

**LANGUAGE USED IN ADVERTISEMENTS  
IN ENGLISH DAILIES**

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

**Submitted By  
Rabin Basnet**

**Faculty of Education  
Tribhuvan University, Kirtipur  
Kathmandu, Nepal  
2010**

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2010**

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# **DEDICATION**

Dedicated to

My loving parents

Whose inspiration and efforts brought me in this world.

## **DECLARATION**

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

Date:2067-01-09

**Rabin Basnet**

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## **ABSTRACT**

This study entitled "Language Used in Advertisement in English Dailies" is an attempt to analyze the features of language used in advertisement. The main objective of this research was to find out the features of language used in advertisements of the daily newspapers in English version. In order to fulfill the objectives of the study thirty advertisements from 'The Himalayan Times' and 'The Kathmandu Post' were collected and studied. Fifteen advertisements from each daily were randomly selected. This means only secondary sources were used to collect the data. Then the features of language used in the advertisement of product, institution and vacancy announcement of the two national dailies, were analyzed. The research shows that hyperbole is commonly used in all the advertisements. The advertisement of products are colourful with different sizes of letters. Advertisers do not use negative sentence structures in any advertisements.

This thesis consists of four chapters. The first chapter includes general background. It deals with the importance of the English language in the present situation, the main features of language used in advertisement, types of advertisement, techniques of advertisement, history of advertisement and designing of advertisement. It also contains review of the related literature, objectives of the study and significant of the study. The second chapter deals with the methodology adopted for the study which includes source of data, tools for data collection, process of data collection and limitations of the study. The third chapter presents analysis and interpretation of data. Chapter four consists of the findings and recommendations of the study. Eventually, references and appendices are attached.

## TABLE OF CONTENTS

	<b>page</b>
<i>Declaration</i>	<i>I</i>
<i>Recommendation for Acceptance</i>	<i>II</i>
<i>Recommendation for Evaluation</i>	<i>III</i>
<i>Evaluation for Approval</i>	<i>IV</i>
<i>Dedication</i>	<i>V</i>
<i>Acknowledgements</i>	<i>VI</i>
<i>Abstract</i>	<i>VIII</i>
<i>Table of Contents</i>	<i>IX</i>
<i>List of Tables</i>	<i>XI</i>
<i>List of Abbreviations and Symbols</i>	<i>XII</i>

### CHAPTER ONE: INTRODUCTION

1.1 General Background	1
1.1.1 Importance of English Language	2
1.1.2 English Grammar	3
1.1.2.1 Word Classes	3
1.1.2.1.1 Major Word Class	4
1.1.2.1.2 Minor Word Class	6
1.1.3 History of Newspapers in Nepal	6
1.1.4 Advertisement	8
1.1.4.1 History of Advertisement	10
1.1.4.2 Types of Advertisement	11
1.1.4.3 Medium of Advertisement	13
1.1.4.4 Designing of Advertisement	15
1.1.4.5 Main features of Language Used in Advertisements	18

1.2 Review of the Related Literature	24
1.3 Objectives of the Study	26
1.4 Significance of the Study	26

## **CHAPTER TWO: METHODOLOGY**

2.1 Source of Data	27
2.1.1 Secondary Sources	27
2.2 Sampling Procedure	27
2.3 Tools for Data Collections	28
2.4 Process of Data Collection	28
2.5 Limitations of the Study	28

## **CHAPTER THREE: ANALYSES AND INTERPRETATION 3.1**

Main Features of Language used in the Advertisements	29
3.2 Features of Language Used in the Advertisement of Products	31
3.3 Features of Language Used in the Advertisement of Institutions or Organizations	34
3.4 Features of Language Used in the Advertisement Vacancy of Announcement	37

## **CHAPTER FOUR: FINDINGS AND RECOMMENDATIONS**

4.1 Findings	40
4.2 Recommendations	41

## **REFERENCES**

## **APPENDICES**

## **LIST OF TABLES**

Table No. 1: Main Features of Language Used in Advertisements	29
Table No. 2: Features of Language Used in the Advertisement of Products in THT	31
Table No. 3: Features of Language Used in the Advertisement of Products in TKP	32
Table No. 4: Features of Language Used in the Advertisement of Institutions or Organizations in THT	34
Table No. 5: Features of Language Used in the Advertisement of institutions or Organizations in TKP	35
Table No.6: Features of Language Used in the Advertisement of Vacancy Announcements in THT	37
Table No. 7: Features of Language Used in the Advertisement of Vacancy Announcements in TKP	38

## **LIST OF ABBREVIATIONS AND SYMBOLS**

%	-	Percentage
Dr.	-	Doctor
e.g.	-	For example
i.e.	-	That is
M.Ed.	-	Master of Education
No.	-	Number
p.	-	page
Prof.	-	Professor
THT	-	The Himalayan Times
TKP	-	The Kathmandu Post
T.U.	-	Tribhuvan University
viz.	-	Namely