

CHAPTER-ONE

INTRODUCTION

1.1 General Background

Language is a purely human and non-instinctive method of communicating ideas, emotions and desires by means of system of voluntarily produced symbols, Sapir (1921, p.3).

Language is the system of human communication. Most activities of the world are carried on through language such as transmitting human civilization, thoughts, literature, political and diplomatic activities, human achievements and many more. It is a unique gift to the human beings that helps to share ideas, feelings, thoughts, desires, emotions, experiences among themselves. Every human being possesses at least one language in order to make a purposeful communication with other people. Language is the system of human communication which consists of structural arrangement of sounds for their written representation into larger units e.g. morphemes, words phrases, sentences, utterances, (Richards et al. 1999, p.196). Crystal (2003, p.255) states that language at its most specific level refers to the concrete act of speaking writing or singing in a given situation- the notion of a parole or performance a particular variety or level of speech/writing may also be referred as language". Similarly, Hornby (2000, p.721) defines language as "the system of communication in speech and writing that is used by the people of a particular community".

Although scholars define language as 'a means of communication', language serves many other functions for general as well as specific purposes. As general purpose it is used to accomplish basic needs to communication which can be achieved through general language proficiency. Language used for specific purpose is a programme of instruction in which content and aims of the language use are fixed by specific needs of particular group of language users. Particularly, English language contains unfathomable knowledge of modern civilization.

Language and communication play a crucial role in modern society specifically in unifying the world's culture and economy through the use of information technology and media. It is undeniable that language and communication are equally important to other factors that contribute to globalisation. They help people expand their territories and social network in a global world. Thus using a global language like English seems to be very important today and it should not be taken for granted.

Currently, it is evident that English is the language of international communication, but it is also evident that the dominance of English today causes not only linguistic and communicative inequality but also the feeling of anxiety and insecurity on the part of those who cannot speak and write the language. English now gains dominance over other languages and plays a crucial role in promoting globalisation. Therefore, the ability to communicate in English is now a necessity. English has become the language of the global village and serves as a neutral language to people who come from different linguistic background. Therefore, people who can communicate in English fluently and proficiently have an edge. It has become the language of power and prestige in many countries, thus acting as a gatekeeper to social and economic progress. This is the reason that many countries are now giving importance to English because it is a pathway towards progress and learning. A person may learn and progress faster if he or she can understand and communicate in English well because most information is available in the English language. In short, to be globally competitive every individual must be able to communicate in English effectively.

English has nowadays become the lingua franca or the international language for communicating scientific as well as technological features and developments. Most languages have welcomed this trend with open arms and no longer resist borrowing technical terminology from English into the lexical repertoire of their own language. However, instead of providing

their explanations exclusively in English, they have instead chosen to describe the technical specifications of their products and code-switch to English whenever there was need for technical jargon.

Communication is the exchange of ideas, facts, feelings and impressions from one to another, Richards (1985,p.64) . It is the exchange of ideas, information etc. between two or more persons.

"..... communication can take place using any of our five senses. There is firstly, the vocal auditory mode or channel, which subsumes the speech auditory distinction. Secondly, there is the visual mode, whereby we can communicate by gestures, postures, facial expressions and so on. Thirdly, there is tactile mode whereby we can communicate by touch. The fourth mode of olfactory mode- communication by smell, one of the factor in determining our interpretation of our surroundings. Gustatory mode informs us about the outside world". (Crystal 1980).

Communication is simply a process that requires consumers and receivers of the message. It is not static. It is a process of sending message and message being received by the use of language, as a medium of interchanging ideas, in the process of communication is strictly only within the human beings. That is what maintains the distinction on human beings from non-human, Corder(1973, p.32).

Mass communication is a process in which a person, group of people or an organization sends a message through a channel of communication to a large group of anonymous and heterogeneous people and organizations. You can think of a large group of anonymous and heterogeneous people as either the general public or a segment of the general public. Channels of communication include broadcast television, radio, social media, and print. The sender of the message is usually a professional communicator that often represents an organization.

Carey(2006, p. 24.) states mass communication plays an influential role in modern society. In this lesson, you'll learn what mass communication is and some theories related to it. You'll also have a chance to take a short quiz after the lesson.

Mass communication is directed towards a relatively large, heterogeneous and anonymous audience Joshi (1999, p.10). It is assumed that transmission of new ideas through face-to face communication and through the mass- media can prepare a climate that is propitious for the acceleration of change in the desired direction. Besides bringing about attitudinal and value changes, communication is also expected to impart knowledge of new skills and techniques.

To sum up, mass communication is the study of how individuals and entities relay information through mass media to large segments of the population at the same time. It is usually understood to relate to newspaper, magazine, and book publishing, as well as radio, television and film, as these mediums are used for disseminating information, news and advertising. Mass communication differs from the studies of other forms of communication, such as interpersonal communication or organizational communication, in that it focuses on a single source transmitting information to a large group of receivers. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behavior, attitude, opinion, or emotion of the person or people receiving the information.

Mass media as the name suggests are the media which reach the mass spread over a vast areas simultaneously D'Souza (1997, p8).

Mass media are common denominators. They are the interest of the large group Joshi (1999, p. 22).

Mass media are tools, instruments of communication that permit us to record and transmit information and experiences readily to large, scattered heterogeneous audiences, as such they extend our ability to talk to each

other by helping us overcome barriers caused by time and space Gamble and Gamble (1989).

As mentioned in Cambridge International Dictionary of English ' the mass media consists of the newspapers, magazines , television and radio companies that reach large number of people and can influence what they do or think.

From the above definitions of mass media, it is assumed that mass media is media that is intended for a large audience. It may take the form of broadcast media, as in the case of television and radio, or print media, like newspapers and magazines. Internet media can also attain mass media status, and many media outlets maintain a web presence to take advantage of the ready availability of Internet in many regions of the world. Some people also refer to it as the “mainstream media,” referencing the fact that it tends to stick to prominent stories, which will be of interest to a general audience, sometimes ignoring controversial breaking news. Many people around the world rely on this form of media for news and entertainment, and globally, it is a huge industry.

Usually, mass media aims to reach a very large market, such as the entire population of a country. By contrast, local media covers a much smaller population and area, focusing on regional news of interest, while specialty media is provided for particular demographic groups. Some local media outlets that cover state or provincial news may rise to prominence thanks to their investigative journalism, and to the power that their particular regions have in national politics.

Print media is one of the oldest forms of information distribution. It remains one of the most popular forms of advertising due to its ability to reach a wide audience.

The print media is an industry which gathers and publishes news in the form of newspapers, magazines and other printed publications. The majority of print media are local with the exception of magazines which can have an international distribution. Print media depend on advertising for the generation of revenue and they achieve this by selling advertising space.

Print media is found in many different forms, from newspapers (the most popular form) and magazines to newsletters, brochures and posters. Other forms of print media, including direct mail marketing, flyers, handbills, banners, billboards and press releases are less popular, but they are still used by industry professionals.

The history of print media and written communication follows the advancement of civilization. In early 19th century, the industrial revolution brought major innovations in print media technology. Rotary steam presses soon came along and replaced hand-operated machines, doing the same job in a small fraction of the time. The digital era in typesetting started in early 1970s, with PostScript gradually emerging as the standard for digital typesetting. During the 1990s, the printing industry experienced tremendous change with the development of digital technology. Thanks to new digital techniques, printing became more cost-efficient and alterations were more easily executed. Despite that, more and more industry professionals are turning to online options to accomplish advertising and marketing objectives, and many magazines and newspapers are shifting away from print media as well.

1.2 Statement of the problem

The study of print media language has much to offer to the different disciplines on whose territory it touches: linguistics, sociolinguistics, discourse analysis, semiotics, communication studies, sociology and social psychology. Though it has such a wide coverage, the study of different media texts has not considerably drawn the attention of the researchers.

Print media are the sources of data for the study of some specific language features. They play an instrumental role in affecting language of a wide range of language users. In fact, the language used in print or any other media reveal as a mirror of the wider society and culture. The study of media language investigates how the attitudes and opinions of general public are changed by the language they use. Media language can tell us both about media and about language.

Without doubt, one of the topical methodological task at present is the search for alternatives to the dominating for today content- analytical methods of mass media research. Widespread quantitative investigators have severely limited possibilities when determining the meaning specific media-message, they do not consider the contextual parameters and they are not adequate for studying the media-text structure, as well as methods of its forming. Therefore , the analysis of media texts is one of the best topics for the research purpose. In our context, the admission announcements for the schools and colleges have become an obligatory part of their academic activities. The flow of eye-catching advertisements announcing admission open constitute approximately one third of the total text of a local as well as national newspaper. The trend of using posters, pamphlets, sign boards and banners is also equally prevalent. In such a situation, the study of the language used in the admission announcements appears to be an essential problem.

1.3 Objectives of the study

The general objective of the study was to find out the characteristic features of the language used in admissions announcements of schools and colleges. Moreover, the specific objectives of the study were as follows:

- a) To analyse and describe the admission announcements of schools and colleges published in the newspapers in terms of their physical features, vocabulary, content, sentence structure, tense, aspect and voice.

- b) To suggest some pedagogical implications based on the findings of the study.

1.4 Research questions

Nowadays, schools and colleges are in the battlefield of competition. They have strong belief in advertisement of their qualities. So they tend to advertise during the period of admission. This study was specially focused on the type of admission announcements they publish and the language they prefer to use in their announcements or notices.

The following research questions guided this study:

- i) What size, shapes, colour and font size are found in the admission announcements published by different colleges in a national newspaper?
- ii) What sort of sentence structures are used in the admission announcements of the schools and colleges?
- iii) What contents are preferred in writing admission notices?
- iv) What type of vocabulary do they prefer to use in the announcements?
- v) What functions are covered while writing the admission notices?
- vi) What sort of tense, aspect and voice is preferred while publishing the admission announcements?

1.5 Significance of the study

The present study is significant to all the stakeholders and practitioners involved in the field of education as well as ELT professionals. It will be also significant to those who are interested in the field of language analysis of various sectors. Furthermore, the study will be fruitful for the people who are involved in journalism.

Finally, this work can serve as a reference tool, for those who want to carry out research on the topic 'Language Analysis' because this is an early attempt under Tribhuvan University, department of English Education, Sukuna Multiple Campus.

1.6 Delimitation of the Study

The study had the following limitations :

- i) The area of the study was limited to only one national daily newspaper .
- ii) The study of newspapers was limited to the publications available in The Kantipur Daily only.
- iii) The duration of this study was limited to the admission period of schools and colleges in the year 2016 A.D. i.e. 13th April 2016 to 13th May 2016 for schools and 1st October 2016 to 1st, November 2016 for colleges.
- iv) The number of sample pieces of admission announcements were limited to one hundred fifty in total. Among them, only forty pieces were purposively selected for thorough analysis.
- v) The linguistic study of the language used in admission announcements of colleges was limited to only the structures, tense, aspect and voice.

1.7 Operational definitions of the key terms

- Admission** : the process of enrollment of students in a school or college
- Advertisement** : an announcement in the newspaper for the publicity of a product or program
- Announcements:** Pieces of writing that aim to notify the target group about a particular program or an activity
- Structures** : Structures refer to only sentence level structures
- Vocabulary** : Vocabulary implies the words used in

published and unpublished admission
announcements of schools and colleges .

- Major words** : Major words refer to open class words that consists of nouns, verbs, adjectives and adverbs.
- Minor words :** Minor words imply the closed classes of words that includes prepositions, articles, conjunctions, pronouns, numerals, quantifiers and interjections
- Finite clauses** : The clauses that contain a finite verb phrase which can show tense, mode, aspect and voice.
- Non-finite clauses** : The clauses that contain non-finite verb phrase (i.e. an infinitive, an-ing participle or an –ed participle) which can not show tense or mood
- Verb-less clause** : The clause that do not contain a verbal form
- Functions** : The linguistic expression that serves a communicative purpose in a given context.

CHAPTER – TWO

REVIEW OF RELATED LITERATURE AND CONCEPTUAL FRAMEWORK

2.1 Review of Theoretical Literature

Advertising-is the rattling of a stick inside a swill bucket (George Orwell, 1936). In other words, to advertise is to call public attention to, esp. in order to sell something, by buying space or time in the media or to call public attention to things for sale ; to ask (for) by public notice.

Advertisement is the act of advertising or a public notice usu. paid for the advertiser, the one who advertises.

Languages used in different fields considerably differ from one another. The difference is realized in different linguistic features and structures, vocabulary, language functions. Language serves a number of functions in advertising. These functions include expressing feelings, providing information, persuading and grasping the reader's attention. These verbal messages often take on the form of short phrases and introduce the name of the company and the product which is advertised. According to Leech (1972), the language used in advertising could either make use of prescribed advertising clichés or it could deviate from the established norm of the advertising industry and move beyond what is stereotypically used. In creating language elements for advertisements, a number of important choices, particularly regarding the selection of lexical choices, have to be made (ibid).

Advertisements also make extensive use of images; but there are a number of significant differences between texts and illustrations. For instance, Fowles (1996) maintains that although illustrations and words are both symbolic in nature, the two differ from each other in numerous ways. First of all, words are arbitrary symbols which have no inherently meaningful

correspondence to what they represent. Images, on the other hand, are naturalistic representations. Considering these features, Fowles (1996) further claims that neither the picture nor the language alone can serve as the heart of advertisement; and in reality, it is the combination of visual images complemented by words that culminate in successful communication in advertising.

Leiss (1997) believes that more and more advertisements are now making use of images accompanied by verbal messages, and this leads to an intended ambiguity of meaning.

In our everyday lives, we meet advertising in many forms; from the well-known media of press promotions, television commercials or billboard, posters, to the less obvious devices of advertorials, product placements, event sponsorships, junk mailings or carefully staged large scale public relations exercises. Some advertisers choose to address with direct or hard-sell techniques others send messages which are far more indirect, subtle, or even subliminal.

Advertising is widely regarded as the driving force behind our consumerist culture; so much, so that it is plausibly credited with having kept western economies growing and thriving over the last 50 years. The function of advertising of course is promotional: to draw to our attention and keep in our minds the availability and desirability of a product, service or brand. In order to achieve this function it must first reach its target audience, then, capture that audience with a message that is both attractive and memorable. At its best, it is a stunningly powerful means of communication.

The sentence and utterances structures of advertising, then, tend to be straightforward, simple and snappy. Readers and hearers are frequently addressed with direct commands (try, choose, use) or simple 'factual' slogans (softness is a thing called comfort') which are often reiterated to produce a feeling of familiarity with the products or producers.

The analysis of language comes under discourse analysis. Since the present study aimed at analyzing the language used in admission announcements of schools and colleges, discourse analysis was taken as the foremost theoretical baseline. Scholars have put down different ideas regarding the discourse analysis and the analysis of the language used in various fields. Some of them were as follows:

Brown and Yule(1983 p.1) define discourse analysis as the analysis of the language in use. As such, it cannot be restricted to the description of language from independent of the purpose or functions which those forms are designed to serve in human affairs.... the discourse analysis is committed to an investigation of what language that language is used for.

Cook (1989, p.VIII) write " discourse analysis examines how stretches of language, considered in their full textual, social and psychological context, become meaning and unified". Several linguists have attempted to discover linguistic regularities or behavioural analysis, using grammatical, phonological and semantic criteria.

Similarly, Richard, J. C., Platt, J. & Platt, H.(1999, p.111) raise some burning issues on the analysis of discourse as mentioned below :

- how the choice of articles, pronouns and tense affect the structure of the discourse- cohesion
- the relationship between utterances in a discourse – coherence
- the moves made by speakers to introduce new topic, change the topic or assert a higher role relationship to the other participants.

3.2 Review of Empirical Literature/ Previous Studies

Different scholars have conducted their researches in the field of mass media and discourse analysis. Some of them are mentioned below:

Jha(1989) in his Ph.D. thesis, as mentioned in Chapagain(2005) , has studied the beginning and development of English Language in the field of mass media in Nepal.

Pokhrel (2004) as mentioned in Baral (2006) has carried out his research on 'English in Broadcast and Print Media'. His research attempted to compare print and broadcast media in terms of sentence type, narration, voice, tense, aspect, sentence length, contracted form and s-v proximity. The researcher has found that the language of print media is simple and the language of broadcast media is relatively complex.

Adhikari (2005) has conducted a study on captions in English Newspapers'. His objectives were to analyse both the physical and linguistic aspects of the captions in English newspapers in terms of their tense, sentence type, caption length and aspect. He has collected 311 captions and analysed in terms of tense, sentence type, caption length and aspect. He has found that simple sentence, non-past tense and simple aspect were more frequent in captions.

Chapagain(2005) studied the distinctive features of the language used in advertisements descriptively. In his thesis, "The Language used in English News Advertisements'. He analysed the language of advertisements in terms of characteristic features especially related to vocabulary, structure and functions and compared the characteristics features of language used in them. His study included every kind of advertisements namely trade advertisements, retail advertisements, display advertisements and business directories published in different newspapers. He found that structures in verb-less constructions are found to be least used. Regarding vocabulary, major words have higher frequency than the minor words. Nouns have higher frequency over other word classes and adverbs have been least used. In case of language functions, the function 'Getting things done' has been found in the highest frequency.

Acharya(2006) carried out his research on 'The Language Used in Cartoon Captions in English Newspapers.'. His research was mainly based on descriptive research design. The data for his study were collected from three dailies, one weekly and one bi-monthly published from Nepal and India. His study objectives were to find out and describe physical features of cartoons such as style of writing, shape, size, colour and content and to identify and

classify the language of the cartoons used in English newspapers in terms of the sentence structure, tense, aspect, voice, sentence length and meaning. His major findings include that Gag cartoon and Editorial cartoons are only found in concerned newspapers. Most of them are published in single colour with caption in different shapes and sizes. The study shows that the language of the cartoon captions is quite simple as it maximally uses simple sentences. Likewise, the newspapers cartoon captions usually use the non-past in present reference tense. The study also shows that most of the cartoon captions are humours and eye-catchy having written in active voice.

Baral(2006) carried his research on 'Language Used in Banners : An analytical study'. His study attempted to study the physical and linguistic characteristics of banners in terms of their shape, colour, writing style and contents as physical features and construction types, tense, aspect and vocabulary as linguistic characteristics. Altogether 150 banners were collected. Use of rectangular shape, single colour in writing, multiple colour in painting and use of 'press' and 'bold' styles of writing were found to be the major physical properties of banners. Regarding the linguistic characteristics, frequent use of verb less construction, non-past tense, simple aspect and major word class is found to occur in all types of banners though their frequency differs from one type of banners to other types of banner.

Adhikari(2008) conducted his research on 'Language used in the news stories : descriptive study'. The main objectives of his study were to find out the characteristic features of the language used in news stories in terms of sentence construction, voice, tense, aspect and word classes. His study also compared the characteristic features among the four newspapers. For this purpose, the researcher collected samples of news stories from different newspapers. He collected 200 sample structures in different news stories. Among the major findings in the structures, finite constructions were found to be used in the highest frequency. Imperative constructions were not found to have been used. Major words were more frequent than minor words and

past tense had higher frequency. The headlines mainly used the present simple .

All the above mentioned researches have been carried out in relation to the discourse/ analysis of the language used in different media and sectors. Although they are partly related to my research but it differs from each of them because of the central focus of my study is on the analysis of the language used in admission announcements of schools and colleges regarding their physical features, vocabulary and structures which is still remaining as an unstudied part of mediatext analysis.

2.3 Implications of the Review for the Study

To carry out a research in an effective way, the in depth study of the theoretical as well as empirical literature carried out earlier in the related topic is a must. The review of the related literature has helped the researcher in formulating the theoretical framework for the study and has provided a guideline to carry out further research in the related field. The researches carried out in the field of language analysis of media still fail to fill the gap of specific study on language analysis of admission announcements of schools and colleges. However, they provide a roadmap for my future research.

2.4 Theoretical/Conceptual Framework

The conceptual framework is a tentative design of the researcher before doing the research. In this context, the present study will be carried out by associating the different variables. It is a descriptive study. The observation and input data of reviewed literatures will be processed to come to its conclusion. The main concern of the study is to analyse the language used in newspapers for admission announcements of colleges.

In this section , the concept of advertising and on the basis of it the present research will be carried out. This means this section concerns with the theory and concept of advertng as the scholars have defined.

According to Aristotle, as mentioned by Durant and Lambrou (2009, p.29) there are three ways that an audience can be persuaded. They are ethos, pathos and logos. The term 'ethos' denotes moral ideas and attitudes. It is the attitude and ideology of the speaker so that in media discourse, audience are persuaded because they believe that the speaker is honest and full of moral ideas attitude. Pathos as defined by Richard (208, p. 184) refer both to strong emotions such as anger or pity, and the techniques used for their arousal, usually at the end of speech. The power of performance, used to arouse emotion in the audience is known as pathos. Logos, according to Sloane (2001, p. 477), is an element of persuasion which is discovered or worked up, an artistic means of influencing an audience-based on 'truth or apparent truth'. This means logos are related logic, reasoning , and fact from which speaker or writer makes logical appeal to persuade audience.

Regarding the analysis of sentence structures, Simpson (2004, p.59-63), has distinguished three types of sentences from the structural point of view, they are ; simple sentence, compound sentence and complex sentence.

Similarly, appositive and different types of sentences such as declarative sentence, imperative sentence, and interrogative sentence are also introduced in AP Language and Composition Glossary of Literary and Rhetorical Devices (n.d. p.6-7) and are presented as below:

Appositive- A word or group of words placed beside a noun or noun substitute to supplement its meaning.

Declarative sentence states an idea. it does not give a command or request, nor does it asks a question.

Imperative sentence issues a command.

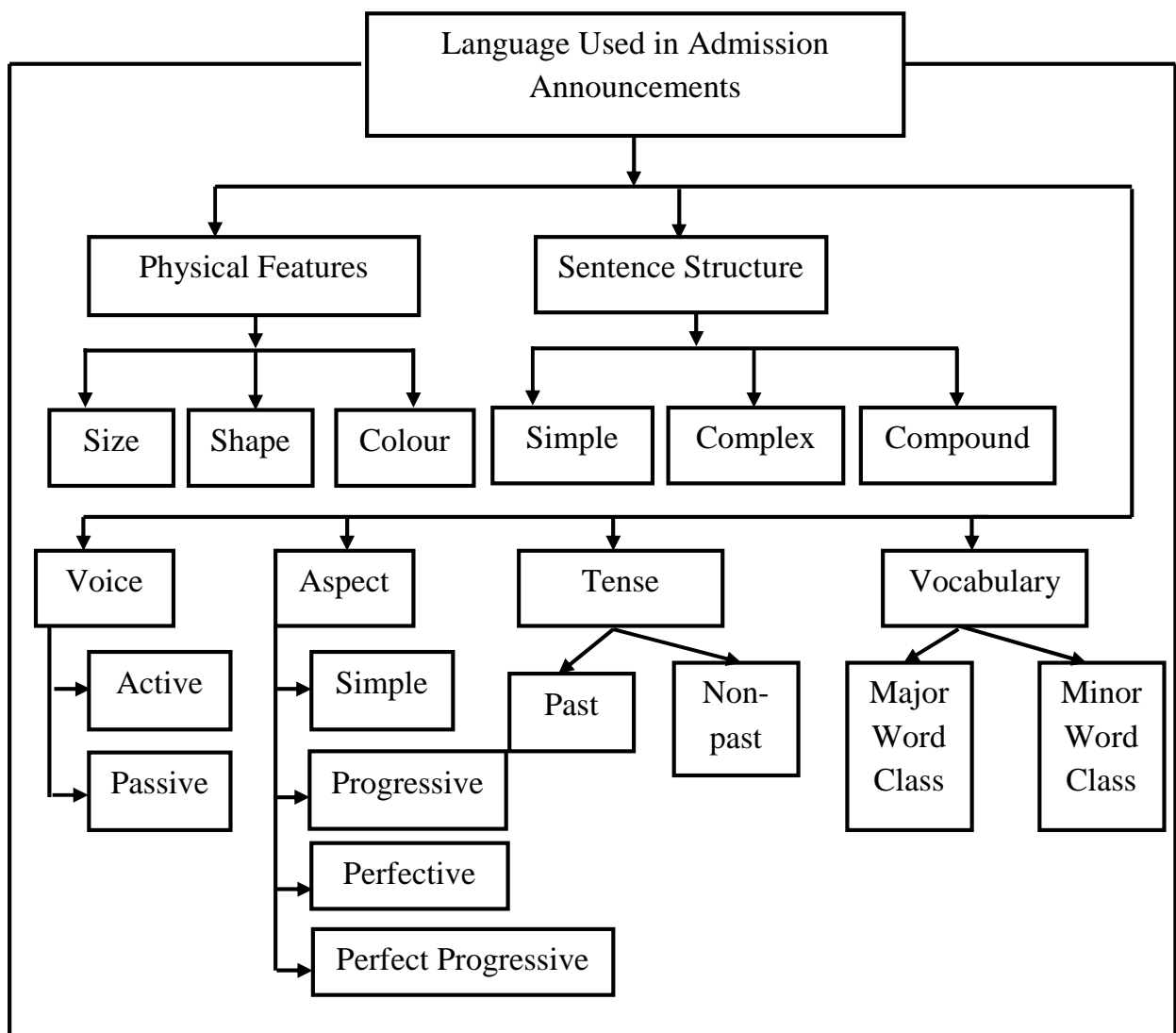
Interrogative sentence - sentences incorporating interrogative pronouns (what, which, who, whom and whose).

Voice is also included as grammatical item. It is used as persuasive tool. AP Glossary and Rhetorical Terms (ibid. p.1) presents voice as follows:

Active Voice : The subject of the sentence performs the action. This is a more direct and preferred style of writing in most cases. "Anthony drove while Toni searched for the house". The opposite is passive voice- when the subject of the sentence receives the action. "The car was driven by Anthony". Passive voice is often overused, resulting in lifeless writing. When possible, try to use active voice.

Conceptual Framework

To conduct this study, following conceptual framework was followed:



CHAPTER: THREE

METHODS AND PROCEDURE OF THE STUDY

This chapter describes the design of the plans and procedures of the study which was carried out to achieve the desired objectives of the study by the researcher. It consisted of design of the study, sample population, sampling procedure, tools for data collection, process of data collection and data analysis and interpretation procedure.

3.1 Design and Methods of the Study

This study was in both qualitative and quantitative. Moreover, this research work was based on descriptive analysis of data.

3.2 Population Sample and Sampling Strategy

The population of the study was 150 samples of different kinds of admission notices. Using the random sampling strategy, the researcher selected only 40 copies of the admission announcements for the purpose of data analysis.

3.3 Data Collection Tools and Techniques

Observation checklist was the main tools of data collection for this study.

3.4 Data Collection Procedures:

The process of data collection was as follows:

) I went to the central or branch offices of the selected newspapers and then collected all the samples of admission announcements they published during the admission period of schools and colleges i.e. 13th April 2016 to 13th May 2016 for schools and 1st October 2016 to 1st, November 2016 for colleges.

3.5 Data Analysis and interpretation procedure

I analysed the data collected from newspapers mainly in descriptive form. The model, size and scripts of the admission announcements as the physical features were analysed quantitatively. The vocabulary items were analysed under two main categories viz major classes and minor classes and the sentence structures, language functions, tense, aspect and voice were classified on the basis of the subheadings as listed in Appendix.

CHAPTER FOUR

ANALYSIS AND INTERPRETATION OF THE RESULTS

This chapter deals with the analysis, interpretation and the presentation of the data collected through different tools.

In the first part of this chapter, an analysis and interpretation of the data obtained from the survey sample form has been dealt with. In this part analysis and interpretation of the physical aspects of the admission announcements have been carried out.

Secondly, I dealt with the analysis and interpretation of the data obtained from the news papers in terms of classification of their vocabulary. The vocabulary items were analysed in terms their frequency of occurrence of each major and minor word classes.

In the last part, the data collected were analyzed in detail in terms of their sentence types and structures.

The presentation of the data study results are shown in tables, graphs, diagrams and charts.

4.1 Physical Features of Admission Announcements

The physical features of the admission announcements include the peripheral features of the admission announcements such as style of writing, shape, size, colour and content. Each of these physical features play an important role to interpret the admission notices.

4.1.1 Style of writing

Here, style of writing means the particular way in which admission announcements are presented. Admission announcements are presented in different ways and styles. But the common types of styles are as given below:

- i. Descriptive : Use of descriptive language
- ii. Illustrative : Use of illustrations
- iii. Pictorial : Use of pictures and photographs
- iv. Animated : Use of animated pictures

These above mentioned types of admission announcements show the admission announcements are presented in the newspaper. Among the types mentioned above, descriptive styles of writing is found mostly in the concerned newspaper. Animated style of presentation is found in the least number. The rest styles of writing are found in average number.

4.1.2 Shapes of Admission Announcements

Admission announcements have no specific shape but they are found to have some limited shapes. While going through the study of admission announcements of schools and colleges, the researcher announcements the following shapes:

- i. Square
- ii. Horizontal Rectangular
- iii. Vertical Rectangular
- iv. Circular

It is found that most of the admission announcements are presented in horizontal rectangular. Vertical rectangular shape and square are almost equally used. Use of circular shape has been noticed in least number.

4.1.3 Size of Admission Announcements

The researcher has divided the size of admission announcements into small, medium and large for the purpose of this analytical study. The criteria and number of admission announcements for each size has been shown in the table below :

Table 1
Size of Admission Announcements

S. N.	Size	Measurement	No. of Pieces	Percentage
1.	Small	5cm × 5cm to 8cm × 8 cm	18	45%
2.	Medium	9cm × 9cm to 15cm × 15 cm	18	45%
3.	Large	Exceeding 15 cm in width and length	4	10%
Total			40	100%

As shown in the table above, among the total 40 sampled pieces of admission announcements, small and medium size are equally preferred. Large size is found to be in the least number and percentage.

4.1.4 Colour of Admission Announcements

The colour of admission announcements is divided in the following types :

-) Single Colour (Only black font colour)
-) Double Colour (Black and white font colour)
-) Single Colour (Any single colour except black and white)
-) Double Colour (Any double colour except black and white)
-) Multiple Colour (Three and more and colours except black and White)

The number and percentage of each of the above colour types has been presented in the following table:

Table 2
Colour of Admission Announcements

S. N.	Colour types	No. of Pieces	Percentage
1.	Single Colour (Only black font colour)	1	2.5%
2.	Double Colour (Black and white font colour)	15	37.5
3.	Single Colour (Any single colour except black and white)	10	25%
4.	Double Colour (Any double colour except black and white)	14	35%
5.	Multiple Colour (Three and more and colours except black and White)	10	25%
Total		40	100%

As shown in the table above, the number and percentage of double colour(black and white font colour) colourtype has been found in greatest amount. The least number of them are in single colour(only black black font colour) colour type. The reason behind this might be that , the admission announcementsin black and white fontcolour type are more simple, catchy , easy to -understand and economic as well. However, no fixed rules are found to choose the colour of admission announcements. It depends on the amount paid by the institutions in publication of their admission announcement announcementsas well as the type of contents they tend to publish.

4.2 Contents of Admission Announcements

An admission notice must have a motive to carry a message. The content of the admission announcementsis divided in the following ways :

-) An admission announcements with a headline, courses offered and name and address of the institution.
-) An admission notice with a headline, courses offered , salient features and name and contact address of the institution
-) An admission notice with a headline, courses offered, salient feature, success history and name and contact address including email and website of the institution
-) An admission notice with a headline, slogan, courses offered, salient features , success history , future perspectives and contact address including email and website of the institution

The Above types of contents as found during the research are presented in the table as given below:

Table 3
Contents of Admission Announcements

S. N.	Content types	No. of Pieces	Percent
1.	Admission announcement with a headline, courses offered and name and address of the institution.	24	60%
2.	Admission announcement with a headline, courses offered , salient features and name and contact address of the institution	3	7.5%
3.	Admission announcement with a headline, courses offered, salient feature, success history and name and contact address including email and website of the institution	6	15%
4.	Admission announcement with a headline, slogan, courses offered, salient features , success history , future perspectives and contact address including email and website of the institution	7	15.5%
Total		40	100%

As shown in the table above, the number and percentage of admission announcement with a headline, courses offered and name and address of the institution type has been found in greatest amount. The least number of them are in admission announcement with a headline, courses offered, salient features and name and contact address of the institution type. The reason behind this might be that , the admission announcements in the former type are shorter, catchy and easy to - understand. Moreover, the shorter the admission notice, economic its publication norm may also influence its content type. However, no fixed rules are found to choose the content of admission announcements.

4.3 Vocabulary in Admission Announcements

In this section, the number of words being used in admission announcements has been counted and presented in terms of the researcher's own categories. Further, the words have been classified into two broad categories viz major word classes and minor word classes.

4.3.1 Number of words in Admission Announcements:

The number of words as used in each admission announcement has been presented in the following table on the basis of the given criterion:

Table 4

Number of Words in Admission Announcements

S. N.	Number of words	Frequency	Percentage
1.	Less than 25 Words	4	10%
2.	26-50 Words	26	65%
3.	51-75 Words	5	12.5%
4.	76-100 Words	3	7.5%
5.	More than 100 Words	2	5%
Total		40	100%

The above illustrated table shows that the admission announcements having less than 25 words are 4 and their percentage is 10%. The number and percentage of admission announcements having 26-50 words are 26 and 65% respectively. Similarly, the number of announcements with 51 - 75 words are 5 and their percentage is 12.5%. Announcements having 76-100 words occupy 3 number and 7.5 percentage of the data. Likewise, the number and percentage of admission announcements having more than 100 words is 2 and 5% respectively.

The above analysis shows the number category of 26-50 Words shows the highest number of frequency and percentage and the number category more than 100 Words. shows the lowest number of frequency and percentage.

4.3.2 Word Capitalization in Admission Announcements

The status of word capitalization as analysed in each admission announcement has been presented in the following table on the basis of the given criterion:

Table 5

Word Capitalization in Admission Announcements

S. N.	Criterion	Frequency	Percentage
1.	Whole word capitalization	632	39.55%
2.	Initial capital letter	744	46.56%
3.	No capitalization	222	13.89%
Total		1598	100%

The above-illustrated table shows that admission announcements contain 632 number of words with whole capitalization which is 39.55% of the total data. They have 744 number of words with initial

capitalization which accounts for 46.56% of the total data. Likewise, words with no capitalization at all are 222 in number and 13.89 respectively.

4.3.3 Major and Minor Word Classes in Admission Announcements:

Based on the researcher's analysis regarding the use of major and minor word classed in the 40 sampled admission announcements, the following tabulation of data has been presented :

Table 6

Major and Minor Word Classes in Admission Announcements

S. N.	Number of words	Frequency	Percentage
1.	Major Word Classes	1236	77.35%
2.	Minor Word Classes	362	22.65%
Total		1598	100%

The above table shows that among the total number of words 1598 as enlisted from the selected data, 1236 in number and 77.35% in percentage of words represent the major word classes. Similarly, 362 in number and 22.65 % in percentage represent the minor word classes. The analysis of this fact can be concluded in a point that the use of major word classes exceeds the use of minor word classes in admission announcements.

4.4 Sentence Structure in Admission Announcements

The admission announcements in newspaper offer the use of different types of sentences. The researcher has focused this research mainly in the availability and use of the following sentence types.

- i. Simple sentence :** The admission announcements have made an extensive use of statements (that state only one idea) as persuasive

device. The following evidences can be kept under this type of sentence.

- We assure excellence in quality education.
- The legacy of success continues at Everest College.
- A degree can define your future.
- I care for my individual progress. etc.

ii. Complex Sentence : The admission announcements have offered the use of the sentence in complex form so that it assists to persuade the readers. Some evidences of complex sentence types used in admission announcements are as follows:

- Come and visit us to learn how Thames education will set you apart.
- Hearty congratulations to all our students who have passed the BBA 1st Semester exam with flying colors.
- Real learning happens when you get your hands dirty.
- We want students who are not afraid of asking questions, who are productively noisy in the class , and who love getting their hands dirty. etc.

iii. Compound Sentence : The application of compound sentences (sentences with two or more clauses) has been found remarkably in admission notices. For example:

- As we celebrate our success, we would like to announce Admission open for BBA, BBS & MBS.
- Success is simple, Do what's right, the right way , at the right time.
- As 21st century belongs to the competent manager & transformational leaders, at VS Niketan College, you will strive all the attributes along with enjoying both student and professional life at the same time.
- This school stands as the first choice of majority of the parents and children as it has been able to create new track records every

year in academic as well as co-curricular activities nurturing the children with physical, mental, social and spiritual growth. etc.

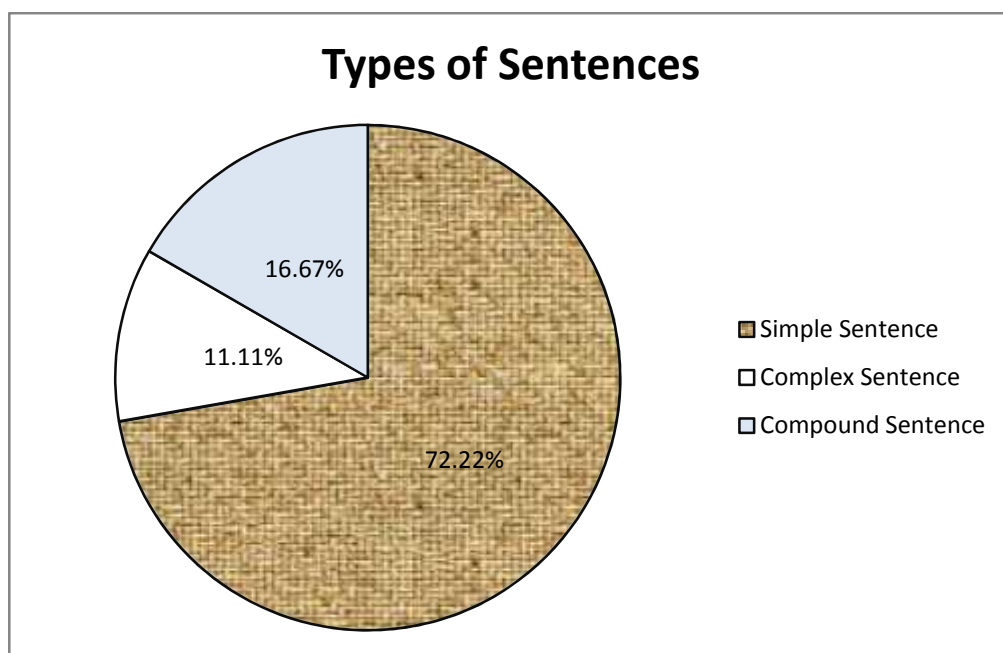
Table 7

Sentence Structure : Sentence Types in Admission Announcements

S. N.	Sentence types	Total Number	Percentage
1.	Simple Sentence	52	72.22%
2.	Complex Sentence	8	11.11%
3.	Compound Sentence	12	16.67%
Total		72	100%

Figure 1

Sentence Structure : Sentence Types in Admission Announcements

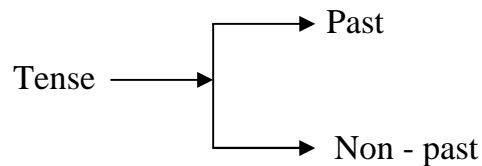


The above table and chart show that the number and percentage of Simple sentences as occurred in the admission announcements is 52 and 72.22% respectively. The number and percentage of complex sentence structure is found in number and percentage as 8 and 11.11%

respectively. Likewise, compound sentence type has its number and percentage as 12 and 16.67% respectively. Altogether 72 sentences from 40 samples were collected for this analysis.

4.5 Tense in Admission Announcements

English has two types of tense. They are as follows:



The newspaper admission announcements can use both types of tenses. But, the researcher has found the following evidences of the past and non-past tenses in the selected data:

- i) **Past** : No sentences are found in the past tense.
- ii) **Non-past**: The following sentences show the examples of the no-past tense type.

a) Present Reference :

- Z Creative learning is great fun.
- Z We assure excellence in quality education.
- Z The legacy of success continues at Everest College.
- Z A degree can define you future.etc.

b) Future Reference :

- Z There will be entrance entrance test 28th of Chaitra onwards.
- Z You will strive all the attributes along with enjoying both students and professional life at the same time. etc.
- Z Come, visit us to learn to learn how Thames education will set you apart.

The frequency of tense being used in admission announcements in the concerned newspaper has been shown in the following table:

Table 8
Tense in Admission Announcements

S. N.	Tense	Frequency	Percentage
1.	Past	0	0%
2.	Non-past	54	100%
Total		54	100%

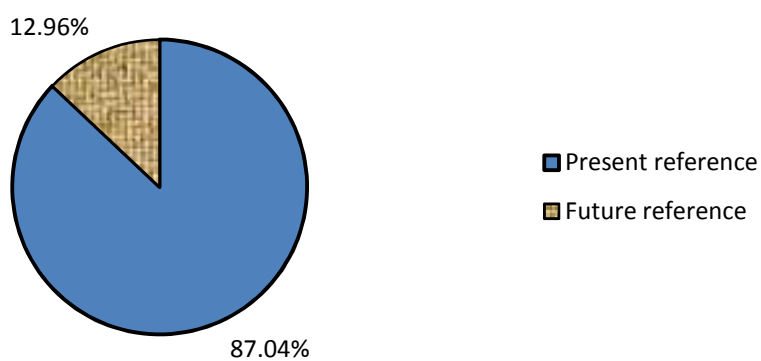
The above mentioned table shows that only non- past tense is used in admission announcements.

The occurrence of these two time references in non-past tense has been presented in the following table:

Table 9
Non-Past Tense in Admission Announcements

S. N.	Non-past Tense	Frequency	Percentage
1.	Present reference	47	87.04%
2.	Future reference	7	12.96%
Total		54	100%

Figure 2
Non-Past Tense in Admission Announcements



The above table and chart show that the total use percentage of present and future reference non-past tense is 87.04% and 12.96% respectively.

4.6 Aspect in Admission Announcements

English has four types of aspects. They are :

-) Simple
-) Progressive
-) Perfective
-) Perfect progressive

The researcher has found that almost all types of aspects are being used in admission notices. The evidences in the use of various tense aspects are collected as follows:

i) **Simple:**

- Z We assure excellence in quality education.
- Z I care for my individual progress.
- Z College will open till 20th Asoj, for Admission purpose only.
- Z There will be entrance tests
- Z This school stands as the first choice of majority of parents and children..... .etc.

ii) **Progressive**

- Z Forms are being distributed.
- Z Admission process is going on.

Note : Perfective and Perfect Progressive aspects are not used in any of the selected admission notices.

The frequency distribution of aspects in the concerned newspaper are mentioned below:

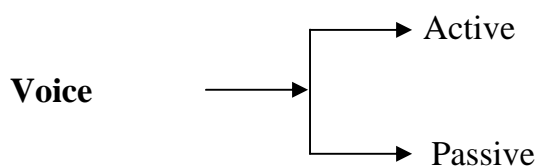
Table 10
Aspect in Admission Announcements

S. N.	Aspect	Frequency	Percentage
1.	Simple	37	94.87%
2.	Progressive	2	5.13%
3.	Perfective	0	0%
4.	Perfect Progressive	0	0%
Total		39	100%

The above mentioned table shows that simple aspect is most frequently used in Newspaper admission notices. 94.87% (i.e. 37 out of 39) use of simple aspect is found. The table shows that only 5.13% (i.e. 2 out of 39) progressive aspect is found to be used. The table also depicts that no perfective aspect and perfect progressive is found in the selected newspaper admission announcements. Though these aspects are theoretically possible, they aren't found in the whole data.

4.7 Voice in Admission Announcements

English has the following two types of voice. They are as follows :



The use of both of the above types of voices as based on the study data has been exemplified as follows :

i) Active Voice :

- Z The program provides in-depth knowledge and skills
- Z A degree can define your future.
- Z I care for my individual progress. etc.

ii) Passive Voice :

Z Forms are being distributed.

Z Entrance examination will be conducted on subjects

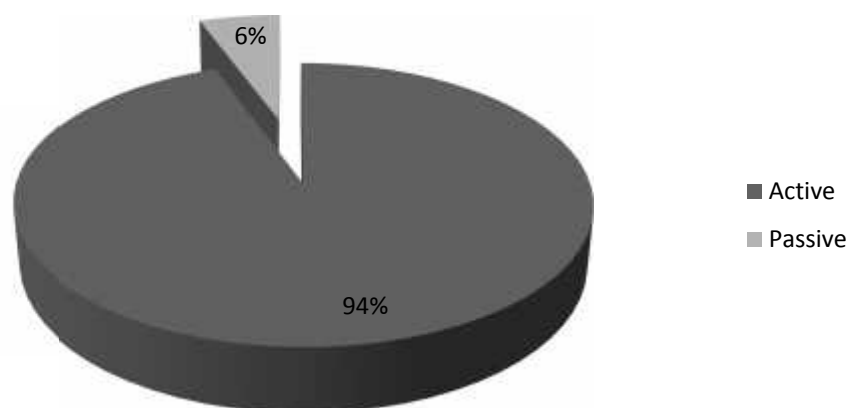
Z The selection will be based on merit of the entrance examination.

The frequency distribution of the active and passive voice as found in the selected data is presented in the following table :

Table 11
Voice in Admission Announcements

S. N.	Aspect	Frequency	Percentage
1.	Active	51	94.44%
2.	Passive	3	5.56%
Total		54	100%

Figure 3
Voice in Admission Announcements



The table and chart above show that both active and passive sentence constructions are found in newspaper admission announcements. It shows that active voice occupies 94.44% (i.e. 51 out of 54) of sentences . As the data show, passive voice occupies only 5.56 % (i.e. 3 out of 54) sentences.

CHAPTER - FIVE

FINDINGS AND RECOMMENDATIONS

5.1 Findings

The researcher has found the following findings based on analysis and interpretation of data:

- a. 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. But the common shapes are squared and rectangular. The sizes are categorized in to small medium and lager of the medium one is popular.
- b. Admission announcements are found having various font colour and background colour. Among these variations, black and white font colouring is found to be most popularly chosen.
- c. Capitalization of letters has been much emphasized in the admission announcements resulting in graphological deviation of language in some cases.
- d. Word length in most of the admission announcements is between 26 to 50.
- e. Major word classes are more frequently used in comparison to minor word classes.
- f. Simple sentences are used more abundantly in admission announcements.
- g. Only non-past tense is used in admission announcements. The frequency of present reference is more than that of future reference.
- h. Normally, simple aspect is emphasized which is in non-past tense reference. No use of perfective and perfect progressive aspect is found.

- i. In case of voice, active voice is mostly used in admission notices and passive voice is used less frequently.
- j. Admission notices mostly use of full and complete sentences in most cases. However, there are still some advertisement that use incomplete and vague sentences.

5.2 Recommendations and Pedagogical Implications:

On the basis of the findings, some recommendations have been drawn and some pedagogical implications have been made as given below:

- a) The study found that newspaper admission announcements have their own style of writing and sentence structure which, in some cases, don't follow general pattern of writing. Therefore, it is recommended for the English teacher and trainers that they should keep their students fully informed of the journalistic commercial style of writing and the use of tense, aspect, voice, sentence structure in them.
- b) The curriculum designers should include some samples of admission announcements in the textbooks of school and college level (esp. in the field of journalism) to acquaint the students with the admissions announcements. This facilitates them not only to be familiar with the advertising language but also to understand the message conveyed through the style of writing. In the syllabus, instructions and guidelines should be clearly mentioned to help both teachers and students.
- c) Advertisements are becoming very popular even in the field of education. So, materials based on advertisements esp. admission notices should be collected and studied properly by the educational institutes.
- d) Deviations in the use of language, capitalization of sentences, incomplete and vague sentences should be avoided to enhance the quality of admission announcement writing and their publications.
- e) Graphic designers should pay attention to the accuracy of language rather than artificial designing of font size and designs.

- f) Writing and publishing admission notices should at least follow a fixed pattern and style of writing.
- g) The minimum contents of admission announcement notices should be confirmed so that the readers could know minimum details of the advertiser.
- h) Uniformity in the choice of vocabulary and sentences should be emphasized so that people with poor linguistic ability would easily understand the message intended to convey through the admission announcement notice.
- i) There should be some sort of terms and conditions at the policy making level regarding the use of language in admission announcements.

The study of admission announcement will be implacable to some further research related to this subject such as:

- Use of Admission Announcements as text materials
- Challenges Faced by teachers while teaching admission announcements as authentic reading texts
- Strengths and Weaknesses of Admission Announcements
- Comparative study between the languages used in admission notices and vacancy announcements or any other types of advertisements

If the aforementioned suggestions and recommendations are seriously implemented, the quality of newspaper admission announcements will improve and there will be optimum use of authentic reading materials inside our language classrooms.

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3. Vocabulary

Sample No.	Total No. of words	Capitalization	Total no. of major class word type	Total no. of minor class word type
1.				
2.				
3.				

4. Sentence Structures

Sample No.	No. of Simple Sentences	No. of Complex Sentences	No. of Compound Sentences	Total No. of Sentences
1.				
2.				
3.				

5. Tense

Sample No.	No. of Sentences in Past Tense		No. of Sentences in Non- Past Tense		Total
	Present Reference	Future Reference	Present Reference	Future Reference	
1.					
2.					
3.					

6. Aspect

Sample No.	Simple (No. of Sentences)	Progressive (No. of Sentences)	Perfective (No. of Sentences)	Perfect Progressive (No. of Sentences)	Total
1.					
2.					
3.					

7. Voice

Sample No.	Active (No. of Sentences)	Passive (No. of Sentences)	Total (No. of Sentences)
1.			
2.			
3.			

APPENDIX - II

SAMPLE ADMISSION ANNOUNCEMENTS

ADMISSION

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Forms are being distributed
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Salient Features:

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Pokhara University
Faculty of Science and Technology
Admission Committee-2073

Notice of Entrance Examination for the Admission in Bachelor of Engineering Programmes for the Year 2073 B.S (2016 AD)

School of Engineering Programmes	Seats
BE Civil	77 Seats
BE Electrical and Electronics	38 Seats

Important Dates

Application form distribution starts: 2073/05/31
 Last date of application submission (Kathmandu): 2073/06/07
 Last date of application submission (Lekhnath, Kaski): 2072/06/09

Entrance Examination: **Date: 2073/06/11**
Time: 1.00 pm to 3.00 pm

Information Regarding Entrance Examination:
 Entrance examination will be conducted on subjects Mathematics, Physics, Chemistry and English based on the curriculum of I.Sc./10+2 Science.

Eligibility:
 10+2 Science or I.Sc. Science or Diploma in Engineering or Equivalent as recognize by Pokhara University with minimum second division.

Necessary Documents:

- Self attested Copies of
- Citizenship Certificate
- Mark Sheet/Transcript, Character Certificate and Migration of SLC, I.Sc./10+2/A-Level/Diploma in Engineering or equivalent
- Two copies of passport size photograph

Application Fee:

- Application form fee: NRs. 100 (non-refundable)
- Entrance examination fee: NRs. 1,000 and NRs. 100 for each additional programme (non-refundable).

Selection Process: The selection will be based on merit of entrance examination.

Application form fee and entrance examination fee can be deposited in the A/C No. 0120030002667000002 in Kamana Development Bank Ltd. or A/C No. 01502021-1P in NB Bank Ltd. of Faculty of Science and Technology.

For further information:
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Last date of form submission: 2073 Bhadra 17 (2 Sept. 2016)
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Forms are available from the college counter or can be downloaded from the college website too.

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Pokhara Engineering College (PEC)
Affiliated to Pokhara University
Phirke, Pokhara-8, Kaski, Tel:061-531209, 528530
Email: info@pec.edu.np, Website: www.pec.edu.np

Admission Open For

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From Class Nursery to Class VIII
(in limited seats)

Forms are available at the school office from 2 chaitra 2072 between 9:00 am to 4:00 pm (Sunday to Friday).

Entrance test 13th & 20th chaitra 2072 (Saturday) at 11:00 am.

For further details contact:

GYAN KUNJ H.S. SCHOOL
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Tel: 4365285, 4381695

Email: ths@triyog.wlink.com.np

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