. Similarly, they helped me to select design and appropriate research tools and sampling procedures. Likewise, I got information about the gap for research and it encourages me to conduct research on billboard advertisements.

The study of Kaur, Arumugam and Yunus (2013) helped me form the objective of my study and it also informed me about Critical Discourse Analytical framework. In the same way, the work of Romanenko (2014) provided insights about how to analyze linguistic features of advertisements. Likewise, the study of Iqbal, Danish and Tahir (2014) helped me to get the idea about how to use Fairclough's three dimensional CDA model to analyze advertisements and it also informed me about strategies used by advertisers on advertisements to attract people towards their products. Similarly, Rai (2018) provided insight about how to analyze data critically and how to put data in to research. Similarly is helped me to get idea about how to write findings and recommendations in different level.

2.4 Conceptual Framework

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

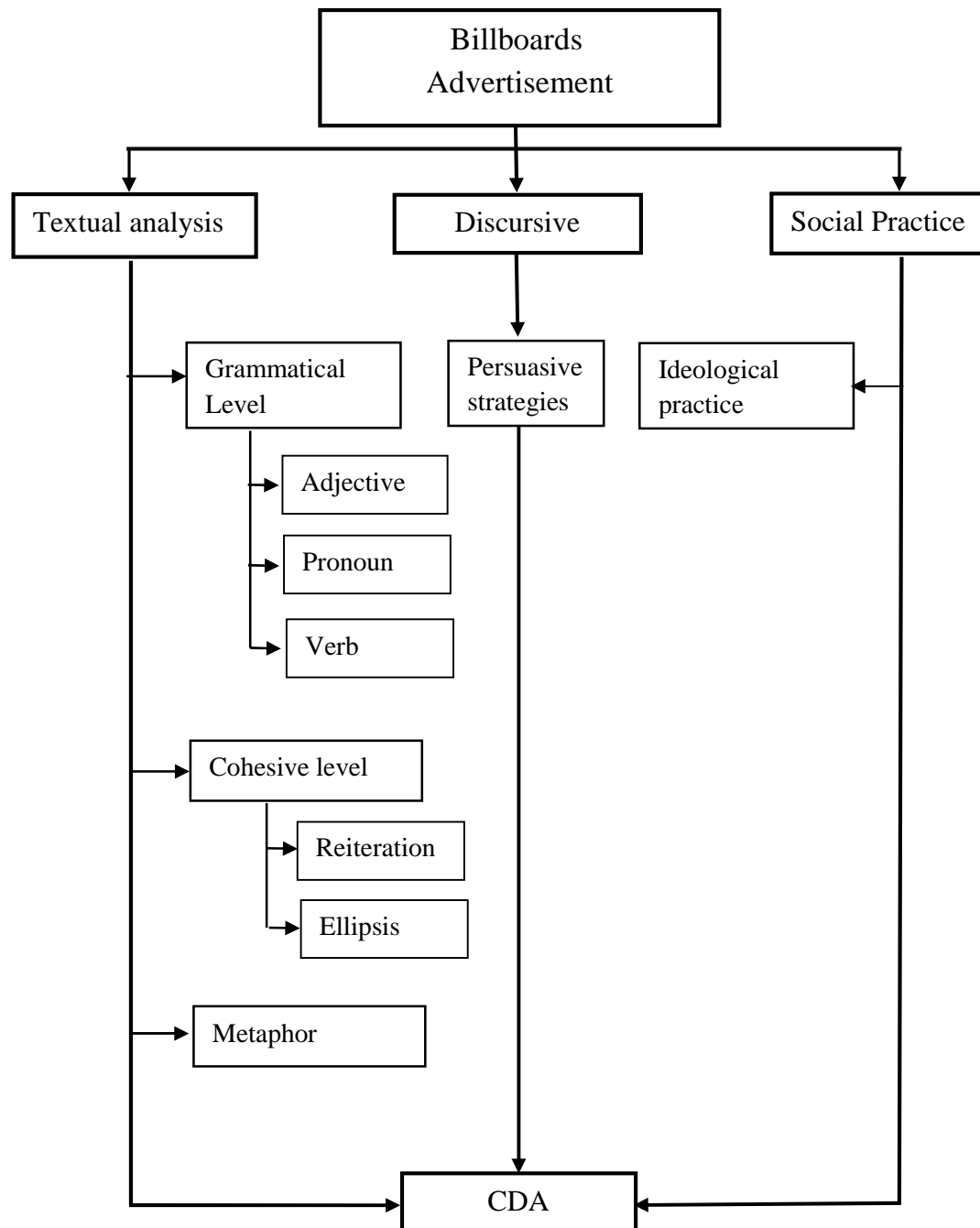


Figure 3. Conceptual framework based on Fairclough's Three Dimensional CDA Approach

CHAPTER THREE

METHODS AND PROCEDURES OF THE STUDY

This chapter deals with the main methods and procedures that used for conducting this research. This study followed the given methodology to fulfill the objectives of the research.

3.1 Design and Method of the Study

Research design is the arrangement of conditions for collecting and analysis of data to solve the research problem in a systematic way. According to Kerlinger (1986, p.279), “A research design is a plan, structure and strategy of investigation so convinced as to obtain answers to the research question or problem”. It is a plan and guideline which helps researcher to complete the research. One research design will not fit to every research. It differs according to nature of the research.

This research study employed qualitative research design. According to Merriam (2009, p. 5), “Qualitative research is interested in revealing the meanings of a phenomenon, understanding how people perceive their experiences, how they construct meaning and how they attribute meaning to their experiences”. Similarly, in the word of Cohen, Manion and Morrison (2007, p.261), “Qualitative data analysis involves organizing, accounting for and explaining the data; in short, making sense of data in terms of the participants’ definitions of the situation, noting patterns, themes, categories and regularities.” In qualitative research data is analyzed by organizing, explaining and interpreting on the basis of the objectives of the research. This study used Critical Discourse Analysis (CDA) to analyze and interpret data. Fairclough (1995) states that CDA is an analytical framework which is concerned with the study of language and its relation to power and ideology and becomes a resource for people who struggle against domination and operation in its linguistic form. In order to answer the research problem, Fairclough’s 3-D model of CDA was used.

3.2 Population, Sample and Sampling Strategy

The population for the research was 250 photographs of billboard advertisements captured around Kathmandu valley. Among 250 photographs 100 billboards were selected as sample for the study. They were selected through the use of purposive non-random sampling strategy.

3.3 Research Tools

This study used observation checklist as the main tool for data collection. Photographs of commercial billboards were captured with the help of Samsung Galaxy J7 smart phone.

3.4 Sources of Data

Both the primary and secondary sources of data were used for this study. This study was primarily based on primary source of data. The first hand data were collected from the selected billboard advertisements. I consulted various books, articles, journals and research documents as secondary sources of data.

3.5 Data Collection Procedures

I had followed the step wise procedures in order to collect authentic data:

-) At first, I visited different places of Kathmandu city with mobile camera.
-) I snapped each and every billboard advertisement.
-) I gathered all photographs in my laptop and I selected photographs purposively.
-) I collected related literature of my study to guide my work.
-) After gathering related photographs, I started to analyze data by using Critical Discourse Analysis framework.

3.6 Data Analysis and Interpretation Procedures

Systematically collected data were analyzed and interpreted descriptively by using Fairclough (1992) CDA framework. This framework includes three major components, i.e. text, discourse practices and socio-cultural practices.

3.7 Ethical Considerations

Ethical consideration is one of the main aspects of the research. In the words of Cavan (1977, as cited in Cohen, Manion & Morrison, p.58), ethical consideration is, “a matter of principled sensitivity to the rights of others, and that ‘while truth is good, respect for human dignity is better’”. Researcher should be sensitive in the context of privacy of participant, informed consent & manipulation of data by him/herself. We know that, sensitivity is the main principle in ethical consideration of any kind of research activity. During my study, I took photographs of commercial billboards which were publically advertised. I did not manipulate the collected data but it was analyzed qualitatively. I did not harm any stakeholders of billboard advertisers. I did proper citation and reference to the authors of the books, articles, journals and research works to avoid plagiarism.

CHAPTER FOUR

ANALYSIS AND INTERPRETATION OF DATA

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

4.1 Analysis of the Data and Interpretation of the Results

The analysis and interpretations are divided into three main sections regarding the three levels of Fairclough's three dimensional frameworks. The first part deals with the micro level of analysis, it concerns with the linguistic features of billboard advertisement. The second level of analysis investigates discourse strategies of billboard advertisers to attract costumers towards their product. The third part of the analysis discusses the ideological and social meaning of billboard advertisements.

4.1.1 Linguistic Features of Billboard Advertisement

This part is to answer research problem number one which related to linguistic features used in Billboard advertisements. The linguistic features, in terms of grammar, cohesive devices and metaphor are analyzed.

4.1.1.1 Grammatical level

Here, this section focuses on the use of pronoun, adjectives, and verbs (related with the tense) found on Billboard advertisements.

a) Use of Adjectives

The main aim of advertising is to sell the product as much as possible. So, advertisers use very short and attractive language which presents the useful information about the product. In the billboard advertisement adjectives are used to show the buyers' feelings when they use product. Similarly, adjectives creates good image of product in costumers sites which cause them to buy

products. An adjective are used to give description about the products' qualities and emphasizes characteristics of the good costumers. In this regard, Kaur et al. (2013) argue, adjectives usually spread positive emotion, fantasy, dreams and desires in the costumer's mind.

The collected data show that billboard advertisements involve a heavy usage of adjectives. Generally, adjective highlights the best qualities of the advertised product which expand emotional appeal creates more convincing message.

Here, is a sample example:



Picture No. 1 Exemplar of adjective

The use of adjective can be seen in this advertisement. It is an advertisement of OPPO smart phone where the company is promoting new OPPO F5 smart phone. The phrase "F5 capture the real you, selfie expert and leader" contains two adjectives, 'Real' and 'Expert'. Generally, the word 'Real' means actually existing and occurring thing which is genuine. By using the adjective 'Real' advertisers are spreading message that their product is not virtual and fake. So, it will capture all the moment of your life in a realistic way. Here, it can give costumer's strong desires to buy the product, for the product is genuine and which won't make them feel cheated. The following are the example of

adjectives found in the collected data: Right, black, first, full, real, expert, premium, romance, different, convertible, coolest, advanced, fair, handsome, real, forever, better, enough, new, all around, fresh, exclusive, more, low, super, best, clear, bright, waterproof, expert, valuable, healthier.

b) Use of Pronoun

A pronoun is a word that replaces the noun and helps to avoid repetition and make sentence more understandable. The advertisers use second- person personal and progressive pronoun to address the costumers individually and personally. Fairclough (1994, p.62) mentions one technique, that can effectively handle people in public communication is synthetic personalization; it is a trend to give the impression of treating each of the costumer individually in a mass. In the advertisement, use of pronouns is the matter of value. In this regard, Kauret. al. (2013) states that the uses of second-person personal and progressive pronouns want to address the costumers directly and personally. So, when costumers are addressed individually rather than as a part of mass it is considered that they are highly valued by the advertisers. The data shows that in the billboard advertisement progressive pronouns and second person pronouns such as ‘You, ‘Your’, ‘We’, are excessively used. Here, is a sample example:



Picture No. 2 Exemplar of using pronoun

The use of second person pronoun can be seen in the above billboard. In this advertisement, one of the Indian actresses Parinoti Chopara is promoting Nivea's Lip Care with beautiful smile. In the slogan '*just like you, your lips need a BFF too*' the pronouns 'You' and 'Your' were used. By using the pronoun 'You' and 'Your' in this advertisement, advertiser wants to show his/her care for the costumers which helps to create good relation between them. Although costumers know that the pronoun 'You' used in billboard advertisement is actually addresses millions of people, but they still believe that they are personally and individually addressed by the advertisers. Such personal appeals from the advertisers persuade costumers to buy their product. In the word of Kaur, Arumugam and Yunus (2013), the use of pronoun help to create friendly atmosphere which persuade the audiences. Examples of pronouns in billboard advertisement in the data are as follows:

1. Foot Land: RIGHT FOR **YOUR** FEET
2. BOSS SHOES: Change **your** personality (made in Nepal)
3. WHAT YOU WEAR SPEAKS OF **YOUR** IMAGE
4. OPPO: Selfie expert and leader F5 Capture the real **you**
5. SAMSUNG: Convertible 5 in 1 Twin Cooling, To suit **your** different needs
6. Kelvinator the coolest one: innovation that Preserve **your** health celebrating more than 100 years
7. Pamacare Forever with **you** Better Smile with better toothbrushes, premium Quality Toothbrushes, made from German Technology
8. Food point **we** love to feed **you**
9. Ambica Nursing & Paramedical institutions Bangalore, **we** Guarantee smile on **your** face

Here, in the above given sample, the words which are in bold are pronouns. There are varieties of pronoun used in the billboard advertisement for example, personal pronoun, and second person pronoun and so on.

c) Use of Verb

In a sentence, a verb is taken as one of the important parts, which is used to demonstrate an action or a state of being. Verb is a main component of a predicate without it there would not be a sentence. It is used in billboard advertisement related to time in tense. Mainly the advertisers use present tense to indicate that whatever said by them is a general truth which helps them to create positive impact of their product to the audience. The present tense also suggests that the action is happening right now and result can be seen in the present moment. The collected data shows that in billboard advertisement present tense is the most commonly used. Here, is a sample example:



Picture No. 3 Exemplar of using present Tense

This advertisement is promoting energy drink named Sponzor. The use of simple present tense can be seen in the sentence which says *Sponzor No. 1 Sports drink of Thailand, Potassium: helps to reduce blood pressure*. In this sentence the verb *helps* indicates that it has used present tense which provides the common sense that the action happens at present. So, for its result the

costumers should not wait for the long time. Similarly, it also indicates that whatever said in the sentence is truth so the advertisers attract and convince more people to buy their product.

4.1.2 Cohesive Level

The present section focuses on cohesive devices found in the billboard advertisements.

a) Repetition

Repetition is a rhetorical device that repeats the same words, phrases or poetical lines a few times to make the message clear and more memorable. In this regard Vaiceniene (2006) states, that repetition help to deliver impression to the audience through emphasis on key words and ideas. The data shows that on billboard advertisements advertisers repeat some key words frequently. For example:



Picture No. 4 Repetition of the Key Words

The above mentioned billboard is the advertisement of beauty product for men which is advertised by one of the famous actors Saharukh Khan. In this advertisement, repetition of some keywords, '*Real fairness for real men, fair and handsome, women's fairness cream may not be as effective on men's tough skin. Fair and handsome fairness cream penetrates up to 20 layers deep to give the real fairness. Real men say no to women's fairness cream*' can be seen.

The advertisement repeats the words **real, fair, men, handsome, fairness** several times. By repeating the key words advertiser wants to make sure that the readers catch the main message and idea of the product which promise and claim to be able to make men more handsome with fair skin. The repetition of the words create positive image of the product in the readers' mind which make them to buy the product.

b) Use of Ellipses

Ellipsis is an omission of some words to make sentence short and sweet but while omitting some words message should not be changed. It is a characteristic of advertising, as Goddard (1998) argues that advertising language often attempts to reproduce the indirect nature of spoken language in order to establish closeness with the readers. The collected data shows that ellipsis is used in the language of billboard advertisements. For example:



Picture No. 5 Exemplar of using of ellipsis

The use of ellipsis as shown in the sentence in the advertisement above; *Made from fresh milk* instead of *it is made from fresh milk*. In this ad the subject 'it' is omitted then also people can understand ice cream is made from fresh milk. So, in ellipsis some words are omitted by keeping the words on billboard from which the meaning and message can be assumed. Ellipsis makes language of advertisement short and memorable.

4.1.3 Use of Metaphor

Metaphor is a part of figurative language which describes an object by referring to another object that is considered to have the similar kind of meaning to the object being described. As Donoghue (2014) claims, metaphor is a rhetorical device, which transmits the meaning of the original name of the object to another object. It is a conversion of a word from its usual use to a new use. The collected data shows that metaphor is used on billboard advertisement to attract the customers. For example:



Picture No.6 Exemplar of using Metaphor

This is the advertisement of Coca-Cola where the advertiser has used metaphor *Test the feeling*. In ad there are two young people; one beautiful lady and one handsome man both are sitting together by holding Coca-Cola in their hands. They have shared one headphone and they seem very happy. Here, the test of Coca-Cola is compared with the feeling, i.e. testing Coca-Cola refers to the understanding the feelings of each other. Similarly, sitting with beautiful girl or handsome boy, sharing headphone and getting closer to each other is probably the best feeling in the world for any girls or boys. So, by this advertisement advertiser wants to spread the message that, Coca-Cola has the similar kinds of test. This metaphor gives lively images of the quality of Coca-Cola. Therefore, advertisers use metaphor to make the advertisement attractive, lively and more interesting.

4.1.2 Discursive Strategies Used on Billboard Advertisements

The second objective of this study was to explore discourse strategies used on billboard advertisement. The strategies used on billboard show power relation between advertisers and consumers in advertising discourse. In this regard Fairclough (1989) argues that there is the difference between power in discourse and power behind discourse. Power in discourse deals with how “powerful participants controlling and constraining the contributions of non-powerful participants” (p. 46). Generally, this type of relation happens in real context in which participants are both, producers and interpreters of the texts but in mass media discourse due to the clear division between advertisers and consumers, there is one sided discourse where advertisers exercises power over costumers. Some common strategies used by billboard advertisers are as follows:

a) Celebrity Endorsement

Models are the people who appear in the advertisements to support the claim of the product. Tillis (1998) divided the models into three categories; an expert, layman and celebrity. Advertisers use a professional person who seems expert of that particular area for example use of doctors in the advertisement of toothpaste. Similarly, they use layman who looks similar to the target people. The physical attractiveness of models attract costumers toward product and by seeing the famous face with the product they relate product with the success of the celebrity. The collected data shows that most of the billboard advertisers have used attractive and successful models on advertisements. Here, is a sample example:



Picture No. 7 Use of an Expert

In this advertisement there is one old man standing and he has a yellow cap on his head. He is advertising one of the products *Dr.Fixit Waterproofing Experts* which is used to protect house from the rain. By his dress up he seems he is an engineer and costumers believe that this product is recommended by the person who has professional knowledge. Similarly, the advertisers used a picture of an old man who has a white beard to show that he is very experienced person. In this way, to make the advertisement trustworthy advertisers use picture of professional people which persuade people to buy certain product.



Picture No. 8 Exemplar of using common people

This is the advertisement of *Fit-Right Shoes* which was captured at Bhrikuti Mandav. In this advertisement, advertiser used picture of unknown people who are representing the product. They all have *fit-right* shoes on their foot and they seem very happy. Here, by using the picture of happy family; advertiser wants to show the connection between shoes and happiness. Although the people who are presented on billboard are not famous people but they are selected carefully. In the words of Tellis (1998), they are called layman and he argues that layman should be similar to the target audience, because the target audience can identify with them and their values. Using such picture can create an intimacy of product with the costumers to make them feel that a product is specially made for them and their happiness.



Picture No. 9 Exemplar using celebrities

The celebrities are the public figures that are known to the audience. Usually they are actors, models, singers, businessman, players or leaders. This billboard was captured at Tribhuvan International Airport. This is the advertisement of *NIVEA* where one of the beautiful Bollywood actresses Anushka Sharma is promoting body lotion with beautiful smile and attractive body. By showing the body of actress, advertiser wants to make the costumers believe that the secret of Anushka's fair and smooth body is NEVIA's body lotion cream. Similarly, there is the picture of product and the picture of actress by this advertiser wants to show that smooth and beautiful skin of actress is the result of their product. In this regard, Kaur et.al (2013) argue, that every woman wants to look beautiful and attractive as the images reflected in advertisement. Similarly, they found that the use of model or the celebrities in advertisement is a technique used by advertisers to manipulate people. The ideology of power is depicted by the celebrities in the advertisement.

b) Use of Puffery

Advertisers use different strategies to persuade people to buy a product. Sometimes, they make unrealistic claims about the product which cannot be proved or disproved and such type of strategy is called puffery. It is a form of advertising in which products or services are presented as a superior than other without any evidences. It is characterized by exaggeration and hyperbole. In this regard, Nugrawidhanti (2016) argues, that sometimes advertisers mention some hyperbolic statements to grab attention of the costumers or to make product more attractive. The collected data shows that advertisers used puffery as a discursive strategy to attract the costumers. For example:



Picture No. 10 Exemplar of using puffery

This is the billboard advertisement of NEVIA's body deodorizer for men. Here, advertiser claims that just one use of body deodorizer of NEVIA can control the unpleasant smell of a men's body for a whole day. It is a more exaggeration of the product where it seems the effect of its use is advertised more than it can do. It is considered as a puffery because body odour cannot be measured and

only one use may not be enough to control body smell for a whole day. Such types of claims attract customers to buy the products.

c) Use of Slogans

A slogan is an attractive phrase which is short and meaningful series of words. It helps people to remember the company, product or brand. The advertisers create slogans hoping that the slogan will stick in peoples mind. Generally, slogans are short, easy to understand and remember. In this regard, Stewart and Clark (2007, as cited in Somayeh Abdi and Abdollah Irandoust, 2013), argues that advertising slogans enable companies to introduce themselves, their products, or services so it should be effective in introducing a company or institution. Similarly he states that, slogans should be easily comprehensive by consumers, and be associated with specific brand. The collected data shows that billboard advertisers have used different types of slogans to attract customers. Here, is a sample example:



Picture No.11 Exemplar of using Slogan

The above mentioned billboard advertisement of Bishwakarma cement was captured at Tribhuvan International Airport. In this advertisement, advertiser

has used one slogan '*Cementing the Nation*' which is very attractive, short and memorable. This slogan is a metaphoric sentence where *cementing the nation* refers to the development of the nation in the area of infrastructure. It is also the symbol of progress of the nation. Such types of slogans help to remember the product, when someone read this advertisement and heard the slogan *Cementing the Nation*, image of Bishwakarma cement will directly come in his/her mind. Similarly, Mathur (1995, as cited in Somayeh Abdi and Abdollah Irandoust, 2013), discussed the importance of function/practice of advertising slogans based on the results of his study undertaken in 1995 on making changes in advertising slogans and its consequent effect on market value of a company. In his study, he found that after making change in advertising slogans, the market value increase rapidly. Furthermore, he concluded that the increase in market value is due to conformity of change in advertising slogans for marketing strategies and advertisements of companies.

d)Use of Association Principle

Advertisers use different kinds of persuasive techniques to sell their product among them psychological concept is one of the important techniques to attract costumers towards their product. In this regard, Lindstrom (2008) argues that consumers are exposed to hundreds of advertising messages and ideas each day, but many are unaware of the psychological concept and knowledge that are used to create many of today's advertisements. Similarly, Benjamin (2004) states that in the field of advertising, application of psychological concepts began in the late 19th century and early 20th century. Association technique is a psychological concept of advertising that tries to link a product or idea with something already liked and desired by the target audience such as fun, pleasure, beauty, family, health, wealth, and success. Firstly, advertisers create a strong emotional response and then associate that feeling with the brand. Association technique is also known as emotional transfer. The collected data shows that in billboard advertisements association technique is used to attract customers. Here, is a sample example:



Picture No. 12 Exemplar of using Association

This is the advertisement of wine McDonells where advertiser has used two pictures; one is bottle of McDonell wine, i.e. picture of product and another is picture of five young people with one girl and they seem very happy. Similarly, there is one phrase *Friendship Ko No.1 Sprit* by this phrase it can be said that all the people presented in the billboard are friends. In this advertisement, advertisers associate McDonell with the friendship and happiness. Influence of such advertisement can be seen in our society for example, when someone gets job, gets married, gets baby, and buy new bike or car in any moment friends and relatives asks for party and where there is celebration or party there is wine. In this way wine is associated with happiness, friendship, and good relationship. It is also associated with the pain killer when any person is in tension, boy or girl got breakup with their beloved, and they want to drink wine to forget all the pain.

Advertiser has used slogan *Friendship Ko No.1 Sprit* in advertisement to show the true friendship of McDonell which is not only with the people in happy moment but also in problem. Such types of advertisements are used by the companies to make the positive perception of the costumers towards the product. In this regard Scott (2004), states that with the help of psychologists, advertisers were able to increase their knowledge of concepts such as association, memory, perception, and emotion in order to reach in the mind and soul of costumers.

4.1.3 Ideological Practice on Billboard Advertisements

The third level of Fairclough's discourse model is socio cultural practices which believe that discourse has potential to influence social structure and it can play an active role to bring change in the society. In this regard, Fairclough (1992), argues that discourse has various dimensions- economic, political, cultural, and ideological and discourse may be mixed up in all of these without any of them being reducible to discourse. In advertisements, ideologies are produced and reflected within the discourse by the advertisers. The main purpose of ideology is to bring change in the society. Similarly, ideologies are abstract things which can be applied in real situation. Fairclough (1992), states that the function of ideology is to construct texts which constantly and cumulatively impose assumptions upon the interpreter and the text producers, typically without being aware of them. Similarly, billboard advertisements were also guided by the advertisers/ companies' ideologies like cultural ideology, patriarchal ideology, and social ideology. So, by billboards they are not only promoting their products, they are also spreading some message to the society. Sometime such messages can bring negative change in the society. So, the advertisers should be careful about social responsibility while designing the billboards.

The collected data shows that billboard advertisement were also guided by some ideologies. Some of them are as follows:



Picture No. 13 Women presented as an object

This is an advertisement for a *Manforce strawberry flavored condom*. In this advertisement one of the famous Bollywood actresses Sunny Leone is promoting the product. In this ad, advertisers have used sexual attraction tool to attract customers. The young lady seems erotic and stimulating to audience to buy a product. Picture of women in male condom advertisement indicates that

women are the means of pleasure and such representation manipulate female body as an object. Generally, target audiences for this advertisement are male though advertisers used the image of women on billboard. It shows that advertiser of this product is guided by patriarchal ideology. Similarly, in this advertisement women are presented as a means of commodity for man. The image of product and women are presented together which symbolize women as a means of pleasure and joy for man. In this regard Hirdman (2004) argues that the concept of 'sexualization' is bound to a cultural and historical meaning of sexuality and it has been connected with some kind of body-type ,age gender, where the sole intention is connected to consumption and traditionally the sexualized gender has been female. By using different pictures and slogans advertisement producers are sending message to the female audience that they should always be ready to take part in sexual actions, be constantly thinking about sex, be ready to let other people rule over their body and even be ready to be sexually abused by the society.



Picture No. 14 Fairness is important for success

This is an advertisement of fairness product for men, where famous Indian cricket player Rabintra Jadeja is promoting fairness cream. This billboard advertisement wants to spread a message that white complexion is more powerful than the dark complexion of people. Similarly, if a person wants to be confident and successful in his/her life they need to be white skinned. In this way, advertisers compare success of people with their beauty product. By spreading such messages in the society the advertisers' manipulate costumers mind and create the inequality between people in terms of complexion of the skin. In fact, actual confidence and skill are the inner qualities of person which are the result of hard work and continuity. These qualities cannot be installed by using fairness products.

CHAPTER FIVE

FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter includes the findings drawn from the analysis and interpretation of the data. It also includes conclusion of the study and some applicable recommendations at different levels on the basis of findings of the study.

5.1 Findings

This section presents the findings derived from the analysis and interpretation of data. The study was proposed to critically analyze the linguistic features used on billboard advertisements. Moreover, it aimed to explore discourse strategies used on billboard advertisements and suggest some pedagogical implications. Qualitative research design was used as a main design of the study. One hundred billboard advertisements of different product were captured and observation guidelines were used to collect the data. Similarly, purposive non-random sampling strategy was used for sampling the population for the study. Collected data were analyzed based on the three dimensional CDA framework developed by the Norman Fairclough (1992). After the analysis of the collected data, the study has come up with some major findings which are as follows:

5.1.1 Linguistic Features Used on Billboard Advertisements

The major findings on the linguistic features used on billboard advertisements are as follows:

- i. It was found that adjectives were massively used on billboard advertisement to attract the costumers towards product. Advertisers use adjectives to highlight the best qualities of the advertised product which expand emotional appeal and creates more believable message.
- ii. Similarly, It was found that most of the advertisers used pronouns like ‘Your’, ‘Our’, ‘You’, ‘We’ to show close relation with costumers.

- iii. Likewise, billboard advertisers used present tense to indicate that whatever said by them is a general truth which helps them to create positive impact of their product in the audience.
- iv. It was found that advertisers have used repetition on billboard advertisement to make message more clear and give emphasis to quality of the product.
- v. In billboard advertisements ellipsis were used to make the language of advertisement short and memorable.
- vi. Metaphor was used on billboard advertisements to make the advertisement attractive, more interesting and lively.

5.1.2 Persuasive Strategies Used on Billboard Advertisements

After analysis and interpretation of data, the major findings on strategies used by advertisers to manipulate people are as follows:

- i. It was found that advertisers used celebrity endorsement technique to attract people towards their product.
- ii. They used picture of experts, picture of common people and picture of celebrities to persuade costumers to buy their product.
- iii. Similarly, it was found that advertisers used puffery to attract costumers where they wrote unrealistic claims about the product which cannot be proved or disproved. For e.g. *Fair and Handsome World's No.1 Fairness Cream* there is no any proof to claim it as a world's no.1 fairness cream.
- iv. Most of the billboard advertisers used short slogans on billboard advertisement to make their advertisement easy to remember. For e.g. in the advertisement of Coca-Cola *Test the Feeling*.
- v. It was found that advertisers used association technique on billboard advertisement where they associated their product with success, happiness, joy, friendship, and beauty.

5.1.3 Ideological Practice on Billboard advertisements

Major findings on the analysis of ideological practice on billboard advertisements are as follows:

- i. It was found that advertisers exercise their power through linguistic and non-linguistic means that affect the society.
- ii. Similarly, it was found that billboard advertisers were guided by some ideology and they spread message accordingly.
- iii. Likewise, it was found that advertisers practice their ideology without concerning its impact on society.
- iv. It was found that some advertisements mislead people by their ideology.

5.2 Conclusion

The present study was a qualitative study conducted to critically analyze the linguistic features of billboard advertisement and to explore the discursive strategies used by advertisers to attract customers. In this way, based on the findings it can be concluded that advertiser manipulate costumers to buy their product by using different types of persuasive techniques. The billboard advertisers influence costumers by using different linguistic features such as pronouns, adjectives, ellipsis, repetition and metaphor on billboard. Similarly, advertisers use image of celebrities to make the advertisement more persuasive.

Through the findings of the study, it can be concluded that advertisers use different types of strategies to attract people so people should not take everything claimed by advertisers for granted; rather they need to think critically about the language used on advertisements. Similarly, the billboard advertisements manipulate and mislead the costumers, so the costumers should careful about the language and should not get influenced by the language or persuasive discourse by the advertisers. Before buying any product we should do inquiry about the side effect of product. The billboard advertisers should also be careful about the language they use on advertisement. They must not make false promises about the qualities of their product. Advertisements can

influence mass of people in one time, so they should think about the impact of their advertisement in the society. Language has a great impact on the people so advertisers should not use the language which directly opposed to human wellbeing, fair society, culture and environmental sensitivity.

5.3 Recommendations

Based on the major findings and conclusion of the research some policy related and practice related recommendations have been made these are as follows:

5.3.1 Policy related

The policy level recommendations have been listed below based on the finding of the study.

- i. The authority that controls the ad can make some measures to control manipulation of advertisers.
- ii. It was shown from findings the syllabus and curriculum designers should consider the importance of billboard advertisements as teaching materials while designing ELT curriculum.
- iii. The syllabus designers can incorporate linguistic and non-linguistic features of billboard advertisement in course.
- iv. Project work and field work that requires students to investigate the language used on billboard advertisement should be included in the curriculum.
- v. The curriculum and syllabus designers should consider the aspects and forms of language which are used in real field.

5.3.2 Practice related

Practice level implications and recommendations have been listed based on the findings of the study as follows:

- i. Teachers can use different billboard ad as teaching materials to teach different linguistic and non-linguistic features.

- ii. Teacher can make students engage students in field and project works related to the language, images, and colors used in the billboard advertisement to interpret their symbolic meanings.
- iii. Teachers can ask students to critically analyze the language and pictures used on billboard ads.
- iv. Teachers can teach contextual and functional meaning of language through billboard advertisements.

5.3.3 Further research

This study was limited to finding out and critical analysis of linguistic features used on billboard advertisements, discursive strategies used by advertisers to attract audience and ideological practice in billboard advertisements. So this study can help other researchers who want to conduct research related to the language and strategies of advertisements. Further research on the language of advertisements related to products such as food, beverages, costume, garments, electronic, and gadgets can be conducted. Similarly, by using CDA framework for the analysis of advertisements from online media such as internet, television can be undertaken.

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APPENDIX-I

OBSERVATION GUIDELINES FOR THE ANALYSIS OF GRAMMATICAL DEVICES

<p>Use of Adjective</p>	<ul style="list-style-type: none"> ➤ OPPO: Selfie expert and leader F5 Capture the real you ➤ Lovebirds premium Ice Cream: Fall in Love! ➤ Enchanteur: The fragrance of French romance ➤ Biotique advanced ayurveda Flawless Skin in one bottle ➤ Fair and handsome real fairness for real men. No.1 fairness cream for men ➤ The New Skoda Rapid. You can't get enough of it ➤ Newlook cosmetics BB Clear Glow bright benefit Cream
<p>Use of Pronouns</p>	<ul style="list-style-type: none"> ➤ Foot land : RIGHT FOR YOUR FEET ➤ Boss Shoes: Change your personality ➤ OPPO: Selfie expert and leader F5 Capture the real you ➤ Food point we love to feed you ➤ NIVEA, just Like You, Your Lips' need a BFF too. ➤ WHAT YOU WEAR SPEAKS OF YOUR IMAGE
<p>Use of verb (related to tense)</p>	<ul style="list-style-type: none"> ➤ Black horse Shoes: fashion starts here. ➤ Martin ice cream freeze your moments ➤ .What you wear speaks your image. ➤ Nescafe, It all starts with a. ➤ Everest Bank VISA makes your life even easier ➤ NIVEA care that lasts 24 hours long

APPENDIX-II

OBSERVATION GUIDELINES FOR THE ANALYSIS OF COHESIVE DEVICES

Use of Repetition	<ul style="list-style-type: none">➤ Fair and handsome real fairness for real men. No.1 fairness cream for men➤ VIVO V9 Perfect Shot, Perfect view➤ Machhapuchchhre bank, get premium feel premium➤ HUAWEI P10 Plus: make every shot a cover shot
Use of Ellipsis	<ul style="list-style-type: none">➤ BLACK HORSE SHOES: fashion Starts Here➤ Made from fresh milk ice cream➤ DR. FIXIT, waterproofing Expert➤ Nestle Everyday: teas' perfect partner➤ JEANSWEST: Brand of Australia➤ Foot land : RIGHT FOR YOUR FEET➤ BOSS SHOES : Change your personality.

APPENDIX-III

OBSERVATION GUIDELINES FOR THE ANALYSIS OF METAPHOR

Use of Metaphor	<ul style="list-style-type: none">➤ Enchanteur: The fragrance of French romance➤ COCA-COLA: TASTE THE FEELING➤ Martin ice cream freeze your moments➤ Benelave Better Bathroom, Better relationships.➤ Burger paint your imaginations➤ Nepal Ice Natura: Experience the taste of nature➤ Cementing the nation➤ What you wear speaks of your image➤ Dress like you own bank, not like you need a lone from it.
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APPENDIX-IV

PICTURES OF BILLBOARD ADVERTISEMENTS







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