

**Advertisements for Student Admission in Private College**

2023

Sabina Ghimire

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Advertisements for Student Admission in Private College

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

**Submitted by  
Sabina Ghimire**

**Faculty of Education  
Tribhuvan University, Kirtipur  
Kathmandu, Nepal  
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## Declaration

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

Date: 30/03/2023

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### **Recommendation for Acceptance**

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## **Dedication**

This work is affectionately dedicated to my wonderful sister, SirjanaGhimire for her unconditional sacrifices and being a source of inspiration, wisdom and proper guidance.

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This study would not have been possible without the support of a number of people including my supervisor, teachers, respondents, family members and friends. At the beginning, I would like to remember the debts that I received from all and acknowledge their support.

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## Abstract

This study entitled **Advertisements for Student Admission in Private College**. The aims of this study are to analyze linguistic features of college advertisements critically in terms of lexical and syntactic features and to investigate discursive strategies used in advertisements for admission to manipulate students and parents. Fairclough's three-dimensional CDA framework was used in order to achieve the objectives. The data of the study included 100 advertisements of private college admission. I used purposive non-random sampling procedure and data were collected using observation checklist as the tool of data collection. The data were analyzed and interpreted descriptively and thematically. It was found that the advertisers employed their ideology and maintain power through the use of linguistic features and demonstration of pictures. Personal pronouns, adjectives and nouns were used as lexical features as well as questions, imperatives, code mixing, verbless sentences are used as syntactic features. The study also found that the advertisers used several discursive techniques like use of affiliation, celebrity endorsement, numbers, popular names, slogans and attractive pictures.

This research study consists of five chapters. The first chapter deals with introduction including 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. Second chapter deals with review of related literature and conceptual framework which consists of review of related theoretical literature, review of related empirical literature, implications of the review for the study and conceptual framework. Third chapter deals with methods and procedures of the study including design of the study, population, sample and sampling strategy, research tools, sources of data, data collection procedures, data analysis and interpretation and ethical considerations. Similarly, Fourth chapter deals with analysis and interpretation of data. Likewise, Fifth chapter deals with conclusion, findings and implications followed with references and appendices.

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**List of Symbols and Abbreviations**

Ads	Advertisements
CDA	Critical Discourse Analysis
TU	Tribhuvan University
DA	Discourse Analysis
M. Ed	Masters of education
i. e	that is

## **Chapter One**

### **Introduction**

This is a research entitled "Advertisements for Student Admission in Private College". This section includes background of the study, statement of the problem, objective of the study, research questions, and significance of the study, delimitation of the study and operational definitions of the key terms.

### **Background of the Study**

Originally the word "Discourse" come from the Latin discourses which denotes 'conversation or speech'. Discourse means language of any text. Discourse is a wide ranging, heterogeneous and hybrid field of human inquiry (McCarthy, 2010). In this sense, discourse has become a common currency in a variety of discipline as in; critical theory, sociology, linguistics, philosophy, social psychology, and many other interdisciplinary fields. Matthews (2005, p. 100) argues that discourse cannot be confined to sentential boundaries. It is something that goes beyond the limits of sentence. Discourse can also be used in any form of communication including the advertisements of product (Cook, 2001). Such advertisements use language and images, print or electro-media that inform, persuade, remind, influence and perhaps change opinions, emotions, and attitudes of the people. An analysis of the language and images critically is the domain of critical discourse analysis (CDA).

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 helps to analyze discourse from the power perspective, social dominance, ideology and hegemony etc. Van Dijk (2001, p .532) defines CDA as a type of discourse analytical research that primarily studies the way of social power abuse, dominance and inequality are enacted, produced and registered by text and talk in the socio political context. According to Van Dijk (1993), critical discourse was first developed by the 'Manchester School of Linguistics' of which Norman Fairclough was the most prominent figure. CDA seeks to explore how power is invested through language (Fairclough, 1989). CDA focuses on how language used and what it really means to

the society. CDA is a type of discourse analysis that emphasis on the way language exercises power in society.

In this research, the study has been given on analyzing the linguistic features of college ads and how the strategies used to manipulate students and parents minds. Generally, advertisers make the choice of language use to influence large audiences. 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 people who make and experience them. Different private colleges are using different types of strategies to attract the parents and students so that they will choose them. The attractive language, the pictorials including their infrastructures, the persuasive language about their outputs are believed to be one of the reasons the consumers make their choice. Taking this as a social problem, I planned to go in depth analysis of the language in terms of their lexical and syntactic aspects.

### **Statements of the Problem**

Advertisements are public discourses as they communicate message to the people. Advertisements may persuade, impress and convince the people to get them used. Advertisements not only include the texts, they also involve context and include symbols and images. The critical analysis of advertisements helps people understand the meaning and ideology of the producers. This research mainly concerns with the use of language in the private college admission advertisements and how these advertise influence the costumers. It has followed Fairclough's three-dimensional framework.

Language plays a prominent role in the formation of the society. It has play vital role in media too. Advertising is the best way to communicate to the customers. Advertising helps to inform the customers about the brands available in the market and variety of products useful to them. Advertisement is for everybody including kids, young and old. Further, Jhally (1987) believes advertising is a social practice which does not work in vaccum;it interlinks many things together like person and object, symbol, symbolism and power and communication and satisfaction. To be truthful, content of an advertisement from culture cannot be separated.



The reason behind the selection of this issue for the research is to find out the features of language which are used in advertisements for the student admission in private college in terms of their lexical and syntactic aspects. I review some of the theoretical and empirical literature but find very little work on discussion and analysis in the study of the advertisements for student admission in private college from the perspective of CDA. So, I want to bring such gaps and I hope this study will provide ideas to some extent.

People watch or read advertisements and perceive them to be informative and impartial. Private schools advertisements in the popular magazines and newspaper form an integral part of business and involve a huge amount of money. As Sutherland (2010) stated 'Almost everybody is interested in advertising' but are the consumers aware of the reality of the services, are they getting what they are being informed in the advertisements. The owner of the private college tend to believe whatever shown in advertisement is real and try to influence the consumers join their private college. The purpose of this study is to raise awareness, so the students do not get influenced by the language used in advertisements before joining to any private colleges. The research was conducted on advertisements for student admission in private college. This area consist a vague dimensions which starts from sharing the precious knowledge to doing a roaring business. As most of the people are saying that owner of private college are not trustworthy towards their promises, I as a researcher tried to find out the strategies used by them in the advertisements brochures of the advertisements for student admission in private college. We must be based on certain theories to analyze the data's. This research follows the critical discourse analysis to analyze the discourse of private college admission advertisements and how it works on audience. This topic is significant in a sense this area lacks research. There is not sufficient research in this area though this area is very sensitive and need to be researched thoroughly. In this way, the problem of this study is that joining the private college by seeing attractive and persuasive language in ads is good or bad for students.

## **Objectives of the Study**

Objectives of the study were as follows:

- ) To examine the language used in advertisements for student admission in private college in terms of their lexical aspects.
- ) To explain the meaning of statements and pictorials used in advertisements for student admission in private college.
- ) To suggest some pedagogical implications.

## **Research Questions**

This study had following research questions:

- ) What are the linguistic features used in advertisements for student admission in private college?
- ) How are statements and pictorials used in advertisements for student admission in private college?

## **Significance of the Study**

This research will be significant to the students for understanding more about the application of critical discourse analysis. The research advertisements for student admission in private college will be useful in a number of ways to various individuals involve in mass media and particularly in advertisements, discourse analysis, curriculum designers, textbook writer, teachers and the students. There is not adequate research conducted in the field of CDA. So, I preferred this area in order to reveal some existing ideology in this field. This study will be equally benefited for the teachers which make them aware of critical pedagogy and the study will help them apply critical pedagogy inside the classroom. Similarly, the students will come to know about different discursive techniques the advertisers use to influence them through attractive advertisements. Advertisers tend to use the polished, standard as well as manipulative languages in their ads. Similarly, many students and parents are influenced by the way of service are promoted. In my experience too, when I passed +2, I used to look at the advertisements of different colleges. There I mostly got attracted by the physical infrastructures shown in the pictures, as well as persuasive

languages and other things rather than concerning on the quality of the education. These reasons motivated me to study on this area. This study mainly focused on the linguistics features of language used on college advertisement and strategies used by advertisers to promote different features of product to captures the attention of the costumers.

### **Delimitations of the Study**

- ) This study was limited to the analysis of language of advertisements for student admission in private college meant for students only.
- ) Similarly, the study was further limited to the analysis of lexical and syntactic features and interpretation of meanings of statements and pictorials used to influence the students.
- ) The study was also limited to the analysis of the language of hundred samples selected for the purpose of the study.

### **Operational Definition of the Key Terms**

Operational definition of the key terms is as follows:

***Advertising.*** Advertising is the means by which good or services are promoted to the public.

***Discourse analysis.*** Discourse analysis is the analysis of a language beyond its sentence level construction. It studies as to how the sentences form larger units of language such as paragraphs and conversations in order to convey the contextual meaning.

***Critical discourse analysis.*** Critical discourse analysis is an interdisciplinary approach to the study of discourse that views language as a social practice.

***Lexical aspect.*** Relating to words or vocabulary.

***Syntactic aspect.*** The way in which linguistic words are put together to form phrases, clauses, sentences.

## **Chapter Two**

### **Review of Related Literature and Conceptual Framework**

This section includes review of theoretical and empirical literature, implication of the review for the study and conceptual framework for the study.

#### **Review of Related Theoretical Literature**

Review of theoretical literature provides an insight to the researcher related to a number of aspects that have direct or indirect bearing in the research topic. I have reviewed different literature get inside on the topic and the conceptual framework is developed. In order to understand the concept of CDA and its role in advertisements, I mainly reviewed Fairclough 3D model, Fairclough, (1989,1992, 1998, 2010), Van Dijk (1998), Kaur, Arumugan and Yunus (2013), Vahid (2013). While reviewing the literature, I mainly concentrated on CDA, its objective, agenda, ideology and society at large.

**Concept of discourse analysis.** Discourse analysis is an approach to the study of language that demonstrates how language shapes reality. Discourse is understood as a way of perceiving framing, and viewing the world. For example: A dominant discourse of gender often positions women as gentle and men as active heroes. American linguist Zelling Harris first introduced the term discourse analysis in 1952. He explained discourse analysis as a way of analyzing connected speech and writing (Paltridge, 2012 p.2). DA involves both spoken and written form of language. It concerned with the study of the relationship between language and the context in which it is used. In this regard, (McCarthy, 1991) says that, it takes into account the relationship between language and social and cultural context where language is used. Furthermore, Cook (2004) states that discourse analysis not focused merely 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; it also focused on who is used it in which situation and why. In discourse, text and context both have vita role.

In this way, discourse analysis can be taken as analysis of both written as well as spoken form of language. It doesn't only study the text; form of language but also the context or setting of that text. It also tries to rise why question to it and try to find mentality behind the text. CDA is an advance form of discourse analysis. It tries to studying and analyzing both written and spoken forms of language, displays diffuse sources of power, dominance, inequality and bias. It is an interdisciplinary approach to the study of discourse that views language as a form of social practice.

**Concept of critical discourse analysis.** Critical discourse analysis (CDA) is a research method for studying written or spoken language in relation to its social context. It aims to understand how language is used in real life situations. CDA emerged from 'critical linguistics' developed at the University of East Anglia in the 1970s, and the term are now often interchangeable. CDA was first developed by the Lancaster school of linguistics 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. CDA may be defined as fundamentally concerned with analyzing opaque as well as transparent structural relationships of dominance, discrimination, power and control as manifested in language, (Wodak& Meyer, 2001). CDA is "a principle and transparent shunting back and forth between the microanalysis of texts using various tools of linguistic, semiotic, and literary analysis of social formations, institutions, and power relations that these texts index and construct" (Luke, 2002). CDA is a type of discourse analysis research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in social and political contexts" (Van Dijk, 2004).

Critical discourse analysis (CDA) stems from a critical theory of language which sees the use of language as a form of social practice. All social practice are tied to specific historical contexts and are the means by which existing social relation are reproduced or contested and different interests are served. It is the questions pertaining to interests that relate discourse to relation of power. How is the text positioned or positioning? Whose interests are served by this positioning? Whose interests are negated? What are the sequences of this positioning? Where analysis

seeks to understand how discourse is implicated in relation of power it is called critical discourse analysis.

Fairclough's (1989, 1995) model for CDA consists of three interrelated processes of analysis which are tied to three interrelated dimensions of discourse. These three dimensions are: the object of analysis (including verbal, visual or verbal and visual text; the process by which the object is produced and received (writing/ speaking/ designing and reading/ listening/ viewing) by human subjects; The socio-historical conditions that govern these process.

According to Fairclough (1992), each of these dimensions requires a different kind of analysis: text analysis (description); Processing analysis (interpretation); Social analysis (explanation).

In the same way, Paltridge(2012) states that CDA explores the connection between the use of language and the social and political context in which it occurs. It explores 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 10 discourse. Similarly controlling over the mind of people causes the reproduction of domination and hegemony. In society, common and innocent people are 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 Nugrawidhanti, (2016, pp. 19-20) mentions a number of central key features regarding CDA's critical perspectives. These are as follows:

*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.

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

*CDA starts from existing social problems.* 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.

*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.

*Inter-discursively/ inter-textuality.* It deals with the way a text is always affected and inflicted by other discourses.

*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.

**Requirements for conducting CDA.** CDA needs to fulfill a number of requirements in order to effectively actualize its aims: First, CDA has to be "better" than other research in order to be accepted. Second, it focuses essentially on political issues and social problems, rather than on current fashions and paradigms. In other requirements i.e empirically adequate the critical analysis of social problems is usually multidisciplinary. Fourth, rather than purely describe discourse structures, CDA make efforts to account them in terms of characteristics of social interaction and especially social structures. More particularly, CDA concentrate on the ways

discourse structures, figure, ensure, legitimate, reproduce, reasonable, or challenge the links of dominance and power in society.

Fairclough and Woodak (1997) sum up the main concepts of CDA as follows: First, CDA discuss social and politics problems. Second, power relations are erratic (discursive). Third discourse is a form of society and culture. Fourth, discourse carry out ideological works. Fifth, discourse is historical, Sixth, the link between society and text are mediated. Seventh, CDA is interpretative and explanatory. The last, CDA is a form of social proceeding or action.

**Principles of CDA.** According to (Fairclough & Wodak, 1997) listed the main Principles of CDA are , CDA addresses social problems, Power relations are discursive, Discourse includes /constitutes society and culture, Discourse also does ideological work. In other words, ideologies are often produced through discourse, Discourse is history, The link between text and society is mediated, CDA is interpretative and explanatory, Discourse is a form of social action.

**Ideology and critical discourse analysis.** An ideology is a set of ideas, beliefs and attitudes, consciously or unconsciously held, which reflects or shapes understandings or misconceptions of the social and political world. Very often ideology refers to a set of political beliefs or a set of ideas that characterize a particular culture. Locke (2004, p. 33) defines ideology as an "elaborate story told about the ideal conduct of some aspect of human affairs". The power of ideology lies in its truth value, which is determined by the numbering subscribing it. Similarly, Fairclough (2010, p. 26) find ideologies as 'significant element of process through which relation of power are established, maintain, enacted and transformed". This statement clarify ideology is a medium through which power relations are maintain in the society. CDA deeply analyses and interprets the texts and discourse that intertwined with ideology. In the print media also we can see varieties of text related to different issues.

CDA keeps relationships between languages, power, and society at the centre of analysis. CDA seeks to explore how power is invested through languages (Fairclough, 1989). Different beliefs are found in varies fields. There are always the relationship of causality and determination between discursive practices of the media,



event and texts with the social and cultural structures in society (Fairclough, 1995). 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 advertiser. Similarly, ideology is an abstract thing which can be applied in real situation. Fairclough (1992), states that function of ideology is to construct text which constantly and cumulatively impose assumptions upon the interpreter and the text producers, typically without being aware of them. Similarly, advertisements were also guided by the advertisers/companies' ideologies like cultural ideology, patriarchal ideology, and social ideology. So, they are not merely promoting their products, they are also spreading some message to the society. Sometimes such message can bring negative change in the society. So, the advertisers should be careful about social responsibility while designing the advertisements.

**Society and critical discourse analysis.** The role of critical discourse analysis is to analyze relations between discourse and other elements of the social, and to analyze relations between linguistic/ semiotic elements of social events and linguistic/semiotic facets of social structure and social practice (Fairclough, 1993). Van Dijk (1998) says the discourse studies deals social domination and inequality which are theoretically and analytically quite diverse because it does not have any unitary theoretical frame work. Fairclough advocates that CDA provides theories and methods for the study of relation between discourses, social and cultural developments in different domains. It systematically explores the relationships of causality and determination between discursive practice of the media, events and texts with the social and cultural structures in society (Fairclough, 1995).

Hence, CDA starts by identifying a social problem, takes perspectives of those who suffer most and critically analyses these in power, those who are responsible or have the means and opportunity to solve such issues (Van Dijk, 1998). This research will be oriented towards the power relations and ideological work represented in private college admission ads.

**Concepts of advertisement.** Advertising works as a source of communication between the customers (the use of product and services) and the advertiser. Marketers

use different media vehicles to send across an engaging message to the targeted audience. Ayanwale, Alimi and Ayanbimipe (2005) established that newspapers, magazines, radio, TV and outdoor are popular media among the marketers, However, Internet advertising is the current trend. It includes, namely billboards, banner advertisements, corporate websites, e-mail message, interactive games, and so on (Ducoffe, 1996). Kaur, Arumugam and Yanus (2013) Says " Advertisements reach out to consumers through various mediums such as internet, radio, television, magazines and newspapers" (p.61).

Similarly advertising is a phenomenon of publishing or displaying linguistic and paralinguistic contents in the print or electronic media in order to persuade audiences, readers, viewers or listeners to buy or make use of the commercial products or services. "Language and visuals of advertisements play main role to attract viewers" Iqbal, Danish and Tahir (2014, p. 122). Advertisement is a source of communication to encourage the sale of product (Petly, Arens 2002). Consumers gain information about the products and services through ads. After watching ads they feel that they are informed that which product is in their benefit and which is not. Advertisements also play a prominent role in our society to communicate message related to our daily lives. Advertising is not only economic entity, but it also deals with values, attitudes and idea shaping culture (Sinclair, 1987). It means advertisements are attached with our cultural factors and which is represented on it. Furthermore, Jhally (1987) believes advertising is a social practice which does not work in vacuum; it interlinks many things together like person and object, symbol, symbolism and power, and communication and satisfaction.

**Features of advertising discourse.** Some features and strategies of advertising style bring out rhetorical nature include the following. (Danesi, M. (2006).

*Jingle and slogans.* These have the effect of reinforcing the recognition of a brand name, since they tend quickly to make their way into communal memory: I'm loving' it, Join the Pepsi Generation.

*Use of the imperative form.* This creates the effect of advice coming from an unseen authoritative source or from some natural biological impulse: Just do it, Trust your senses.

*Alliteration.* The repetition of sounds increases the likelihood that a brand name will remember.

*Absence of language.* Some advertisements strategically avoid the use of any language whatever suggested the product speaks for itself.

**Advertising discourse.** Since the advertising is the concerned of the present study, the term "media discourse" should be referred. It can be defined as the interactions that take place on a broadcast platform, either spoken or written, where the discourse is addressed to a non-present listener, viewer or reader (O'keeffe, 2001). This means that the addressees of such discourse cannot give immediate responses to the producers of the discourse. However, this is now changing with the developing technology. To put it differently, media discourse is manufactured for public and it is not just like daily spontaneous conversations. Instead, it is a form of interaction which is open to everyone (O'keeffe, 2001). For this reason, it is essential to understand or investigate media discourse critically.

As a type of spoken media, advertisements can be one of the most crucial media discourses in terms of manipulated language use and hidden ideologies. According to Abdelaal and Sase (2014), advertisements are a part of our daily lives and they convey certain messages. In this way, they deal with values, attitudes, and knowledge that compromise a culture. Relatedly, Jhally reports that advertisements gather together so many things such as person, object, symbol, power, communication and so forth (Abdelaal&Sase, 2014). That is to say, it is almost impossible to separate the messages in an advertisement from culture. It can also be pointed out that advertisements shelter a number of aspects that are interrelated as Jhally indicated and this may be an indication of how complex and intriguing advertisements are.

Similarly, Wood (2006) and Bloor (2007) are of the same opinion. They emphasize that advertisements are complex and interdisciplinary although they are very short and scanty. Woods (2006) adds that there might be some informative advertisements while some other advertisements aim to persuade people. Tahmasbi and Kalkhajeh (2013) indicate that for ordinary people, it is hard to discriminate between informative and persuasive advertisements for which discursive patterns are

very crucial in regard to creating the message. To find out the message, which is generally hidden, CDA could be quite effective method.

When advertisement-related literature is examined, it is seen that inter-textual elements are encountered in advertisements and most of the time; the genres that people generally follow take place purposefully (Williams 2003). This shows that advertisers really know the characteristic of their audience. By taking those characteristic into account, they are able to know how they should design their messages both visually and linguistically. At this point, it may be noted that the researcher who are conducting a CDA on advertisements should also give place to semiotic because signs are a form of communication. Another reason is that semiotic, as much as linguistic units, plays an important role in the connection between discourse and ideology. Accordingly, the focus of the present study is upon critical discourse analysis of advertisements for student admission in private college on the way of uncovering the implicit ideologies created with the power words and images.

Similarly, Cook (2004) argues that advertisements are always complex interaction with the text around them, with music and pictures and with the people who make and experience them. Furthermore, 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:

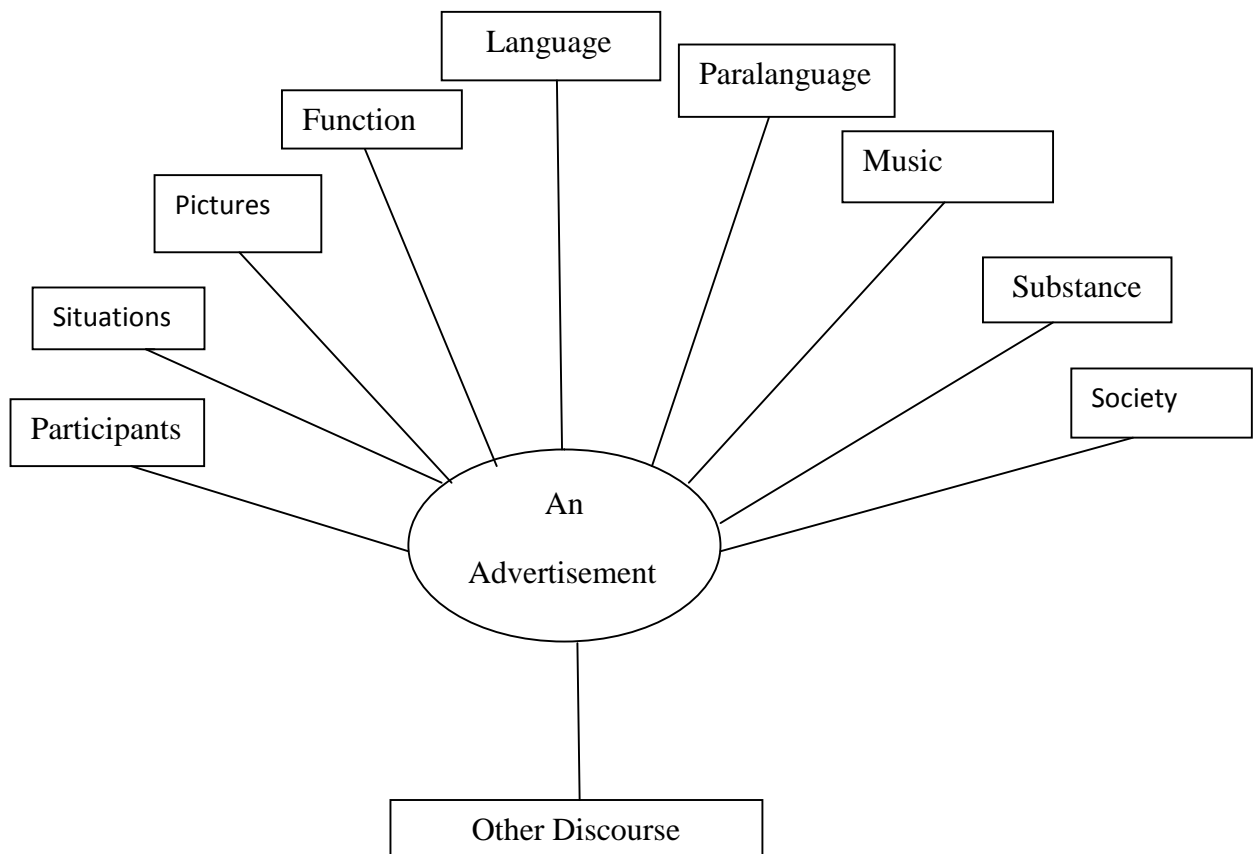


Figure 1. Interaction of Elements in ads (Cook 2004, p.6)

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 discourse, text and context both have important role. According to Cook (1996, p.2), context includes eight items: Substance: the physical material which carries or relays text. Music and pictures. Paralanguage: meaningful behavior accompanying language, such as voice quality, gesture, facial expressions and touch (in speech), and choice of typeface and letter sizes (in writing). Situations: the properties and relations of objects and people in the vicinity of the text, as perceived by the participants. Co-text: text which precedes or follows that under analysis, and which participants judge to belong to the same discourse. Inter-text: text which the participants perceive as belonging to other discourse, but which they associate with the text under consideration, and which affects their interpretations. Participants: their intentions and interpretations, knowledge and beliefs, attitudes, affiliations and feelings. Participants are usually

describers are usually described as senders, addressers, addressees and receivers. Functions: 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 intended 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.

**The role of advertising.** The role of advertising can be broken down into a series of links all of which promote sale (Cartwright, 2002; 2014). According to Cartwright (2002; 2014) the roles of advertising are: to influence the behavior of others in the supply chain, create awareness of product, ideas or services, facilitate changes, reinforce the behavior of existing customers or users, create organizational brand image.

**Fairclough's model of discourse analysis.** According to Fairclough (1989), language is a kind of social practice. Fairclough insists that critical analysts should not only focus on the texts, the process of text production and interpretation of the text, but also investigate the interrelationship among texts, production process, and their social context. 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.

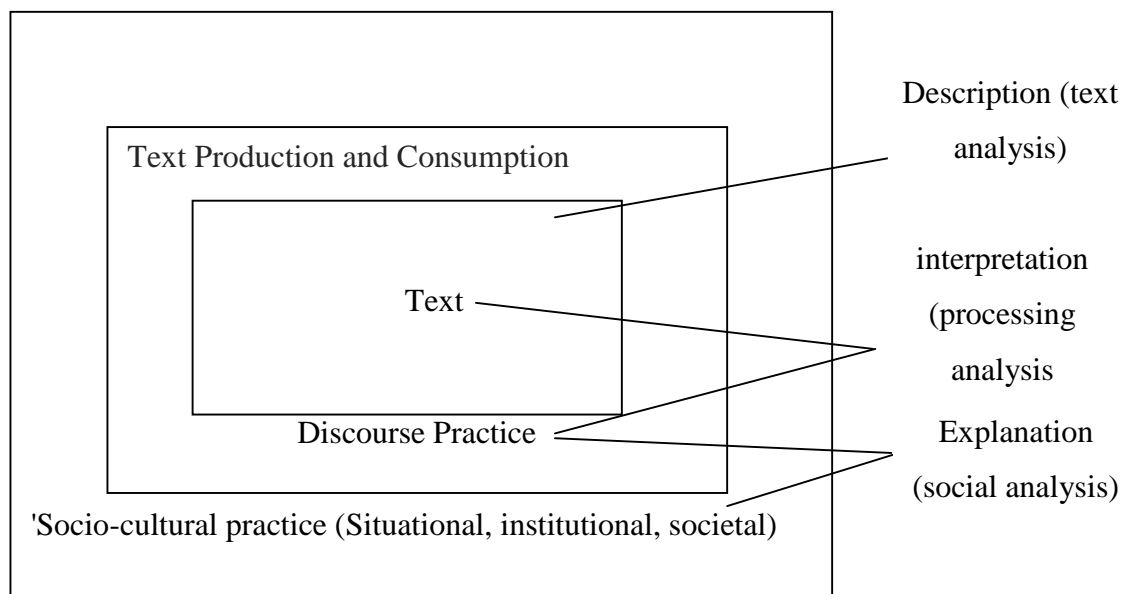


Figure 2: Fairclough's Three Dimensional Models for CDA

The above figure depicts, while interpreting the text both linguistic and non-linguistic features, their perceptual meaning are derived and finally their status in the social cultural is analyzed critically. Fairclough believes text is a minimal unit in any discourse and is interrelated with other social aspects. To understand the text we need to understand the context too. Every discourse is affected by its institutional and cultural practices. The elite people produced the text with full control and maintain power and ideology within the text. Such discourse massively affects the society as a whole. So, these three elements are interconnected with each other what Fairclough says micro, meso, and macro level of analysis.

**Discursive structure.** One of the important assertions that Michel Foucault made in the archeology of knowledge (1972) is that discourses are not only simply groupings of utterances, nor they simply sets of utterances which emanate from a particular institutional setting, but that discourses are highly regulated groupings of utterances or statements with internal rules which are specific to discourse itself. Discourse strategy refer to the constituents of discourse itself- the more abstract element within which particular discourse are produced. Discursive rules and structures do not originate from socio-economic or cultural factors as such, although they may be shaped to an extent by these factors rather they are features of discourse itself and are shaped by the internal mechanisms of discourse alone.

Before beginning a description of discursive structures, it is necessary to describe the relation between discourse and the real. The focus of the archeology of knowledge is largely on the relation of texts and discourse to the real, and construction of the real by discursive structures. (Mills, 1997)

Likewise, Frow comments 'Discursive is a socially constructed reality which construct both the real and the distinction between them. It assigns structure to the real at the same time as it is a product and a moment of real structures' (1985, p. 2000).

### **Review of Empirical Literature**

Empirical literature refers to some previous research studies which were conducted in the related field. Empirical literature provides us some guideline to

move ahead in our project. So, here are some empirical literatures which I have found while I reviewed.

Vashid and Esmali (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 consumer and sell more products. They analyzed six different advertisements (product and non-product ads). Norman Fairclough's 3-D model and Kress and Van Leeuwen's grammar of visual design were used to analyze the data. There showed that when a private producer intends to persuade the viewer to buy special product, they give 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. Teachers and students at secondary level of three private schools of Kathmandu district were the primary sources of data. He recorded nine conversations from selected 22 schools. As a research tool he used observation and audio recording. He found that teacher dominance was reflected in turn taking systems, in exchanging structures, topic control and overall discourse. Similarly, the teacher domination was found desirable. Power has shown by teacher's overlaps, questions, commands and the way they addressed their students.

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 report helps to criticize Saddam, win support and finally justify the war.



Babur (2014) undertook a research on 'Discourse Analysis of Advertisements of School admission in Pakistan'. The purpose of the research were to find out which devices of language do the school used in their advertisements and to figure out how and why schools make use of pictures in advertisements. The researcher investigated different school brochures which are meant to be published for the admission purposes in Pakistan using Fairclough (2003) three dimensional model of CDA. The researcher found out that the use of language in school advertisement is astonishingly manipulative.

Romanenko (2014) conducted the research entitled "linguistic analysis of online advertising in English". This study focused on the linguistic analysis of online advertising in English and to identify the linguistic feature and rhetorical figures employed in slogans. The research used in the descriptive thematic analysis with three themes in parts of alcohol and cigarettes advertising, non- commercial advertising and unspecified advertising of various products. For the purpose of investigation one hundred fifty advertisements were analyzed. The finding concluded statistically that the most commonly linguistic means in advertising slogans in relation to the thematic domain.

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 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 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 ideologically.

Rai (2018) conducted a research on 'Critical Discourse Analysis of Beauty Product Advertisements'. The main objectives of her research were to analyze the linguistic features of beauty product advertisement in terms of lexical and syntactic features and to investigate the discursive techniques used in a beauty product advertisement that represented the identity of women. She used qualitative research design to complete objectives 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 procedures. She analyzed and interpreted the data descriptively by using Fairclough's (1992) framework. After analyzing the data she found that beauty product advertisers used different types of linguistic features such as pronoun, positive and negative adjectives, compound words and sentences to attract women. Similarly, advertisers used different types of strategies such as pictures 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.

Adhikari (2020) conducted the research on 'Critical Discourse Analysis of Academic Advertisement'. The main objectives of her research were to analyze the language used in academic advertisements in terms of their lexical aspects and to explain the meaning of statements and pictorials used in academic advertisements. She used observation checklist as a research tool to collect required data for her study. From the data she selected the hundred academic advertisements by using purposive sampling procedure. She analyzed and interpreted data descriptively by using Fairclough's (1992) frame work. After analyzing the data she found that academic advertisers used different types of linguistic features such as pronoun, positive and negative adjectives, compound words and sentence to attract students. Similarly advertisers used different types of strategies such as picture of celebrities, emotive words, and persuasive language, attractive pictures to manipulate the students. The researcher found that the use of language in academic advertisement is astonishingly manipulative.

### **Implication of the Review for the Study**

Likewise theoretical literature refers to some theoretical aspect, empirical literature also refers that some previous research which were conducted in the related field. Empirical literature provides us some guideline to move ahead in our project. So, here are some empirical literature which I have found while I reviewed.

The study of Rai (2018) helped me to investigate ideology that exhibits the power and intention of advertisements. Her works also helped me to work by using Fairclough's (1992) framework. It gave me insight about this framework and related idea with it. Likewise, the study by Babur (2014) helped me to study on other semiotic aspect of advertisements. Along with the language; colors, image positioning of pictures are the things that I have got knowledge from this study. Likewise, I got methodological insights from the review of Bhatta (2014). It helped me to figure out how different languages are used by different advertisers to attract consumers. However, my study is different from other in the sense that it more focused on linguistics features in advertisements for student admission in private college.

In every research work/field the literature review always play the crucial role to make completion of the research. According to Kumar (2009, p. 30), "the literature review is an integral part of the entire research process and make a valuable contribution to almost every operational step". All the above reviewed works are related to this research. These research works have provided me a lot of ideas on choosing the proper research area, research design. Similarly, I also got the idea to conduct critical study on language use. Likewise, I also got the idea on analyzing the images and pictures in the ads.

The dissertation of Adhikari (2020) provided me the insight regarding the application of Fairclough (1992) three dimensional model in the critical discourse analysis of language. Similarly, I learnt to study on the positioning of the pictures used in the ads. The study carried out Babur (2018) on 'Discourse Analysis of Advertisements of School Admission in Pakistan' helped me more to be specific to my area. It helped me to figure out how schools use the manipulative languages to attract parents and students. From the researcher of Bhatt (2013), I learned how we encountering the power hegemony in our everyday life. More specifically, I come to

know the idea how the power hegemony used to take place upon lower class people by so called senior ones in spoken discourses. In the same way, the review of Vahid and Esmaeli (2012) helped me to accumulate the idea to analyze the pictorials from the perspectives of CDA. .

### Conceptual Framework

Conceptual framework refers to overall sketch of a project. A researcher's map that is usually developed at the beginning of the study and evolves till the end. It represents the understanding of the theories by the researcher and his/her conceptualization of the different variables which mainly deals with who and what aspects that should be studied. It shows the relation among the various concepts of the study. The conceptual framework of the study is presented as follows:

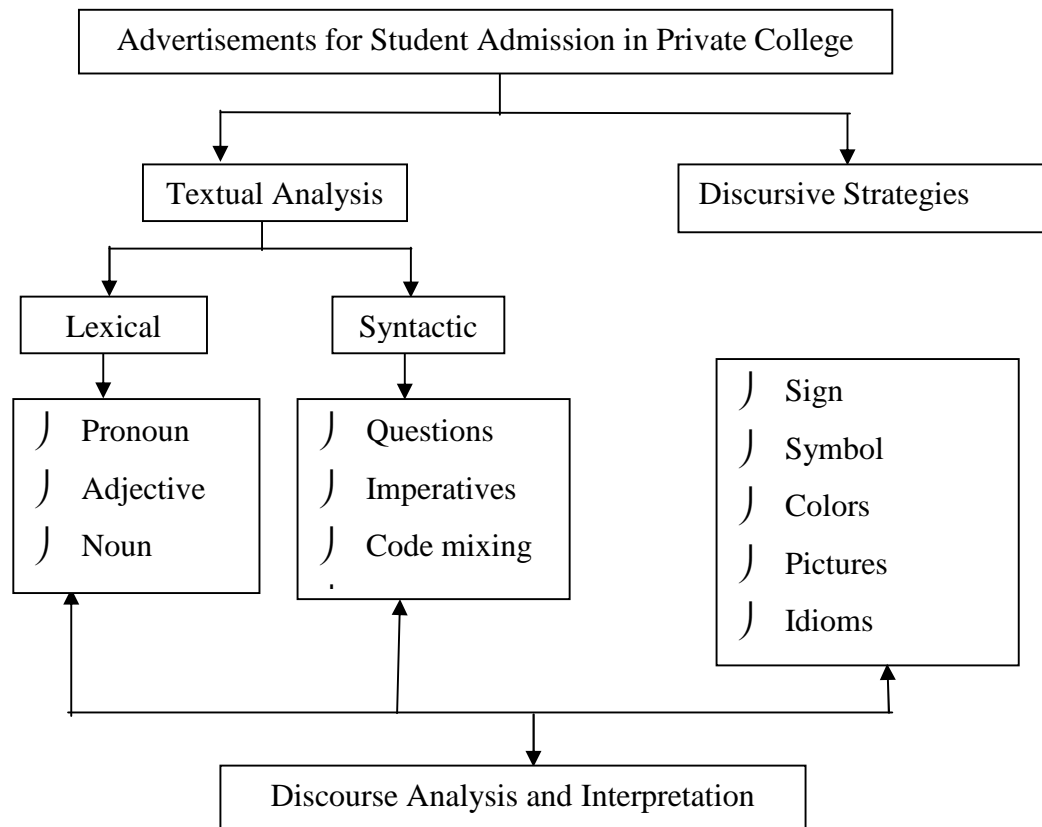


Figure 3: Conceptual Framework

## **Chapter Three**

### **Methods and Procedures of the Study**

This section deals with the design of the study, sample and sampling strategies, sources of data, data collection tools and techniques, data collection procedures and ethical considerations. This research followed the following methods to fulfill the objectives of the research.

#### **Design of the Study**

I choose discourse analysis as a research design. Research design is the framework of research method and techniques chosen by a researcher to conduct a study. The design allows researcher to sharpen the research methods suitable for the subject matter and set up their studies for success. 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 investigating so convinced as to obtain answers to the research question or problem". It is a plan and guideline which helps researchers to complete the research.

This research study employed qualitative research approach. According to Merriam (2009, p.5), " Qualitative research is interested in revealing the meanings of phenomenon, understanding how people perceive their experience, how they construct meaning and how they attribute meaning to their experience". 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' definition 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 problem, Fairclough's 3D model of CDA was used.

## **Population, Sample and Sampling Strategy**

All photographs of advertisements for student admission in private college were used as the study populations. However, 100 photographs were selected as sample for the study. For selecting a representative sample, I used purposive non-random sampling procedure. This method is the most straightforward of all the probability sampling methods, since it only involves a single random selection and requires little advance knowledge about the population.

## **Sources of Data**

Both the primary and secondary sources of data were used for this study. The primary data were different 100 samples advertisements of private college admission. The secondary sources of data included different books such as Fairclough (1992), Fairclough (1995), Fairclough (1998), Fairclough (2010), research articles, journals, and thesis.

## **Data Collection Tools and Techniques**

Observation checklist was used as a technique to collect the required data. Observations guidelines were developed to list categories the linguistic data and non-linguistic data. For the linguistic data, both lexical and structural items were separated to ease analysis later.

## **Data Collection Procedures**

I followed the stepwise procedures in order to collect the authentic data. For the purpose of the study, first of all, I visited different private college administration of Kathmandu district to become familiar with the private college advertisements available for my study. Second, I purposively took the snap of brochures which contain college ads. Third, I gathered all photographs in my mobile and I selected photographs consciously. Similarly, I collected necessary secondary data from the reviewed to guide my work. Eventually after gathering related photographs, I started to analyzed data by using Critical Discourse Analysis framework.

## **Data Analysis and Interpretation Procedures**

The collected data were analyzed in descriptively by using Fairclough's (1992) framework. This framework includes three major components, i.e. Text, discourse practices and socio-cultural practice. As mentioned in the previous section, I categorized lexical and syntactic features. I also analyzed the image given in the ads and the power and ideology that affected the society through persuasive language.

## **Ethical Considerations**

Ethics is one of the requirements to be considered while doing research so that informant's identity may not be collapse. To avoid the risk of plagiarism, I gave proper credit to the authors of books journal, articles and researcher work. This study was limited within 50 samples that I had collected. This study followed the Fairclough's Three dimensional framework for CDA (1992). Researcher should be sensitive in the privacy of participant, inform consent and manipulation of data by him/ herself. We know that, sensitivity is the main principle in the ethical consideration of any kind of research activity. During my study, I collected photographs of commercial educational advertisements which were publically advertised. I did not manipulate the collected data but it was analyzed qualitatively. I did not harm any stakeholder of advertisers. I did proper citation and reference to the authors of the books, articles, journals, and research worker to avoid plagiarism.

## Chapter Four

### Analysis and Interpretation of Results

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

#### Analysis and Interpretation of the Data

The analysis and interpretations are divided into three main sections according to 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 private college advertisement. The second level of analysis investigates discourse strategies of private college advertisement to attract students and parents towards their services. The third part of the analysis discusses the ideological and social meaning of advertisements.

Students are the main consumer of the college and therefore this study mainly focused on how students and parents are used as propaganda in media discourse. So this study is centered to unveil hidden ideology, power and discursive techniques through linguistic analysis. I have collected one hundred admission advertisements of private college. The analysis has been made in line with the three dimensional framework developed by Fairclough (1992). However, the results and discussion has been made as consistent as possible with the objectives of the study.

**Linguistic features of advertisements for student admission in private college.** The first objective of this study was to analyze the linguistic features. I have analyzed the linguistic features mainly included vocabulary, grammar, cohesive device and metaphor are discussed. This study looked at hundred print advertisement displaying in public place and Magazines.

**Grammatical level.** Here, this section focuses on the use of pronoun, adjectives, and verbs (related with the tense) found on private college admission advertisements.



**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 trend to give impression of treating each of the costumer individually in mass. In the advertisement, use of pronouns is the matter of value. In this regard, Kaur, Arumugan and Yunus (2013) states that the use of second- person personal and progressive pronouns want to addressed individually rather than as a part of mass it is considered that they are highly valued by the advertisers. The data show that in the pronouns such as 'You, 'Your,' 'We', are excessively used. Here, is a sample example: The sentence We Aspire To Inspire is written. Here, 'we' have been used as a pronoun. Through the use of pronoun the advertisers try to create the feeling of closeness among the student.

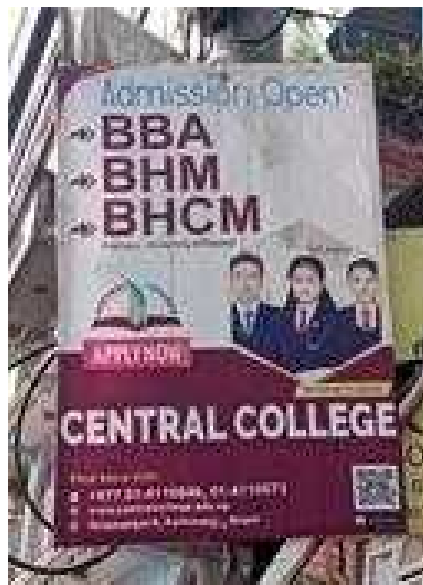


Figure no. 4 Exemplar of using pronoun

**Use of acronyms.** An acronym is a word, name or set of letters created as an abbreviation of a longer phrase or sentence. Acronyms are often used in academic writing in order to avoid the repetitive use of long, cumbersome titles. In ads we can frequently find out the use of acronyms. Generally the course names like BBA (Bachelor of Business Administration), MBA (Master of Business Administration) are written in the form of acronyms. As seen an examples, we can also see that the acronyms are written in colored capital letters. So that readers will have first glance

upon it. From my research I also found out that most of the youth, are preferred to use with the acronym forms rather than its long forms. The term like MD, MBBS, CA, HA are famous with its short forms. From these samples, we can note that advertisers are trying to get more attraction from the youth who were found of using the acronyms. The figures mentioned below are the examples of it.

Figure no. 5

Figure no.6



Figure no. 7

Exemplar of using acronyms

**Use of adjectives.** The main aim of advertising is to sell the product as much as possible. So, the advertisers use very short and attractive language which presents the useful information about the product. Advertisement adjectives are used to show the consumer's feelings when they use service. Similarly, adjectives creates good image of product in costumers site which cause them to buy products. An adjective is used to give description about the product's qualities and emphasizes the characteristic of the

good costumers. In this regard,(Kaur, Arumugan&Yanus, 2013) argues, adjectives usually spreads positive emotions, fantasy, dreams and desires in the costumer's mind.For example,.....and lead a prosperous career opportunity in the world of endless possibilities. Here, In addition, the word prosperous signifies the convincing message to the consumers of the services. And the adjective endless indicate the evergreen feature of the college



Figure no.8

#### Exemplar of using adjective

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

***Use of noun.***Nouns are always considered to be one of the important aspects of English language.Nouns are important because they refer to many important terms as place, objects and people and the more sophisticated abstract concepts. Nouns are believed to be the first and focal building squares of a language. In the picture presented below the noun' Dream ' signifies the wholesome motto of the students.



Figure no. 9

Exemplar of using noun

**Use of capital letters.** As per collected sample, it is also found out that many schools and college write the name of their colleges, available faculties in capital letters. We also can see the tendency for people to capitalize words unnecessarily just because they are deemed important. In the sample given below the word **ADMISSION OPEN** is written in capitalized form. When someone see s the word in capitalized form, it attract the eyeball of the readers. Capital letters are generally written in large font size which makes advertisers easy in manipulating students mind. Instead of capitals, if it has been written in small letters it wouldn't seem to be that much catchy. Hence, it can be assumed that the use of capitalization does not have a deeper meaning rather it comes under one of the business policies in advertisements. We can find out the hidden power behind the discourse strategy. Regarding the tendency of practicing unnecessary capitalization, the research by Juel (1983) states that "Increasingly widespread use in advertising practice, we recommend avoiding the exclusive use of uppercase letters (in German language), especially in low involvement situations.



Figure no. 10



Figure no. 11



Figure no. 12



Figure no. 13

## Exemplar of using capital Letters

**Syntactic level.** This section deals with the way of putting words together to form phrases, clauses, or sentences. Under this category the syntactic features found in the educational ads are analyzed.

**Code mixing.** Advertising language is perceived to be creative, complex, and attention grabbing. Advertisements are usually packed with various distinguished elements including creative non-standard use of language such as code-mixing (Leung, 2010). Code-mixing is generally about the mixing of two or more language varieties in speech. The code mixing phenomenon cannot be separated from the fact that many people these days are bilingual, trilingual and even multilingual. The advancement of transportation and communication increases local diversity and global consecutiveness. Similarly code-mixing is a complex process which involves a great amount of skill in both language involvement and a social and culturally motivated phenomenon. People of different language and different cultures come into contact constantly. As mentioned in the example below, combining two contrasting language together grabs the attention of the readers. In First image the heading word of the ads is written in the Nepali version with the big Nepali word नेपाल काष्ठमन्डप कलेज This obliges the readers to go through the whole ad because of its unique writing style. The advertisers could write only in English but they mix two because they found the style of code-mixing an impressive one through which their ad would get more viewers. Rather than emphasizing the quality of language, this technique tends to attract the readers. Though it looks simply the mixing of two languages together, deeply we can analyze the power of discourse strategy to uplift the trade mark of the business using the persuasive approach.

The image includes the happy looking teenager with the code mix word श्रीThe ads gives trying to manipulate audience through the unique sort of discourse. Thirdly, the newari word खप is put together with next two words KHWOPA COLLEGE . It drags the eyes of customers and looks catchy too. Fourthly, I have collected the next picture as sample of Swastik College. The Nepali word स्वस्तिक written in the Nepali version to attract the students and parents. The picture includes the happy looking of youth with the code mixing word.

Figure no. 14

Figure no. 15



Figure no. 16

Figure no. 17



Figure no. 18

Exemplar of using code-mixing

**Imperative sentences.** Imperative sentences are very common in the ads. These structures compel readers to break their old habits and old choices of using certain services. Similarly, in the educational ads too, these sorts of language use are found. Such imperatives make an order, command and request to use the advertised products or services. The following are the examples of imperatives used in the ads. In the given picture the phrase 'Apply Now' is written in red catchy letters with an exclamation in its end. It seems to energize the people to choose their college i.e Nicholson College. In today's context, no people have their spare time. Everyone seems to be creating the short forms i.e in reading, writing, daily communication and so on. For instance how are you? Hurry up! Hence, we can admit that advertisers use this policy as a means to manipulate their business strategy.



Figure no. 19      Figure no. 20

#### Exemplar of using imperative sentences

**Use of question.** Question helps reader to discuss on their problems. It is more thought provoking in relation to other discursive techniques. Generally, questions forced the audience to use the advertised product indirectly. In other words, question help readers to make self judgment on the product or service. In the pictures given the statements questions Why choose us?, Why Study BASW at Bernherdt? are written in question form. It helps to draw the attentions, of the readers and give them confidence to use it. Through the help of questions, advertisers try to get answer from the readers. Such question plays a vital role to create discourse practice in educational admission ads. These questions try to show what services can do if they use and what problems they might have if they don't use.



Figure no. 21



Figure no.22

### Exemplar of using questions

**Discursive strategies used on advertisements for student admission in private college.** The aim of this study was to explore discourse strategies used on advertisement for student admission in private college. The strategies used on ads show the power relation between advertisers and consumers. In this regard Fairclough (1998) 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 contribution 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 text but in mass media discourse due to the clear division between advertisers and consumers, there is one sided discourse where advertisers exercises power over costumer. So common strategies used by private college advertisers are as follows:

**Use of slogan.** An advertising slogan is usually a short tagline less than five words that tells potential customers the benefits they can expect when choosing the product or service. Generally, slogans build a brand identity that sets the company apart, drawing customers who want to experience the benefits of that brand. Making use of slogans in advertisements has increased so considerably a very large proportion of today's advertisements end in advertising slogans (Boush, 1998) In the pictures mentioned below, we can see the use of slogan like "Where Innovation Meets Excellence" Which seems to be motto of college. It seems to capture the attention of



the consumers with the use of pleasing words. Slogans are used for a metaphor "where innovation meets excellence" refers to the place with more qualities and wisdom. The word excellence carries the meaning of extremely high quality. It means they are using the logic that they are topmost in the ranking of education provider. Similarly, next slogan used in the advertising that, "Education for peace & Prosperity" The slogan sounds meaningful with gravity. They claimed that it is the best option to accumulate ore knowledge. Similarly, another slogan is ' Earn while you learning' which focus on no one can be unemployment if they join Global College. This slogan manipulates the mind of students and they think this college give them education as well as job also, no one can be unemployment.



Figure no. 23



Figure no. 24

Figure no. 25

#### Exemplar of using slogans

**Position of picture.** The old adage that picture is worth a thousand words continue to hold true in the digital age. Across online platforms, images have been proven to boost performance and engagement. The power of images is believed to lie in the fundamental of human nature; we're wired to notice, remember, learn from, and respond emotionally to visuals. As presented in the example below, the brochure belongs to Ekata James College where we can see the ladies standing aside of the text written ADMISSION OPEN. The ladies look smart by wearing a college dress, From the picture one can make a perception that after joining that college Students looks attractive as the ladies in the picture. The ads use realistic photographs that seems to simply "copy" the product as it is- to show it in an objective manner without distortions of styles or illusion Scott, L. M.(1994). Being a fashion college, it

demonstrates the synopsis of the course and activities related to it. The location of image is also one of the better means to attract the people towards the advertisement. So, it is one of the policies of advertisers to exploit the perception of the consumers.



Figure no.26

Exemplar of using position of pictures

*Use of common people.* Apart from endorsing the celebrities, the advertisers choose common people too in their designs. The picture shows the youth who looks cheerful with each other. The happy faces of students, symbolizes the good side of the related college. The people presented in the image are not any familiar face for audience rather they seem to be a common people. Hence, it is one of the policies of the advertisers to exploit the perception of the consumers. Similarly, in the presented below picture also we can see that different sorts of common people including students, teachers. The advertisers are trying to grab the attention of common people who are waiting to make a decision in choosing certain colleges.



Figure no. 27

Exemplar of using common people

**Scientific evidence.**Scientific evidence is also discursive technique used in private college admission ads. Owners try to show the proved fact by using the language that assures the consumers. The advertiser seems to be showing their power through the language. Most of the college having bachelor scheme to write either TU affiliated, KU affiliated or PU affiliated. From this evidence also we can say that the advertisers want to win the belief of the customers through proven facts.



Figure no. 28

Exemplar of using scientific evidence

**Use of popular names.**From the data of the study, it is also sure that most of the colleges which are believed to be the best in the town are highly famous with its name also. For example 'White House College', the name used to call 'The President house of USA. Next is 'Pentagon College', which name is also one of the 'American Tower' also known as trade tower. Moreover, there is Texas College in the town which shares the name of the famous states of USA. AS said always, the college administrators seem to be fascinated by the American name. In this concern Tam (2007) said, "brand use as valuable asset and attractive trick to capture consumers for specific goods. Customer behavior can be inspected on the base of brand consciousness, relationship and loyalty". Hence, there is Cambridge College which name is also one of the famous City of East England as well the name Cambridge also famous University. Some of the examples from my research which supports this theory are mentioned below:





## Chapter Five

### Findings, Conclusion and Implications

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

#### 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 private college admission advertisements. Moreover, it aimed to explore discourse strategies used on admission advertisements and suggest some pedagogical implications. Discourse analysis was used as a main design of the study. One hundred admission advertisements of different colleges 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 Norman Fairclough (1992). After the analysis of the collected data, the study has come up with some major findings which are as follows:

**Linguistic features used on advertisements for student admission in private college.** The major findings on the linguistic features used on admission advertisements are as follows:

1. It was found that adjectives were mostly used on college admission advertisements to attract students and teachers towards product. Advertisers use adjectives to highlight the best qualities of the college which expand emotional appeal and creates more believable message.
2. Similarly, it was found that most of the advertisers used pronouns like 'We', 'You', 'Our' etc to show intimate relation with students.
3. Likewise, to avoid the repetitive use of long, cumbersome titles advertisers use Acronym. For example, BCA (Bachelor of Computer Application), MBS (Master in Business Studies) etc

4. Metaphor was used on advertisements to make the ads attractive, more interesting and lively.
5. Similarly, Use of imperative sentences are also found out in the ads. For instance *Apply Now!* Written in the ad of Lincoln College and Nicholson College.
6. Code- Mixing techniques is also used in admission ads to grab the attention of the students and parents, like स्वस्तिक, नेपाल काष्ठमन्डप कलेज,
7. Capitalizations of all letters of colleges name are also found throughout the research. For instance, KANTIPUR ENGINEERING COLLEGE, LINCOLN COLLEGE and so on.
8. It is found that advertisers use various linguistic devices such as direct address, positive vocabulary, headlines, and catchy slogans to attract consumers.

**Persuasive strategies used on advertisements for student admission in private college.** After analysis and interpretation of data, the major findings on strategies used by advertisers to manipulate people are as follows:

1. It was found that advertisers used celebrity endorsement technique to attract people towards their product.
2. They used picture of experts, picture of common people and picture of celebrities to persuade students and teachers. For example Rajesh Hamal a famous Superstar Hero used the advertisement of Global College.
3. Owner tries to show the proved fact by using the scientific evidence like *TU Affiliated*.
4. It was found that advertisers used association techniques on admission advertisements where they associated their product with success, happiness, joy, and friendship.
5. Most of the private college used short slogan to make their advertisement easy to remember. For example advertisements of Asian College of Higher Studies- *Where Innovation Meets Excellence*.
6. The study proved that use of multiple modes like words with image, contrasting color, stylish writing allow the audiences to give some more time viewing the advertisements.

7. From the research, it has also been find out that, most of the colleges used famous names in the global market in order to be remembered in audience like *Cambridge International College, Texas College* and so on.
8. Similarly, most of the Advertisers use stylish writing where cursive writing, writing with big font and size, words written with color and abbreviation forms have been notice. *Siddhartha ACADEMY/ MULTIPLE COLLEGE*.

**Ideological practice on advertisements for student admission in private college.** Major findings on the analysis of ideological practice on Private College Admission Advertisements are as follows:

1. It was found that advertisers exercise their power through linguistic and non-linguistic means that affect the society.
2. Similarly, it was found that the discourse of an institution such as school, college or university is always embedded in the authority and power vested in the institution either by the government or by the social structure of the community.
3. Likewise, it was found that advertisers practice their ideology without concerning its impact on society.
4. It was found that some advertisements mislead people by their ideology.
5. People in power (advertisers) use language as a means to exercise control over others. From the research it has been clarified that no any Colleges talk about their weak points like students failure ratio and so on rather the fascinating aspects are only disclosed.

## **Conclusion**

The present study was a qualitative study conducted to critically analyze the linguistic features of private college admission advertisements and to explore the discursive strategies used by advertisers to attract students and parents. Similarly, it also interpreted the meaning of statements and pictorials used in admission ads. In this way, based on the findings it can be concluded that advertisers manipulate students to join their college by using different types of persuasive techniques. The advertisers influence students by using different linguistics features such as pronoun, adjectives, ellipsis, repetition, and acronyms on advertisements. Similarly, advertisers use image



of celebrities to make the ads more persuasive. They try to use the meaningful as well as flattery vocabularies to create confusions among the students.

Through the findings of the study, it can be conducted 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 advertisers manipulate and mislead the costumers, so the students should careful about the language and should not get influenced by the language or persuasive discourse by the advertisers. Before using any service we should do inquiry about the possible benefits of the service. The advertisers should also be careful about the language they use on ads. They must not make false promises about the qualities about their service. Ads can influence mass of the people in one time, so they should think about the impact of their ads in the society. The educational sectors are considered to be the crucial area in the society. It is believed that they are the role model of the society. Thus, the language has a great impact on the people so advertisers shouldnot use the language which directly opposed to human wellbeing, fair society, culture and environmental sensitivity. Moreover, the educational advertisers are asset of the society who should act as exemplar. Hence, the language and images both should be meaningful and appreciable rather than flattery.

### **Implications**

Based on the findings of the study policy, practiced and further research recommendations are as follows:

**Policy related.** Every nation has its own policy in every sector. Likewise this study is related to field of language. So, teaching of language is guided by the policy of the government, information ministry and education ministry. Here this study shows light type of language used in advertisements for student admission in private college. Generally the language of advertisements is taught in the faculty management in the business communication course. But this cannot be enough so, when we want to be more clear about the language of ads a syllabus designer need to incorporate with the different linguistic features used in the ads.

English is teaching as a subject in the faculty of education also, but there is not any inclusion about the language of advertisements. If the curriculum designer includes the text like the findings of this study it will provide more benefit to everyone who wants to gain knowledge.

This study throws light on the type of language used in private college admission ads. It is revealed that ads make use of both visual and linguistic features to attract customers.

The language of ads is generally taught in the faculty of management in the business management course; hence the syllabus designers need to incorporate the linguistic (textual) features (pronouns, acronyms, adjectives, capital letters, questions, code mixing, imperatives etc) images, colors, discourse practices, symbolic language and so on. The Subject like English for Business Communication which are being taught in different TU affiliated colleges, the findings of the study may be included in such a course to better update it. The linguistic and non- linguistic features pointed out in this study can be incorporated in the syllabus.

Similarly, the language of ads can also be incorporated in compulsory English course at various levels depending upon the difficulty level of the textual, discourse and social items and situations. Likewise, discursive strategies as (celebrity endorsement, position of pictures, slogans etc.) also need to be included in the text that could help students be aware against the manipulation made by advertisers in ads. It is necessary that CDA should be taken as a separate design and field of the study in a research methodology course of bachelors and masters level course.

**Practice related.** Language is for communication and understanding. Unless it is practiced in a real context, it cannot be mastered. Keeping in view the findings of this study, teachers and students both can be benefited. Teachers can use different educational ads as teaching materials to teach different linguistic and non-linguistic features whereas students can conduct different project works being based on the language, images, Colors of the ads.

As the study finds that the college admission ads massively use adjectives, imperatives, capitalization, nouns, acronyms, these items should be practiced in the classroom.

Discussion and debates can be held on the use of celebrities for ads. Further discussion can also be held in the use of contextual and functional meaning of language through admission ads. Similarly, teachers can ask students to critically analyze the language and pictures used on ads. Teachers teaching business English and English in mass media may need to devise various exercises to make the students practice the linguistic features unearthed by this study. Such exercise gives students a flavor of language in operation. Such practical activities make them play with the authentic language of ads.

**Further research.** This is not a complete research on the language of advertisements. It researched a very small segment of the language of ads; hence it cannot be a conclusion study. This study was limited to finding out and critical analysis of linguistic features used on admission ads, discursive strategies used by advertisers to attract audience and ideological practice in ads. So this study can help other researchers who want to conduct research related to the language and strategies of ads. 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. A study on image of advertisement would rather be very interesting so is the study of colors particularly used in various advertisements.

In addition, analysis of advertisement from media such as internet, television can also be undertaken. In the same way, further, study can be done on different visuals ads using different research design. i.e case study, interview with people.

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