LANGUAGE USED IN ADMISSION ANNOUNCEMENTS

A Thesis Submitted to the Department of English Education

Sukuna Multiple Campus, Koshiharaincha, Morang

In Partial Fulfillment for the Master of Education in English

Submitted by
Pooja Baral

T. U. Regd. No.: 9-1-214-272-2004

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Academic Year: 2067/068

Faculty of Education
Tribhuvan University, Kirtipur
Kathmandu, Nepal
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Academic Year: 2067/068

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Proposal Approval: 2073/09/07
22nd December, 2016
Thesis Submission: 2073/12/05
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RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Ms. Pooja Baral** has prepared this thesis entitled **"Language Used in Admission Announcements**" under my guidance and supervision.

I recommend the thesis for acceptance.

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DEDICATION

Dedicated

To

My parents who have devoted their

entire lives to make me

What I am today.

DECLARATION

I hereby declare to the best of my knowledge that this thesis '**Language Used in Admission Announcements'** is original; no part of it has earlier been submitted for the candidature of research degree to any University.

Date: 19th Feb-2017 **Pooja Baral**

ACKNOWLEDGEMENT

Firstly, I would like to express my sincere gratitude to my thesis guide **Mr. Pramod Niroula,** Lecturer of the Department of English Education, Faculty of Education, Sukuna Multiple Campus, Morang for his continuous guidance, supervision, invaluable and creative suggestions, encouragement and inspiration. This research work would never have been completed without him. So, words fail to express my heartfelt gratitude to him.

I am grateful to **Mr. Guru Prasad Adhikari**, Lecturer and Head of the Department of English Education, for giving me valuable suggestions and encouragement to complete this thesis . I am equally indebted to **Mr. Nara Prasad Bhandari, Mr. Shankar Dewan**, **Mr. Basudev Dahal and Mr. Rajendra Giri,** Lecturers of the Department of English, for giving me their valuable suggestions and encouragement to complete this research work and all other lecturers of Sukuna Multiple Campus for their constructive and academic support.

I am much grateful to **Professor Dr. Anju Giri,** Chairperson, English and other Foreign Language Education Subject Committee, Department of English Education, T. U., Kirtipur for giving me valuable suggestions and encouragement to complete this research work. I would like to appreciate her suggestions, too.

In course of preparing this thesis my entire family members showed their constant support as well as encouragement, so I duly acknowledge them here.

Finally, I would like to thank Koshi Haraicha Stationer and Photocopy Centre and my husband **Mr. Chandra Prasad Bhandari** who actively worked in order to type and print this thesis so wisely despite his busy schedule.

However, all lapses, mistakes, misunderstanding and inconsistencies are solely mine.

Date: 18th March- 2017 **Pooja Baral**

ABSTRACT

The thesis entitled ‘Language Used in admission Announcements’ is an attempt to analyze the admission announcements made by schools and colleges through print media in terms of their physical features and linguistic features.

The study is mainly based on descriptive research design. The data for the study were collected only from a single national daily newspaper 'The Kantipur Daily' published in the month of April -May (for admission notices of schools) and September- October (for admission announcements of colleges) in the year 2017. The total sample population of the study consists of altogether 150 sample cut-outs. Out of the total sample cut-outs, only 40 pieces were purposively selected for through analysis. The main tool that the researcher made use of was observation. The results obtained from the analysis of very admission announcements were tabulated on the basis of the variables specified. On the basis of the collected data, physical features and linguistic features of the admission announcements were observed. The findings of the study show that admission announcements are published in different colours, sizes and shapes. No fixed and widely accepted rules are found regarding the physical features of the admission announcements in the newspapers. However, they are found to have different shapes and sizes. They are found having various font colour and background colour. Among these variations, black and white font colouring is found to be most popularly chosen. Word length in most of the admission announcements is between 25 to 50. Major word classes are more frequently used in comparison to minor word classes. Simple sentences are used more abundantly in admission announcements. Only non-past tense is used in admission announcements. The frequency of present reference is more than that of future reference. Normally, simple aspect is emphasized which is in non-past tense reference. No use of perfective and perfect progressive aspect is found. In case of voice, active voice is mostly used in admission notices and passive voice is used less frequently. Admission notices mostly

use of full and complete sentences in most cases. However, there are still some advertisement that use incomplete and vague sentences.

The thesis comprises four chapters. Chapter one deals with the introduction of communication, advertising and its language, development of print media in Nepal etc. It also includes the statement of the problem, objectives of the study, research questions, significance of the study , delimitation of the study and operational definitions of the key terms.

Chapter two deals with the review of theoretical literature, review of empirical literature/ previous studies, implications of the review for the study and theoretical and conceptual framework.

Chapter three includes the methods and procedures of the study consisting of the information on design and methods of the study, population sample and sampling strategies, data collection tools and techniques, data collection procedures and data analysis and interpretation procedure.

Chapter four comprises the analysis and interpretation of the data collected. The data have been analysed in terms of variables indentified in the objectives of the study.

Chapter five deals with the findings, recommendations and pedagogical implications of the study. The findings have been outlined on the basis of the analysis and interpretation of the data, and appropriate recommendations and pedagogical implication have been made.

References and appendix wrap the concluding part of the thesis.

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LIST OF ABBREVIATIONS AND SYMBOLS

e.g.	For example
etc.	etcetera
i.e.	That is to say
M.Ed.	Master in Education
p	Page
S.N.	Serial Number
SVO	Subject +verb +object
SOV	Subject +object +verb
T.U.	Tribhuvan University
Vol	Volume
/	Alternatives
%	Percentage