

**LANGUAGE USED IN DISPLAY ADVERTISEMENT IN THE
NEPALESE ENGLISH NEWSPAPERS**

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

Submitted by

Radha Krishna Upadhyay

Faculty of Education

Tribhuvan University

Kirtipur, Kathmandu, Nepal

2012

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RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Mr. Radha Krishna Upadhyay** has prepared the thesis entitled "**Language Used in Display Advertisement in the Nepalese Newspapers**" under my guidance and supervision.

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DEDICATION

Dedicated to

My

Parents

Who spent their entire life to make me what I am today.

DECLARATION

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

Date : 2069, Baishakh

Radha Krishna Upadhyaya

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ABSTRACT

The present study entitled "**Language Used in Display Advertisement in the Nepalese Newspapers**" is an attempt to study the type of language used in display advertisement. This research is based on data analysis of the newspaper found at Central library of Tribhuvan University, Kirtipur Kathmandu. The researcher studied the four types of English Newspaper published in Nepal such as: The Himalayan Times, Republica, Nepali Times and The Kathmandu Post, in terms of sentence constructions, tense and aspects, language functions. Collected data for this study are listed and tabulated in proper order. It is found from this study that among four types of sentence constructions used in the study the verb less sentence constructions are found highly frequent, regarding the language aspect in English, the simple aspect found mostly in newspaper and study the language functions suggestion and direction are mostly used in the newspapers.

The study is divided in to four chapter, Chapter one introduces the study in terms of general background, review of the related literature, objectives of the study. Chapter two deals with the methodology adopted for the study. It consists of sources of data, population of the study, sampling procedure, tools for data collection, process of data collection, and limitations of the study. Chapter three includes analysis and interpretation of the data. The collected data were analysed and interpreted descriptively and comparatively using simple statistical tools. Chapter four consists of findings and recommendations where recommendations were given on the basis of findings.

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LIST OF SYMBOL AND ABBREVIATIONS

%	:	percentage
Ad	:	Advertisement
etc.	:	Etcetera
e.g.	:	For example
fr	:	frequency
i.e.	:	That is
Ltd.	:	Limited
NPs	:	noun phrase
Nov	:	November
Pr	:	percentage
Prof.	:	Professor
Rs	:	rupees
S.N	:	serial number
T.U.	:	Tribhuvan University