

CHAPTER-ONE

Introduction

1.1 General Background

Language is one of the important means of communication. Communication is a process of transmitting and interchanging ideas, thoughts, information etc from one person to another from one place to another place. In course of communication a speaker or sender transmits the message to person who receives it. Communication has two medium verbal or nonverbal. Oral communication system includes personal talking, telephone, dialogue, radio etc and written system includes newspapers, magazines, poster, books, telegram, and letters. Through communication human being is transmitting human civilization, literatures, political and diplomatic activities and human achievements.

Human being communicates through different kinds of language. Human beings can't speak all world languages. One person can speak more than one language but can't speak all the languages in the world. In present day English language is the dominant language in the world not only British, America, Australia, New Zealand and Canada. It is most widely used language in the world. Larger number of people speaks as it as mother tongue, many people speak as second language where it gains official status in the following domain: mass media, court, educational system etc. In the other country English taught and learnt as foreign language such as Nepal, China, Japan etc. That's why English as lingua franca for people belonging to different speak communities. Therefore, we can say that

English is only one language by which person get knowledge about the world. English is widely used because the world opted for it and the world knows what it wants, what will quench its thirst.

Similarly English is used as official or semi official in over 60 countries. The above facts we can say that English is necessary in every fields. Most of the world scientific books, business books, journals etc are written in English language. After Second World War 1945 English language become the widely accepted international language of technology and commerce. Nepal also can't remain alone from its impact. As a result English language was started formally in schools since 1939 B.S. after establishment of Tri-Chandra College. Nowadays English is compulsory subject in school as well as in campus.

In the present age of globalization the knowledge known, found gained, discovered and verified knowledge needs to be transmitted through mass media. Without mass media information can't spread or transmit to a larger number of people over a vast area. Mass media involved such as radio, television, newspaper, public speaking etc.

1.1.1 Mass Media and Its Significance

Mass media generally refers to medium through which are used to convey or import or send, transmit our ideas and thought through speech and writing. Through mass media mass communication is possible by transmitting message over a vast area simultaneously and rapidly to large heterogeneous audiences. Mass media include electronic and print media that are used to convey message to man. Print media have old history in comparison to electronic media which are modern technological innovation made in the field of science and technology.

These mass media inform persuade, entertain, educate, instructs, influence us. Print media include newspaper, magazines, books etc and electronic media include radio, T.V., Cinema etc.

Mass media as the name suggest are media which reach the mass spread over a vast area simultaneously. Similarly, we can say mass media are tools, instrument of communication that permits us to record and transmit information and experiences rapidly to large, scattered heterogeneous audiences; as such they extend our ability to talk to each other by helping us overcome barriers caused by time and space. Regarding its importance, Crystal (2000 p.713) says that “Developing historically with industrialization and urbanization, the mass media come to play influential role in every nation’s economic, political and cultural life”. Media have brought the revolution in the world. The world is becoming narrower and information can spread over the word with in a few seconds. According to Bell (1991 p.1), “people in western country probably hear more languages from media then they do directly from the lips of their fellow in conversation”.

1.1.2 Electronic Media

The term ‘electronic’ is concerned with electron or electronic. So electronic media refers to things or results produced by a flow of electronic and it uses air waves to reach the message to the audience. Electronic media opposes to the print media. Electronic media are new form (19th -20th century) of mass communication. They include radio, television, cinema etc. The electronic media are also called mechanical media which use complex electromagnetic device at both encoding and decoding points. In the production of electronic media several kinds of

technology involves in the transmission of message. Cables of satellites are utilized and electronic technology helps in miniaturization, storage, retrieval, display and control of message. Radio and TV are the popular electronic media.

Radio is a wireless apparatus for receiving sound broadcasting. Any message transmits by electromagnetic waves without connecting wire and that message is cut by the radio. Radio is one of the popular world electronic media. It was invented by Italian Marconi in 1895. Radio has been providing service to the people for more than hundred years. It has become a powerful media of communication. It uses open air-waves. It is an audio media, even illiterate people are benefited with radio. It has become the cheapest and commonest medium. It informs people about the immediate environment and world events. Radio can easily transport the listener to anywhere people could go. It is unique in its portability and its ability to reach the listener while they do different things.

In Nepal radio was first introduced in 2007 B.S. Radio Nepal is a national wide channel. Its main purpose is to broadcast news primarily. There are two forms of broadcasting Am and Fm (respectively amplitude modulation and frequency modulation). Am has larger range than Fm.

Television is an apparatus with screen and loud speaker for receiving television broadcast. It is a recent innovation. It was invented by John Logic Baird in England in 1926. It is most popular electronic medium. It also uses open air-waves. It is an audio video media; in Nepal it was introduced in 2041 B.S. Television is the most pervasive medium of communication in the world today. It is also most persuasive. It can spread information with lightning speed and impact. Television can transmit sound and vision both simultaneously. The viewer receives the

message half auditory and half visually. TV combines sound, sight, motion and immediacy with personal involvement of the audience, colors impart a touch of realism. TV is intimate and personal. It offers direct witnessing of events as they take place rather than getting second-hand report. It is also an exciting medium. It has enabled us to share our joy and pride, TV has the potential to approach that appeal to the rich as well as poor, the high, the low, the literate and the illiterate, city dwellers as much as villagers. Language is pictorialized. Language and picture go together.

Following are the features of broadcasting media:

- ⇒ Very large output, range and reach.
- ⇒ Audio visual content
- ⇒ Complex technology and organization
- ⇒ Public character and extensive relation
- ⇒ National and international character
- ⇒ No second chance of listening or watching the message or programme
- ⇒ Highest coverage
- ⇒ Use of open air-waves
- ⇒ Live commentary is also possible
- ⇒ Use of spoken language

Purposes and Functions of Electronic media are as follows:

- ⇒ Broadcasting or telecasting news
- ⇒ Entertaining people
- ⇒ Educating people
- ⇒ Transmitting useful information, knowledge and skills

- ⇒ Information people about recent issues both national and international
- ⇒ Using weapons against ignorance, superstition and illiteracy

1.1.3 Print Media

The print media are the oldest form of mass communication. Print media name suggested make use of printed symbols to communicate message to the receivers. This old system also preserved the treasure of knowledge.

Print media include books and manuals, newspapers, magazines and periodicals, brochures and prospectus; pamphlets, posters, banners, signboards, traffic sign and signals; charts, graphs, s\diagram, table, caption writing , menus and bills. They are composed of words inscribed on something by some sort of ink. Print media we can also called representational media as they use symbolic code of prints, graphics and photographic. Print media usually depend on technical devices for producing message and enabling these message to be stored, passed over a distance and produced in the absence of the participant. Print media differs from the presentational media such as public speaking in that they make use of technical devices for communicating messages.

The research is related to newspaper. Here I discuss about the newspaper.

1.1.4 Newspaper

A newspaper is a printed publication issued periodically, usually daily or weekly, fortnightly and monthly with news, advertisement, articles on various subjects etc. Newspapers play an important role in the modern life. They primarily include news which is report of an event not the event itself. There are different sections

like news, features, articles, advertisement, editorial, letter and so on. Newspaper of all sorts shares the features more or less commonly however some national and popular dailies are more widely circulated than the others.

There are three basic determinants of the news namely the impact/consequences, the unusual event and prominence. Apart from these three, there are some other criteria for an event to become news. They are proximity, timeliness, conflict, human interest currency.

The following are the features of news papers:

- ⇒ Regular and frequently appearance
- ⇒ Commodity form
- ⇒ Informational content
- ⇒ Public sphere functions
- ⇒ Urban secular audience
- ⇒ Relative freedom

The newspaper has been called commercial for two reasons. Firstly, it is operated for profit by monopolistic concern and secondly, it heavily depend on product advertising income. This also enhances the mass readership. Therefore, it is lighter and entertaining. It emphasizes human interest. Newspaper medium is the most dominant medium communication or information. A newspaper has wide coverage, e.g. include latest national and international coverage, regional news, national news, sports, editorial, feature article, letter to the editorials, business, economy, different types of advertisements etc.

Newspaper is used for different purpose and function. They inform the people about all reports, news and daily happening or events, influencing the opinion of the readers through editorials, articles. And entertaining the people through comic stripes, stories, sport news, theater review, and hobby columns.

Advertising about any product or service to promote the sale of product or service, educating the people as an informal education etc. are the purpose and function of the newspapers.

1.1.5 Advertisement

Advertising is a main field of mass media. Advertising is a form of communication used to encourage or persuade on audience such as viewer, readers or listener to take new action. According to Ratho(1984 p.2) the word advertisement originates from a Latin word advetire, which means to turn to. Advertising defined as the process of buying sponsor identified media space or time in order to permute product or idea. It is a process of informing people about any products or things. The desired result is to drive consumer behavior with respect to a commercial offering although political and ideological advertising is also common, the purpose of advertising mainly for business purpose as well as measure employees or share holders that company is successful. Advertising messages are usually paid form by sponsors. When a sponsor advertising he/she including a mass media a such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail or a news media such as websites and text message.

Commercial advertise often seek to generate increased consumption of their products which involve the repetition of a product name in an effort to associate

certain qualities with brand in minds of consumers. Non commercial advertiser who spend money to advertise items other than a consumer product include political parties, interest group, religious organization and government agencies. Non-profit organizations may rely on free modes of persuasion, such as public service announcement.

We can classify advertisement in a various way on the basis of different criteria. According to Ratho(1984 p.15) advertisements can be classified into two broad categories on the basis of purpose: they are product advertisement and institutional advertisements.

The purpose of product advertisement is to sell goods or to make the buyer favorable disposed toward product. It can introduce a new product, maintain market position. Product advertisement one directly address consumers. Institutional advertising is intended to sell the ideas or form itself. Its purpose is to make friends for company or organization to create goodwill, such advertising designed to indirectly step up profits by increasing the prestige of an institution through means other than selling the merits of its products. According to L. Bovee and William (1986 p.5): Advertising is a no personal communication of information usually persuasive in nature about product, service of idea by identified sponsors through the various media.

According to Ahuja (2005 p.153) advertisements published in newspaper are divided into three categories.

- (a) Classified Advertisement
- (b) Display Advertisement

(c) Business Directory

1.1.5.1 Classified Advertisement

Classified advertisement is presented with in limited space in brief without a picture and decoration. They usually are small insertions changeable per word, classified advertisements are sub-divided under heading like public appointments, situation, vacant, situation wanted educational, to let business property, on sale admission, court and company notice, tender notice, public notice action notices etc.

1.1.5.2 Display Advertisement

Display advertisement is a type of advertisement usually appeared in newspaper, radio, television and notice board. This advertisement typically contains text, logos, photographs, or other images locations maps. Display advertisements are generally several columns they assembled or typeset by the advertiser and supplied to printer either on CD or Disk or on paper. They are presented with pictures and decorated with different colors and size of letters in a separate space. They usually cover products and therefore mostly illustrated. Display advertisement cover all sports of every day life products like cosmetics, domestic items, kitchen ware, electronic goods, sanitary products etc. They are commercial in nature and artistic in sight.

Newspaper display advertising is a form of newspaper advertising where the advertisement appears alongside editorial content. Display advertisements are

generally used by business and cooperation towards promotion of their goods and services and generally for larger clients.

Newspaper display advertisements are different advertisements placed on the internet in banner and other rich media format. These advertisements can span across multiple columns and can cover full page, half page, quarter page or other sizes. In a newspaper, display advertising appears on the same page as, or on the page adjacent to general editorial content. Display advertising is expensive than classified advertising. It is 6-7 times more expensive than classified advertisements.

Typically newspaper display ads are caused by larger business establishments with larger advertising spends. Display ads include.

- Retail /branding - Public announcements
- Tender, public notice - Education admission notices
- Special appointment - Supplements for personal Requirements such as
selling property, automobiles, and changes.

Display advertisements charge are usually based on the amount of area they consume and quoted in per square centimeter or per column centimeter. Each column width of the publication might vary on the basis of a broadsheet however in general stands at 4 cm width.

Display advertisements are booked by advertising agencies. Display advertisements instead of their higher cost are sourced media buying advertising agencies. An advertisement agency maintains the contact with the newspaper

and providing the requisite and access to publication. The advertising agency is also responsible to help determine the media planning for clients advertising budget. Display Newspaper advertising is the most common type of advertising.

c) Business Directory

Newspaper are innovating new ways to attract advertisement. Newspapers give industrial and consumer products under the heading of business directory.

▪ Sentence Construction/Types

The construction, in which the words are used together and arranged to form a sentences, phrases etc. i.e. called grammatical construction. It is the overall process of internal organization of grammatical unites. The following structures of English have been taken in to account to analyze the structure in display advertisement.

- Simple sentences/ construction
- Compound sentences / construction
- Complex sentence /construction
- Verb less sentence/ construction

Simple sentence /construction

A simple sentence can be defined as a sentence in which none of the function is realized by a clause. In other words, a simple sentence does not contain an embedded (subordinate) sentence as a realization of one of its function. A simple sentence is always an independent sentence capable of occurring on its own. E.g. Tea is good for health.

▪ **Compound sentence/ construction**

A compound sentence is one in which two or more sentences have been coordinated. Each of conjoins is independent since there is no questions of embedding. Co-ordinate may be asyndetic, in which case it is not marked overtly.

The compound sentence the following general structure:

- Simple+simple sentence

E.g. Win Rs.1 lakh cash and lots of prizes every week.

- Simple+complex sentence

E.g. You can easily combat this condition and avoid the problem.

- Complex+simple sentence

E.g. Being ill, he can not come.

- Complex+complex sentence

E.g. Being very intelligent, he quickly understood what we mean to say.

▪ **Complex Sentence/Construction**

Sentence in which one or more sentence function are realized by a clause (finite or non finite) are complex. A sentence or clause that contains one or more clause is called super ordinate.

The complex sentence has the following general structures:

- Finite clause+ main clause

E.g. You will be with ujyaalo where ever you are.

- Nonfinite clause+ main clause

E.g. You are known by the company you keep.

- Verb less clause+ main clause

E.g. But that not all thing any color and you will it in Pashupati paints laxauria emulsion pain.

▪ **Verb less Sentence / Construction**

Verb less clauses do not contain a verbal form. They often consist of a noun phrase or adjective phrase only. Frequently they lack a subject and they may be looked upon as a clause in which of form of the verb “be” has been omitted. Most of the structures of language in the display advertisement of newspapers are found without verb form the construction consist NPs. The general structure of NP is a follows:

NP → (Pre M)+Head+(Post M)

E.g. That’s call for carlesberg!

Soaltee crowne plaza Kathmandu Nepal

- **Tenses**

Tense refers to a verb form used to express a time relation. English has two tense systems. They are:

Past tense

Non past tense

Language aspect

Aspect refers to the internal structure of action occurring at any time. English has four aspects via:

Simple aspect

Progressive aspect

Perfective aspect

Perfective progressive aspect

the researcher has gone through all the selected display advertisement to find out the aspect and their frequency used in the display advertisement, 'The Himalayan Times', 'Republica', 'Nepali Times' and 'The Kathmandu Post'.

Simple Aspect:

Refer to action of the present situation. The simple aspect indicated with is/am/are/v1/v5. E.g. Beats their size.

Progressive Aspect:

Refer to on going action. The progressive aspect is indicated with be+present participle(ing). E.g. Celebrating twenty-five years excellence.

Perfective Aspect:

Refer to action is complete. The perfective aspect is indicated with have+past participle(ed). E.g. Ruslan vodka was recently awarded.

Perfective Progressive:

In this aspect more than one aspect combines perfective and progressive.

Perfective progressive aspect refer to period of on going action will be complete.

E.g. She will have been working. Perfective progressive aspect is not found in display advertisement.

▪ **Language Functions**

Functions in language refer to the purpose for which an utterance or a unit of language is used. Such functions are often described as categories or behaviours e.g. asking, requesting, notifying, congratulation, suggesting, directing and so on.

The function of language can not be determined simply by studying the grammatical structure of sentence but also the purpose which they are used.

Function can be divided in to following types:

▪ **Grammatical Functions**

By the grammatical function, we mean the relationship of a constituent (word or phrases) with other constituents in a sentence. In the sentence “ He eats rice everyday” the constituent “He” has the function of subject “eats” as a verb, “rice” as an object “everyday” as an adverbial. Lyons (1971 p.324) distinguishes three

major grammatical functions. According to him in this sentence “He eats rice everyday” “He” has the function of a subject, “eats rice” has the function of predicate and “everyday” has function of an adjunct.

According to Aarts and Aarts (1986 p.127) the sentence constituents can have the function of subject, predicate and adverbial. The first two functions are obligatory and third are optional in the sense that it can be removed without affecting the meaning of the sentences.

▪ **Communicative Functions**

By communication, we mean the exchange of ideas, feelings, information etc between two or more person. In course of communication, the speaker sends the message to a person by means of an established code and hearer receives the message. The main function of language is its communicative function.

Communicative function of language refers to communicative goal for which a language is used in a community.

Thus, communicative function is what specific communicative need the language is used for in a community. We can communicate through the use of language. Therefore communication is the overall global function of language. The function of language is also reflected in definition of language as a system of communication and vehicle used for the sake of communication. But under communication, there are several functions of language. For example, we can asked or make a query, we can command, request, order, caution, direction etc through the use of language.

The language functions described by the scholars are in general more specially, the following functions were taken to analyze the language function used in display advertisement.

Expressing ability

Expressing requesting

Expressing permission

Expressing obligation

Expressing suggestion

Expressing invitation

Expressing direction

1.2 Review of the Related Literature

The role of mass media in the present day world is a very great. In the modern world its significance is widener in day to day. Mass media have been playing a vital role in the present day world. Mass media make it possible to deliver the same marriage simultaneously to vast and diversified audience, scattered far and wide. That's why considering its significance in every aspect or human life, some studies have been carried out by resources in different aspect of mass media. No research has been carried out yet particularly on display advertisement which consists of all sorts of every day life products. They are commercial in nature and artistic in sight. Such advertisement directly address to consumers. The purpose of it is to provide information to the readers who are interested.

Shrestha (2000), carried out a research in "An Analysis of newspaper Headlines: A Descriptive study ". This research was to find out linguistic principle and underlying system of headline and to describe and classify newspaper headlines. In this thesis headlines are different from other general pattern of writing. It should give clear signal about the content of story and be economical in editorial production and reading time and news space. But this research doesn't take about other parts: The lead, the body editorial apart from the heading.

Bhattra (2003) carried out the research entitled "A language used in the broacher. A Descriptive study" Attempt to analysis and describe physical aspect of broachers. He has descriptively conducted research basing on from physical and functional point of view and describes the language used brochures. This research, on the basis of physical features, has concluded that 'Broacher have color background with single writing found frequently and regarding the language verb less slogans found most frequently.

Pokharel (2004) in his M.Ed. thesis" The use of English in broadcast and print media: A comparative study". In this thesis compare the differences out similarities between language used in broadcast and print media in terms of new on it. It does not take about advertisements and many more.

Chapagain (2005), studied the feature of language used in advertisement in descriptive form in his M.Ed. thesis. "The language used in English newspaper advertisements" aiming to analyze and describe the characteristics especially feature related to the sentences structure, vocabulary and communicative function of language. He collected the daily published newspaper from different

countries and compares the characteristic feature of language used in newspaper advertisements.

Shrestha (2005), studied on " The language of product advertisements in English newspaper". With the objectives to find out form of product advertisement in Nepalese English and British newspaper. He records a list of vocabulary and language features used advertisement. He has also compared the language of advertising between Nepalese English British newspapers.

Poudel (2008) carried out research entitled "Language used in the classified advertisements: A Descriptive study". With the objective to find out the characteristic features of language used in the classified advertisement in terms of sentences type or construction, word class , tense and aspect, language function. But he has not spread light on display advertisement. In this research he has studied the varieties of advertisements which come under the classified advertisements such as public appointments, to let, Business, property, court, company notice, tender notices etc but he has not included the display advertisements.

Although above mentioned studies are related to media and throw some rays about the language used in mass media. No study has been carried out about the language used in display advertisement which is the soul of the newspaper. That's why I will study the language used in display advertisements regarding the sentences type/construction, tense and aspect, voice word class and language function. The proposed study will be different from all above mentioned studies.

1.3 Objectives of the Study

The objectives of the study were to:

- (i) To analyze and describe the features of language used in display advertisement in terms of:
 - Sentences construction (type)
 - Tense and aspect
 - Language functions
- (ii) Some pedagogical implications.

1.4 Significance of Study

The study is significance as it throws light on the language used in display advertisement which provides some useful idea in planning and designing the syllabus of mass communications and journalism. It mainly aims to give general picture of English language used in the field of display advertisements. It will be a useful for the teacher who takes class related to mass media. This study will be to teaching and learning of the current B.Ed. English course for mass media, further researcher who want research in mass media and other people who are related and interested directly and indirectly involved in journalism. This research or thesis will also be help student and teacher who are joint in teaching and learning mass media and grammar books. The researcher will hope that the study will have global significance as well.

1.5 Definitions of the Terms

Mass Media:

Mass media refer to the tools or instruments of communication which permit us to record and transmit information and experience rapidly to large scattered and heterogeneous audience.

Print Media:

Print media refer to mass media which makes the use of printed symbols, graphics and photographs to communicate the message to receivers to e.g newspapers, magazines, journals and notice.

Construction

Construction refers to the overall process of internal organization of grammatical unit, in this study construction are analyze by dividing the structure into different small categories such as: simple compound complex, verb less.

Tense:

Tense denotes a verb form used to express a time relation. In this tense is viewed from structural point of view. Morphologically, English has the tense system: past and non past

Language aspect

Aspect refers to the manner in which a verbal form is experienced. English has four types of aspect: simple, progressive, perfective and progressive perfective.

Language function

Language function refers to the communities function of language used in display advertisement function are generally described as behaviour

Display advertisement

They are presented with pictures and decorated with different colours and sizes of letters in a separate space. They usually cover products and are therefore mostly illustrated. They may cover all sorts of everyday life products like cosmetics, domestic items, kitchen ware, electronic goods, and sanitary products. They are commercial in nature and artistic insight.

CHAPTER TWO

METHODOLOGY

I followed the following procedures to fulfill the objectives:

2.1 Sources of Data Collection

The researcher had collected the data from the following sources:

2.1.1 Primary Sources

The primary sources were not used in this thesis.

2.1.2 Secondary Sources

The study was based on secondary sources of data. The researcher used the secondary sources. For this, he collected hundred pieces of display advertisement will be the secondary sources. He consulted the different English Nepalese newspaper. He consulted the newspaper. The sources of data were- The Kathmandu Post, Nepali Times, Republica and The Himalayan Times.

A part from above mentioned materials, researcher consulted the materials print and electronic media. Researcher collected different journal related to mass media, various books such as mass communication theory, English syntactic structure, research methodology, introducing mass communication and previously carried out research etc.

2.2 Sampling Procedures

The researcher collected hundred pieces of display advertisement from different kinds of Nepalese English Newspapers published in Nepal and applied the purposive sampling for newspaper selected and random sampling used for selecting the text.

2.3 Tools for Data Collection

Observation rating scale and check list were used as the tool for collecting the required information.

2.4 Process of Data Collection

The researcher went to the central library, T.U., newspapers are available. The researcher collected four English newspaper printed in Nepal. They were The Kathmandu Post, The Himalayan Times. Nepali Times and Republica.

- The researchers collected display advertisement published in selected newspaper.
- The researchers collected the data systematically under the following heading.
 - Sentences type (Construction)
 - Tense and aspect
 - Language function
- Analyze them one by one
- Lastly, findings and recommendations was presented.

2.5 Limitations of the Study

The study will had the following limitations:

- The study was only be limited on the display advertisement selected Nepalese English Newspaper such as, The Kathmandu Post, The Himalayan Times, Nepali Times and Republica.
- The study was limited to hundred piece of display advertisement published in the selected newspaper.

S.N.	Newspaper	Year/Date	Newspaper Type	No of Sample to be studied
1.	The Kathmandu Post	2012 feb,5-29	Daily	25
2.	The Himalayan Times	2012 feb,15-29	Daily	25
3.	Nepali Times	2011 Nov,11-17,18-24	Weekly	25
4.	Republica	2012 feb,1-29	Daily	25

- The study was further limited to the analysis of sentences type construction, tense and aspect, voice, word choice, language function.

CHAPTER THREE

ANALYSIS AND INTERPRETATION

3.1 Linguistic Analysis of Display Advertisement

In this chapter the data collected from different newspapers are analyzed and interpreted in descriptive form. It is done under the four sub headings that the linguistic analysis of the language used in display advertisements which were on the basis of sentence structures, language aspect, tense and language function.

3.1.1 On the Basis of Sentence Structures

Structures used in display advertisement were categorized in terms of titles of the newspaper such as; The Himalayan Times, Republica, Nepali Times, The Kathmandu Post.

The Himalayan Times

The researcher found twenty-five pieces of display advertisements under this sector. The constructions were seventy-four in number. One example of each type is given below, detail interpretation are given in appendix-I.

Simple Construction: e.g. Tea is good for health.

Compound Construction: e.g. win Rs. One lakh cash and lots of prizes every week.

Complex construction: e.g. Come enjoy, the best of sales with lives.

Verb less construction: e.g. the leap.

Table No-1

Occurrence of the construction in The Himalayan Times

S.N	Types of construction	Frequency	Percentage (%)	Remarks
1	Simple	12	16.43	
2	Compound	5	6.84	
3	Complex	11	15.06	
4	Verb less	45	61.64	
	Total	73	100	

The table indicates that there seventy-three constructions. Among them twelve (16.43%) simple construction, five (6.84%) compound, eleven (15.06%) complex and forty-five (61.64%) are verb less construction.

The table also indicates that verb less construction are most and compound constructions are the least used item.

Republica

The researcher found twenty-five pieces of display advertisement under this sector. The constructions found in the newspaper were sixty-four in number. They were categorized in to different construction as mentioned the above table of one

example of each construction is given below where as detail interpretation is given in appendix-I.

Simple Construction: e.g. we are here for repair.

Compound construction: e.g. Most of the health problem occurs due to improper food consumption and life style habits.

Complex Construction: e.g. being in size, they are easier to operate and have faster turn around and take capabilities.

Verb less construction: e.g. fly on time.

Table No.2

Occurrence of the construction in Republica

S.N	Types of construction	Frequency	Percentage (%)	Remarks
1	Simple	22	34.37	
2	Compound	5	7.81	
3	Complex	7	10.93	
4	Verb less	30	46.87	
	Total	64	100	

The above table shows that there are altogether sixty-four constructions out of them twenty-two (34.37%) are simple, five (7.81%) compound, seven (10.93%) complex and thirty (46.87%) verb less construction.

The above table also shows that verb less construction are most frequently used and compound construction are least frequently used construction.

Nepali Times

The researcher found twenty-five display advertisements in the newspaper. The construction in the newspaper was fifty-six in number. One example of each construction is given below but detail interpretation is given in appendix-I.

Simple construction: e.g. we are fare competitions so regular new design.

Compound construction: e.g. Message weight keep digestive and keeps you fit healthy.

Complex construction: e.g. Asri Jewelers first certified diamond jewelry showroom in Nepal is all set to cherish with its unique and beautiful and find hand crafted design jewelers.

Verb less construction: e.g. Fiber advantage.

Table No.3

Occurrence of the construction in Nepali Times

S.N	Types of construction	Frequency	Percentage (%)	Remarks
1	Simple	12	21.42	
2	Compound	4	7.14	
3	Complex	9	16.07	
4	Verb less	31	55.35	
	Total	56	100	

The table shows that there are altogether fifty-six construction. Among them twelve (21.42%) are simple construction, four (7.14%) compound, nine (16.07%) complex, thirty-one (55.35%) verb less construction.

The table also shows that verb less constructions are most frequently used and compound and complex are found to be used the least.

The Kathmandu Post

The researcher found only twenty-five display advertisements. The constructions were sixty-eight in number. One example of each construction is given below where as detail interpretation is given in the appendix-I.

Simple construction: e.g. this is valid only till stocks last.

Compound construction: e.g. Editorial content and how our concern for climate changes

Complex construction: e.g. why an attack will not eradicate the nuclear threat.

Verb less construction: e.g. new clear.

Table NO.-4

Occurrence of the construction in Kathmandu Post

S.N	Types of construction	Frequency	Percentage (%)	Remarks
1	Simple	18	26.47	
2	Compound	4	5.88	
3	Complex	10	14.70	
4	Verb less	36	52.94	
	Total	68	100	

The table shows that there are sixty-eight constructions. Among them, eighteen (26.47%) are simple construction, four (5.88%) are compound, ten (14.70%) are complex, thirty-six (52.94%) are verb less constructions.

The table also shows that verb less constructions are most frequently used and compound and complex are least frequently used constructions.

3.1.2 On the Basis of English Tense

Tense is categorized into two types:

- Past
- Non-past

The past tense not found in three types of newspapers; it were found only one newspapers. The Himalayan Times are examples of each type of newspaper is given below where as detail interpretation is given in appendix-I

Past Tense:

- Ruslan vodka was recently awarded.(The Kathmandu Post)

Non-past Tense:

- Celebrating 25 year excellence.(The Himalayan Times)
- Beats their size.(Republica)
- See the word differently this morning.(Nepali Times)
- Food delivery service for home and office.(The Kathmandu Post)

Table NO.-5

Occurrence of Tense in all type of Newspapers

S.N	Types of construction	Name of concerned Newspapers											
		The Himalayan Times			Republica			Nepali Times			The Kathmandu Post		
		Fr.	Pr.	Remarks	Fr.	Pr.	Remarks	Fr.	Pr.	Remarks	Fr.	Pr	Remarks
1	Past	-	-	Not found	-	-	Not found	-	-	Not found	1	1.47	
2	Non-past	73	100		64	100		56	100		67	98.52	
	Total	73	100		64	100		56	100		68	100	

The table shows that The Himalayan Times has altogether seventy-three construction. All construction is found in the non-past tense. Past tense is not found in this type of newspaper. Similarly, in the Republica, there are sixty-four constructions. All are in the non-past tense. In the Nepali Times, there are fifty-six constructions. Among them all are non-past tense. In the Kathmandu Post, sixty-seven constructions (98.52%) are in non-past tense and only one (1.47%) is in the past tense.

3.1.3 On the Basis of Language Aspects

Aspects used in display advertisements were classified and analyzed in a single table but separately. Regarding the aspect of language there are four types of aspects. They are:-

- Simple aspect
- Progressive aspect
- Perfective aspect
- Perfective progressive aspect

One example of each aspect in each type of newspaper is given below but detail interpretation is given in the appendix-III.

The Himalayan Times

Simple aspect: e.g. Get ready for agile.

Progressive aspect: e.g. celebrating 25 years excellence.

Perfective aspect: (not found)

Perfective progressive aspect: (not found)

Republica

Simple aspect: e.g. beats their size.

Progressive aspect: e.g. exploring the world of science and technology.

Perfective aspect: e.g. Five year experienced related field.

Perfective progressive aspect: (not found)

Nepali Times

Simple aspect: e.g. see the world differently this morning.

Progressive aspect: e.g. we have over seven hundred properties contact us for transparent property deal.

Perfective aspect: e.g. varying blend of spices infused together every Friday.

Perfective progressive aspect: (not found)

The Kathmandu Post

Simple aspect: e.g. from your 70 restaurants at your door step.

Progressive aspect: e.g. touching life everyday.

Perfective aspect: Nepal's most widely circulated national daily.

Perfective progressive aspect: (not found)

Table No.-6
Occurrence of Aspect in all type of Newspapers

S.N	Types of aspects	Name of concerned Newspapers											
		THT			Republica			Nepali Times			TKP		
		Fr.	Pr.	Remarks	Fr.	Pr.	Remarks	Fr.	Pr.	Remarks	Fr.	Pr.	Remarks
1	Simple	22	73.33		26	66.66		20	52.63		43	80	
2	Progressive	8	26.66		7	17.49		14	36.84		3	6	
3	Perfective	-	-	Not found	6	15.38		4	10.52		7	14	
4	Perfective progressive	-	-	Not found	-	-	Not found	-	-	Not found	-	-	Not found
	Total	30	100		39	100		38	100		50	100	

The table shows that the newspaper of The Himalayan Times thirty construction in the language aspect. Among them twenty-two (73.33%) are simple, eight (26.66%) are progressive, but perfective and perfective progressive construction are not found. The above table shows that simple aspects are the most frequently used but progressive aspect are least frequent.

Similarly, in Republica thirty-nine constructions are found in language aspect. Among them twenty-six (66.66%) are simple, seven (17.49%) are progressive, six (15.38%) perfective but perfective progressive is not found. It also shows that

simple aspect is most frequently used and progressive and perfective progressive are similar in frequency.

In Nepali Times there are thirty-eight construction found in language aspect. Among them twenty (52.63%) are simple, fourteen (36.84%) are progressive, four (10.52%) perfective but perfective progressive is not found. It also shows that simple construction is most frequently used and perfective is the least frequently used.

As The Kathmandu Post shows in the table there are fifty aspects. Among them forty (80%) are simple, three (6%) progressive, seven (14%) perfective but perfective progressive is not found. It also shows that simple aspect is the most frequently used and progressive aspect is least frequently used.

3.1.4 On the Basis of Language Functions

Function used in display advertisement were categorized and analyzed in terms of the titles of the newspaper such as: The Himalayan Times, Republica, Nepali Times and The Kathmandu Post.

The Himalayan Times

The researcher found only seventeen exponents of language functions on the basis of whole data under this sector and they were classified into seven types of language function. One example of each function is given below and detail interpretation is given in the appendix-IV.

- Expressing ability: e.g. not found

- Expressing request: e.g. Win Rs. one lakh cash and lots of prizes every week.
- Expressing permission: not found
- Expressing obligation: e.g. If your resume makes you look like this you need professional help.
- Expressing suggestion: e.g. Tea is good for health.
- Expressing Invitation: e.g. coming soon at Solti Crown Plaza.
- Expressing direction: e.g. Get ready for agile.

Table No.-7

Occurrence of Language Function in The Himalayan Times

S.N	Types of function	Frequency	Percentage (%)	Remarks
1	Ability	-	-	Not found
2	Requesting	1	5.88	
3	Permission	-	-	Not found
4	Obligation	1	5.88	
5	Suggestion	5	29.41	
6	Invitation	3	17.64	
7	Direction	7	41.17	
	Total	17	100	

The table shows that there are altogether seventeen exponents. Among them one (5.88%) exponents are found in requesting. Similarly, one (5.88%) in obligation, five (29.41%) in suggestion, three (17.64%) in invitation and seven (41.17%) in direction but ability and permission are not found under this sector.

Republica

The researcher found only twelve exponents of language function on the basis of analysis of the whole data under this sector. They are classified into seven types of language function. One example of each type given is below but detail interpretation is given in appendix-II.

- Expressing ability: e.g. not found
- Expressing request: e.g. Get your special new year sim card Rs.99.
- Expressing permission: not found
- Expressing obligation: e.g. Five experienced in related field.
- Expressing suggestion: e.g. Make this love season memorable.
- Expressing Invitation: e.g. New year offer.
- Expressing direction: e.g. Listen to Doorshikasha on Kantipur fm every Saturday 7:30am.

Table No.-8

Occurrence of Language Function in Republica

S.N	Types of function	Frequency	Percentage (%)	Remarks
1	Ability	-	-	Not found
2	Requesting	2	16.66	
3	Permission	-	-	Not found
4	Obligation	1	8.33	
5	Suggestion	3	25	
6	Invitation	2	16.66	
7	Direction	4	33.33	
	Total	12	100	

The table shows that there are altogether twelve constructions found under this sector. Among them two (16.66%) exponents are requesting. Similarly, one (8.33%) exponents are obligation, three (25%) in suggestion, two (16.66%) in invitation, four (33.33%) in direction but ability and permission can not found.

Nepali Times

The researcher found only thirteen exponents on the basis of analysis of whole data under this sector. They were classified into seven type language function.

One example of each type is given below where as detail interpretation is given in the appendix-IV.

- Expressing ability: e.g. We can also list your properties for the best deal.
- Expressing request: e.g. Please call our showroom for car parking.
- Expressing permission: e.g. Visit us for complete teach experience.
- Expressing obligation: e.g. But we never forget the human touch.
- Expressing suggestion: e.g. Avoid buying ordinary antidandruff hair oil.
- Expressing Invitation: e.g. Coming soon.
- Expressing direction: e.g. The worlds favorite chicken is here.

Table No.-9

Occurrence of Language Function in Nepali Times

S.N	Types of function	Frequency	Percentage (%)	Remarks
1	Ability	2	15.38	
2	Requesting	2	15.38	
3	Permission	1	7.69	
4	Obligation	1	7.69	
5	Suggestion	3	23.07	
6	Invitation	2	15.38	
7	Direction	2	15.38	
	Total	13	100	

Table shows that there are altogether thirteen exponents. Among them two(15.38%) exponents are found in ability, two(15.38%) exponents in requesting, one(7.69%) exponent in permission, one(7.69%) exponent in obligation, three(23.07%) exponent are in suggestion, two(15.38%) exponents are in invitation and two(15.38%) are in direction.

CHAPTER- FOUR

FINDINGS AND RECOMMENDATIONS

The main aim of the study was to find out the language used in display advertisement in Nepalese English Newspapers in terms of sentences types (Simple compound complex verb less), tense (past tense non past), aspect (simple, perfective, progressive, and perfective progressive) and language function. For the study four Nepalese English News paper 'The Himalayan' Times, (The Kathmandu post, Republic and Nepali times, were selected .The researcher advertisement text from each news paper until and unless the require data were obtained. The data taken from the study were analyzed interpreted under the different heading to reach the conclusion using simple statistical tool like frequency, percentage etc.

4.1 Findings

On the basis of analysis interpretation of data from selected newspaper, the findings of the study can be summarized in the following different headings.

- i. Among four types of sentence construction used in the study the verb less construction are found highly frequently then complex construction are found the least frequent .
- ii. The structure of complex sentence such as: finite +main clause, non finite +main clause are found to be display advertisement but structure of verb less + main clause is not found to be used.

- iii. The compound sentence has the structural simple +simple sentence, simple +complex sentence, complex +simple sentence and complex +complex sentence among them simple +simple sentence and simple + complex sentence are found to be used but complex + complex and complex + simple are not found to be used.
- iv. There are two types of tense in English .They are the past tense and non past tense .Non past tense found in all the four types of news paper such as; The Himalayan times, Republica, Nepali times, and the Kathmandu post. Past tense is found to be used only one sentence in the news paper the Kathmandu Post.
- v. Four language aspect in English among them three types of language aspect ; i.e. simple ,perfective ,and progressive are found in the news paper Republica, Nepali times and the Kathmandu post but in the Himalayan times only two aspect ,i.e. simple and progressive, perfective progressive aspect can not found in any one.
- vi. The study found that text of advertisement was written in simple sentence, non passed and simple aspect.
- vii. I select seven types of language functions such as: ability, request, permission, obligation, suggestion, invitation and direction. Among them suggestion and direction functions are found mostly then the other function.

- viii. Almost all types of language functions are found in display advertisement except ability and permission. Expressing ability and direction is not found in the Himalayan Times and Republica.

4.2 Recommendations

On the basis of finding of the study some recommendation have been suggested which they are in below:

- i. From the study, the researcher found out that language used in display advertisement in terms of sentence of types, tense, aspect, is significant difference between the ad language and other field of language. So ,the finding of the study will be of a great value of teachers student who have been involve in teaching or learning of display advertisement .
- ii. The advertisement writer should have sound knowledge of the language construction, language function, aspect and tense.
- iii. It should be written in simple sentence, short, unambiguous type of sentences I would be used so that all people can comprehend them.
- iv. Suggestive type of language function should be used more rather than other directive type of language.
- v. The study found that the text of ad was written in simple sentence, non past tense, and simple aspect.
- vi. In course of mass media or mass communication and journalism the student should be given some opportunities to be involved in practical

activities like writing of display advertisement to be published in their newspaper from the campus or department.

- vii. Since display advertisement is an important aspect of newspaper and one of the important aspects of mass communication .It should be given priority and included in detail in the course of mass media.
- viii. The curriculum framers should included some samples of display advertisement in the text book to acquaint the student with it. This facilitates them not only to familiar with display advertisement of different newspaper but also get familiar with language construction, language function, aspect and so on.
- ix. Practical exam in such course like mass media should be made practical in its real sense, not just the means of getting more marks.
- x. The finding of the study should be taken into consideration for preparing language materials while preparing the text book of mass media.

The study was carried out on twenty –five display advertisement or text from each newspaper. The variables ,namely sentence types, tense, aspect and language function were taken consideration for the study .so the researcher is not in the absolute position to claim that the finding are conclusive and applicable elsewhere .The finding more realistic more reliable and applicable only the large scale research is carried out including more newspaper more variables and more dimension.

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