

USE OF RHETORICAL DEVICES AND TEACHER CONCERN TOWARDS ADVERTISEMENTS

A Thesis

Submitted to the Department of English

Sukuna Multiple Campus, Koshiharaincha, Morang

In partial fulfillment for the Master's Degree in English Education

Submitted by

Sushil Dahal

Faculty of Education

Tribhuvan University, Kirtipur

Kathmandu, Nepal

February, 2016 (2072)

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RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Mr. Sushil Dahal** has prepared the thesis entitled "Use of Rhetorical Devices and Teacher Concern towards Advertisements" under my guidance and supervision.

I recommend this thesis for acceptance.

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DECLARATION

I hereby declare to the best of my knowledge that this thesis is original and no part of it has earlier been submitted for the candidature of research Degree University.

Date: 05 April, 2016

Sushil Dahal

DEDICATION

I would like to dedicate this work to

my parents

ACKNOWLEDGEMENTS

It is a matter of proud for me that I have got this golden opportunity to carry out a research on “Use of Rhetorical Devices and Teacher Concern towards Advertisements” and it is my great pleasure that the present work has come into existence due to unforgettable encouragement and advice and suggestion from the department of English of Sukuna Multiple Campus.

Firstly and most importantly, I would like to express my heartfelt gratitude to my respected teacher and thesis supervisor Mr. Nara Prasad Bhandari, lecturer of English Education, Sukuna Multiple Campus for his valuable inputs, creative suggestion, regular encouragement, providing basic ideas and techniques necessary for carrying out this research work.

Similarly, I owe a debt of profound gratitude to Mr. Guru Prasad Adhikari, lecturer and Head, Department of English, Sukuna Multiple Campus for his valuable support for this study.

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Sushil Dahal

ABSTRACT

The research entitled “Use of Rhetorical Devices and Teacher Concern towards Advertisements” aimed to find out and categorize the rhetorical use of language of the advertisements, to analyze linguistic deviations, to find out teacher concern towards the advertisements and to suggest some pedagogical implication. To accomplish the objectives the researcher collected twenty educational advertisements randomly and purposively published in the four English newspapers in Nepal during the period of 2013 to 2015 A.D. and he analyzed the rhetorical tools and linguistic deviations found in the language of them. The researcher also collected data from ten English language teachers by using a set of questionnaire to find out their concern towards advertisements.

The major findings of study were the advertisements incorporated rhetorical tools and linguistic deviations. The study revealed that most of the advertisements offered the use of imperative sentences as a prime rhetorical tools and other types of sentences used in advertisements were declarative, compound and complex sentence and the use of these types of sentences could categorized as lexical choice of advertisements. Similarly, the trope ‘ellipsis’ was incorporated as a rhetorical device in the highest percentages of the advertisements among the tropes used in them. In the same way the technique ‘names and shapes’ to make the print of advertisements catchy as a persuasive device was the most popular device among the rhetorical tools offered in them which was offered in the 95 percent advertisements. The study also showed that the advertisements used linguistically deviated forms of expression as persuasive devices. They show syntactic deviation by using the persuasive devices ellipsis and anaphora, semantic deviations by using the tropes ‘metaphor’, ‘personification’ and ‘hyperbole’ and also presented the graphological deviation.

Similarly the research revealed that the English teachers teaching at secondary level sometimes visited educational advertisement, majority of them were

able to understand the language offered by the advertisements. All the teachers agreed that due to creative use of language caused the advertisements more memorable and the teachers used print and electronic media as resources for teaching advertisements.

The thesis consists of five prime chapters. Chapter one incorporates general background, objectives of the study, significance and delimitations of the study. Chapter two consists of review of related literature for the study. It deals with review of theoretical and empirical literature from the ground of which present research was carried out. Chapter four presents the analysis and interpretation of data collected from advertisements and teachers. And finally chapter five consists of findings and pedagogical implications of the research. Beside main chapter, the supportive materials such as references questionnaire and advertisement used during the research are presents in the appendices of the thesis.

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