

**A STUDY OF THE LANGUAGE USED IN THE
PROSPECTUSES**

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

**Submitted by
Surya Tiwari**

**Faculty of Education
Prithvi Narayan Campus, Pokhara
Tribhuvan University, Kirtipur,
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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 to any university.

Date: 20th Oct., 2010

Surya Tiwari

RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Mr. Surya Tiwari** has prepared this thesis entitled '**A STUDY OF THE LANGUAGE USED IN THE PROSPECTUSES**' under my guidance and supervision.

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DEDICATION

Dedicated

To

'My late Father'

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ABSTRACT

This thesis entitled 'A Study of the Language Used in Prospectuses' has aimed at analyzing and describing the language used in academic prospectuses in terms of sentence types, aspect, tense, voice and register. This research is based on the secondary sources of data of academic prospectuses. The population of the study was all the prospectuses of academic institutions of Pokhara. The data of the study were judgementally collected from different academic institutions found in Pokhara. The required data were collected through observation. The simple statistical tools were used to analyze the data by calculating the average and percentage. The study found that simple sentence, simple aspect, active voice and non-past tense, mainly simple present are highly in use in the academic prospectuses. Similarly, some registers were also found in the texts of academic prospectuses.

This thesis consists of four chapters and each chapter is divided into necessary headings and sub-headings. Chapter one deals with the general background, review of the literature, objectives, significance of the study, mass media and its types, language of prospectus and its essential components and definition of terms. Chapter two presents the methodology of the study, sources of data, sampling procedure, tools for data collection and the process of data collection and the limitation of the study. Chapter three deals with the analysis and interpretation of the collected data in accordance with the categories of the objectives. In this section, both statistical tools like average and percentage and descriptive approaches have been used to reach the conclusion. Chapter four discusses the findings and recommendations based on the analysis and interpretation of the study.

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ABBREVIATIONS AND SYMBOLS

CS	-	Compound Sentences
CXS	-	Complex Sentences
freq.	-	frequency
ESP	-	English for Specific Purpose
GHSS	-	Galaxy Higher Secondary School
i.e.	-	that is
KC	-	Kanya (Girls') Campus
KHHSS	-	Kumudini Homes Higher Secondary School
MAHSS	-	Mount. Annapurna Higher Secondary School
PHSS	-	Prativa Higher Secondary School
PA	-	Pascal Academy
PCM	-	Pokhara College of Management
perf.	-	perfect / Perfective
PMC	-	Pokhara Multiple Campus
prog.	-	progressive
S.N.	-	Serial No
SS	-	Simple Sentence
TEA	-	Tarapunja Education Academy
VABSS	-	Vindhyaswori Adarsha Boarding Secondary School
viz	-	namely
%	-	percentage

CHAPTER ONE

INTRODUCTION

1.1 General Background

Language, one of the most powerful means of communication, is the sole property of human being. Though communication takes place in various ways, language is the only means through which all the knowledge, conceptions, feelings, attitudes and ideas can be expressed explicitly without any sort of ambiguity. Because of the possession of language to human beings, they are distinct from the animals. Man has studied a number of species of the animals to find out why the animals cannot use language as human beings do. In course of analyzing this means of communication, linguists have defined language in a number of ways. In Sapir's (1921) words, "Language is a purely human and non instinctive methods of communicating ideas, emotions and desires by means of voluntarily produced systems" (as cited in Lyons, 2009, p.3). Block and Tiger (1942, p. 42) define, "Language as a system of arbitrary vocal symbols by means of which a social group operates" as cited in Yadav, 2004, p. 4). According to Chomsky (1957), "Language is a set of (finite or infinite) sentences, each finite in length and constructed out of elements." Similarly, to Hall (1968, p.158), "Language is the institution whereby humans communicate and interact with each other by means of habitually used oral-auditory arbitrary symbols" (as cited in Yadav, 2004, p. 4). And for Crystal (2003), "Language at its most specific level refers to 'the concrete act of speaking, writing or singing in a given situation- the notion of parole and performance'"(p.255).

From the above definitions, we find that language is human; it uses vocal organs to produce sounds of language; it has system; it expresses state of the mind with other member of the communities spontaneously; the sounds / symbols produced have no relation with the expressed things or ideas; it is the collection of structured meaningful expression; it is observable in a context; and it does a function.

Realizing the above definitions, none of the definition is comprehensive and satisfactory by itself. In fact, language extends beyond the above definitions. So, it is said that even ten thousand best linguists of the world can not define a language perfectly.

To understand what language is, we must consider its characteristics. These characteristics of language are duality of structure, creativity or productivity, arbitrariness, interchangeability, specialization, displacement and cultural transmission. These features are found as a whole set only in the system of human communication. These features help us to distinguish language from other forms of communication.

On the other hand, if there were only one language, it would not be a matter of investigation, but there are nearly 4000 languages with their variations in the world, which are being used at present. So, it is an interesting area of study to all the linguists. Here it is significant to relate language with linguistics to show how linguistics investigates language and languages of the world.

1.1.1 Linguistics: A Brief Introduction

In general, linguistics is the study of language. It is a branch of knowledge or discipline. It is related to language. It is the study of the way in which language works. So, linguistics has been defined in a number of ways. It is simply defined as the scientific study of language. It is scientific in the sense that the procedures that it follows to any language are similar to that of pure science. To put it simply, it follows the process like observation, making hypothesis based on the observation, making explanation of the data and test of the theory to language. That is to say, it studies language explicitly, objectively and systematically. Linguistics studies the origin, organization, nature and development of language descriptively, historically and comparatively. It attempts to establish general principles for the study of all the languages of the world and determines the characteristics of human language as a phenomenon. It may be called general or theoretical linguistics.

Linguistics is a social science that shares common ground with other social sciences such as Psychology, Anthropology, Sociology and Archaeology. It may also influence other disciplines such as English Communication Studies and Computer Sciences. Linguistics, for the most part though, can be considered cognitive science, along with Psychology, Philosophy and Computer Science. Linguistics is ultimately concerned with how the language functions.

There are several different disciplines within Linguistics. The fields of phonetics, phonology, morphology, syntax, semantics and language acquisition are considered the core fields of study and firm knowledge of each is necessary in order to tackle subjects that are more advanced.

Hence linguistics attempts to explore new insights and facts in language as adequately as possible. The relationship between the language and linguistics is that of source and investigation in which the language provides the subject matter and resources for its investigation and explanation whereas linguistics uses those sources and subject matter and explains it as it is without any exaggeration.

1.1.2 Varieties of Linguistic Codes

Code, in its general sense, refers to the set of conventions for converting one signalling system into another in communication rather than linguistics. In linguistics, code is a human language, which manifests the forms or the sum total of its varieties. 'Variety' refers to any system of linguistic expression where the use is governed by situational variables. It is usually identifiable at all levels of grammar, from sounds to words, sentence structures and even acts. Varieties of language include dialect, idiolect and register.

1.1.2.1 Dialect

Broadly speaking, a dialect is a variety of language according to the users. The same language is interpreted and represented in many different forms in pronunciation, grammar and vocabulary, which are known as dialects. Thus, it is said that a dialect betrays the personality of the users or the speakers of the language.

According to Fishman (1972), "Dialects are those varieties that initially and basically represent divergent geographical origins of the speaker" (p.302). The word 'dialect' is sometimes used to refer to a lesser known language (most commonly a regional language) especially one that is unwritten or not standardised.

Broadly, dialects have been classified into two categories: social dialect and regional or geographical dialect. Dialects, which identify where a person is in terms of social scale, are called social dialects or class dialects. Geographical dialects, on the other hand, reflect the geographical origin of the speaker as a result of variation of language due to the geographical distance.

1.1.2.2. Idiolect

Idiolect can be regarded as a variety of language, different from dialect and register. It can also be defined as personal dialect in the sense that one speaker speaks differently from the way other speakers speak, even if they are using the same dialect. It may include those features either in speech or in writing which distinguish one individual from others in terms of voice, quality of pitch and speech rhythm. Hockett (1967) says, "Generally speaking, the totality of speech habits of a single person at a given time constitutes an idiolect" (p.222).

Thus, idiolect differs from person to person even though they are using the same dialect. The individual peculiarity or uniqueness in tone, voice, intonation, and even in the duration of pause between word, phrases or sentences is the features of idiolect.

1.1.2.3 Register

Halliday et al.(1964) state:

The term 'register' was first used by the linguist [Thomas Bertram Reid](#) in 1956, and brought into general currency in the 1960s by a group of linguists who wanted to distinguish between variations in language according to the user (defined by variables such as social background, geography, sex and age), and variations according to use, "in the sense that each speaker has a range of varieties and choices between them at different times"([www.wikipedia.org/wiki/Register_\(sociolinguistics\)](http://www.wikipedia.org/wiki/Register_(sociolinguistics))).

The focus is on the way language is used in particular situations, such as [legalese](#) or [motherese](#), the language of a biology research lab, of a news report, or of the bedroom.

Broadly speaking, register is widely used in socio-linguistics to refer to the varieties according to the usage or it can also be defined as variation in language according to the use. Register is also one of the variations according to the subject matter and situation. It captures the intuition that there are functionally distinct varieties of language in such contexts of situations as sport, science or advertising. Such variations contrast with variation by the user, or dialectal variation. A particular group of people usually sharing the same occupation (e.g. doctors, lawyers, engineers etc) or the same interests (e.g. stamp collectors) use the same register.

Any or all the elements of language may vary in different registers like vocabulary, syntax, phonology, morphology, pragmatic rules and different paralinguistic features such as pitch, volume, and intonation in spoken English, or size or speed of sign production in a sign language. Registers also have non-linguistic prescriptions such as appropriate dress, codes, body language and proximity of speaker to one another.

Regarding the use of different words on different types of register, Wardhaugh (1986, p.48) defines registers as "the set of vocabulary items associated with discrete occupational or social groups. Surgeons, airlines pilot, bank managers, sales clerks, jazz fans and pimps employ different registers..." Similarly, Richard, et al. (1985) identify , "A particular register distinguishes itself from other registers by having a number of distinctive words by using words or phrases on a particular way and, sometimes by special grammatical constructions" (p.313). Halliday et al. (1964) identify three variables that determine register: field (the subject matter of the discourse), tenor (the participants and their relationship) and mode (the channel of communication, e.g. spoken or written).

1.1.3 Use and Need of the English Language

The English language has been the mostly used language in the present day world and its scope has been largely increasing day by day because of the movement of globalization. The English language has dominated each branch of study. The study will be incomplete without the deep study of English texts because most of the texts related to our study and researches have been printed in the English language. It has also been the sole medium of communication in the international seminars, workshops, assemblies, diplomatic negotiations, business deals, research work presentation, abroad study, exchange of message in aircraft, health and medicine services and so on. The very fact has raised the interest of the people of the world towards the English language. Thus, the

interest and necessity of using the English language in both the forms written and spoken cannot be exaggerated.

Nevertheless, the language is used differently in different situations. Language can be used formally and informally in both written and spoken forms.

Similarly, a language can be dialect, register and idiolect. Often language is used with some specific purpose. To fulfil such specific purpose, a particular type, style, and function of the language are selected in particular situation in order to convey the message explicitly/implicitly considering who are our interlocutors/ addressees.

Generally, the written forms of the language in journals, brochures, prospectuses, booklets, poetry, essays, novels, course books, and books of laws, medicines, religions, comics, banners, advertisements, business and others vary in their structure, style and presentation as they belong to different field of study. Moreover, it is not necessary and obligatory to all the people to use all of these forms of language. Therefore, it depends on the learners which forms of language they need and use. Hence, the need of English for specific purpose is realized in order to impart the linguistic knowledge and skills needed to the learners. In this specialized area of learning, the learners are supposed to concentrate only on those areas of language learning that are related to their needs.

The concept of need-based or special English courses emerged during 60's and 70's of the century. According to Robinson (1980), David Rathebones was the first person who suggested a remedial course for higher education at certificate level to compensate the weakness in the students' achievement. ESP focuses the attention on the purpose of the learners and refers to the whole range of language resources. Mackey (1978) argues (in Robinson's 1980, p.6) as "ESP generally refers to the teaching / learning of a foreign language for a clearly utilitarian purpose of which there is no doubt". Thus, by ESP is meant the

teaching of English, not as an end in itself but as an essential means to a clearly identifiable goal.

To sum up, the use and need of English is purposeful and is aimed at the successful performance of occupational or educational roles. Any ESP course may differ from another in its selection of skills, topics, situations and functions and language too.

As this research is concerned with the analyses of language used in prospectuses, it will be significant and contextual to discuss in which discipline of language and linguistics it is included in terms of study. Prospectus is a medium of conveying aimed message to the readers through the channel of orthography. This field of study falls under the study of mass media, which is one of the disciplines of language and linguistics. Hence, before throwing light upon prospectus, it will be noteworthy to throw some light upon the subject of mass media in general.

1.1.4 Mass Media: A General Introduction

The term 'mass media' is made up of two words 'mass' and 'media'. It is the term used in communication. Analysing the term mass media, mass refers to the number of people and media refers to the various means in communication. So, the two words together refer to the tools and instruments of mass communication that are used to record and transmit information, message, experiences etc. rapidly to a large, diversified and heterogeneous audiences. Mass media are the means of public communication reaching a large diversified and heterogeneous audience. According to McQuail (2005), mass media refers to "the organized means for communicating openly and at a distance to many receivers within a short space of time." Similarly, Gamble and Gamble define mass media as the "tools, instruments of communication that permit us to record and transmit information and experiences rapidly to

large scattered and heterogeneous audience"(as cited in Subedi, 2008).

Mass media denotes a section of the [media](#) specifically designed to reach a [large audience](#) to communicate and interact with specific purpose through the use of different means of tools or instruments or devices. Mass media includes print media like newspaper and magazines, pamphlets, posters, prospectuses etc.; electronic media like radio, television etc.; and new age digital media like internet, blogs and mobile phones etc.

Bhattacharya (2010, p.1) mentions:

Regarding the history of mass media, it can be traced back to the early days of dramas that were performed in various cultures. However, the term Mass Media originated with the print media that was also its first example. The first newspaper was printed in China 868 AD, but due to the high cost of paper and illiteracy amongst people, it did not prosper.

Regarding the origin of the mass media, Europe can boast to be the primary source. It was Johannes Gutenberg, who for the first time printed a book in a printing press in 1453. The first dated printed book known is the [Diamond Sutra](#) printed in China in 868 AD. Although it is clear that books were printed earlier, movable clay type was invented in 1041 in China. However, due to the slow spread of literacy to the masses in China, and the relatively high cost of paper there, the earliest printed mass-medium was probably European [popular prints](#) from about 1400. Although these were produced in huge numbers, very few early examples survive, and even most known to be printed before about 1600

have not survived. [Johannes Gutenberg](#) printed the first book on a [printing press](#) with [movable type](#) in 1453. This invention transformed the way the world received printed materials, although books remained too expensive really to be called a mass-medium for at least a century after that. Newspapers developed from about 1612, with the first example in English in 1620; but they took until the nineteenth century to reach a mass-audience directly.

During the 20th century, the growth of mass media was driven by [technology](#), including that which allowed much duplication of material. Physical duplication technologies such as [printing](#), record pressing and film duplication allowed the duplication of books, newspapers and movies at low prices to huge audiences. [Radio](#) and [television](#) allowed the electronic duplication of information for the first time. In the 21st century, the highly developed and sensitive digital electronic media have been invented. Thus, due to the progress of science and technology, history of media has evolved and reached the present-day world of internet, cellular phones, blogs, podcast and RSS feeds. Yet the importance and use of print media have not decreased despite the heavy domination on print media by electronic media.

1.1.4.1 Types of Mass Media

Mass media are media, which can be used to communicate and interact with a large number of audiences. Be it the pictorial messages of the early ages, or the high-technology media that are available today, one thing that we all agree upon, is that mass media are an inseparable part of our lives. There are different means in order to communicate with a large number of audiences. In general, they can be categorized in the following three types.

a. Print Media: By name, it is clear that print media are those media in which a kind of device called printer is used to transfer a text or a design to sheets of papers/ clothes or metal through mechanical process. The print media includes newspapers, magazines, newsletters, books, prospectus, and pamphlets, manuals, periodicals, banners, signboards etc. Visual media like photography can also be mentioned under this sub-head, since photography is an important mass medium, which communicates via visual representations. Although it is said that the electronic or new media have replaced the print media, there exists a majority of audiences, who prefer the print media for various communication purposes.

b. Electronic Media: The term electronic media refer to the things or results produced or operated by a flow of electronic process and they use air waves to reach the message to the audience. Electronic media are also called mechanical media, which use complex electro-magnetic devices at both the encoding and decoding points. Radio, TV and cinema are the examples of electronic media. These are the second generation of mass media introduced in the 19th and 20th centuries.

c. New-age Media: With the advent of new technologies like internet, we are now enjoying the benefits of high technology mass media, which is not only faster than the old-school mass media, but also has a widespread range. Mobile phones, computers and internet are often referred to as the new-age media. Internet has opened up several new opportunities for mass communication which include email, websites, blogging, internet, TV. and many other mass media which are booming today.

1.1.5 Mass Media and Advertisement

Mass media are the means or devices or instruments used to convey or impart or send or exchange or transmit our ideas and thought or information through speech or writing. They are the mediators of messages to mass. They usually

make mass communication possible by transmitting messages over a vast area simultaneously and rapidly to a large heterogeneous audience. These means of communication have revolutionized our personal as well as social life. They help us to expand our communication and overcome barriers caused by time and space. The sole purpose of mass media is to publicize information to a large mass of people. For this, it utilizes varieties of means to publicize the matter effectively, for example, various means of print media such as leaflets, pamphlets, posters, banners, prospectuses, magazines, newspapers etc.; and electronic media such as TV, radio, cinemas, internet etc.

Advertisement is one of the techniques of mass communication through some media. Advertising aims at promoting a product or service by attracting audiences towards it. Advertising techniques are used to bring out the unique features of the product or service in order to make it look different. So, advertising has become an essential element of the corporate world and hence the companies and institutions allot a considerable amount of revenues as their advertising budget in order to lure the audience to their organizations to use their products and services. Advertising is carried out through different media so that the advertisements gain a mass appeal. It is brought before the public through various channels to ensure that the product or the service is noticed by the public.

1.1.5.1 Types of Advertisement

Advertisement is one of the important techniques of informing people about any product or service in order to make them well familiarized with it and use it or gain the service if they need. Advertisements can be classified in varieties of ways based on different criteria. Melvin (1999) classifies advertisement into two broad categories based on purpose.

a. Product Advertisement

The purpose of product advertisement is to sell goods or to make the buyer favourably disposed toward the product. It can introduce a product, maintain market position or improve it. Such advertisements are directly addressed to consumers.

b. Institutional Advertisement

Institutional advertising, also known as corporate or prestige advertisement is intended to sell the ideas or forms of it. The purpose is to make friends for the company or organizations to create goodwill. Hence, the purpose is not to highlight the merits of a specific product, but to build-up the positive image of the institutions. Such advertisements are designed to indirectly step-up profits by increasing the prestige of an institution through various means of media. The primary function of this advertisement is to promote the institution and inform public of the extensive services it provides, rather than its product.

Similarly, according to Bhattacharya (2010, pp. 3-4), advertisement can also be best classified based on techniques available. They are described below.

a. Broadcast Advertisement

Broadcast advertising is a very popular advertising medium that consists of several means like television, radio or the internet. Radio advertising is an old audio means to transmit the message by electromagnetic waves without connecting wires. It is one of the cheapest means of communication, which has been widely used for advertisements to reach a larger mass of audience. Television, on the other hand, is more advanced medium that has both audio-visual system transmitted through wires and optical fibres or by electromagnetic radians.

b. Press Advertisement

Press advertising describes advertising in a printed medium such as a [newspaper](#), [magazine](#), or trade [journal](#). This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics. A form of press advertising is [classified advertising](#), which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service.

c. Online Advertisement

[Online advertising](#) is a form of [promotion](#) that uses the internet and [world wide web](#) for the expressed purpose of delivering [marketing](#) messages to attract customers. Examples of online advertising include contextual ads that appear on [search engine results pages](#), [banner ads](#), [in text ads](#), [Rich Media Ads](#), [Social network advertising](#), [online classified advertising](#), [advertising networks](#) and [e-mail marketing](#), including [e-mail spam](#).

d. Billboard Advertisement

[Billboards](#) are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

e. In-store Advertisement

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters, eye-catching displays promoting a

specific product and services, and advertisements in such places as shopping carts and in-store video displays.

f. Covert Advertisement

Covert advertising, also known as guerrilla advertising, is one that is used when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where [Tom Cruise](#)'s character John Anderton owns a phone with the [Nokia](#) logo clearly written in the top corner, or his watch engraved with the [Bulgarian](#) logo.

g. Celebrities Advertisement

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favourite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products or services.

h. Direct Mail Advertisement

It is one of the most important classes of advertisement. The concerned organizations employ direct mail brochures, sales, letters, leaflets, prospectuses, catalog, postcards etc. Direct mail advertisement delivers message individually.

i. Transport Advertisement

This type of advertisement appears on the inside or outside of vehicles of passengers' transportation. Transport advertisement is often coordinated with billboard advertisement but they are smaller.

Virtually any medium can be used for advertising. Commercial advertising media can include [wall paintings](#), [billboards](#), [street furniture](#) components, printed flyers and [rack cards](#), radio, cinema and television adverts, [web banners](#), mobile telephone screens, shopping carts, web [popup](#), [skywriting](#), bus stop benches, [human billboards](#), magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("[logo jets](#)"), [in-flight advertisements](#) on [seatback tray tables](#) or overhead storage bins, taxicab doors, roof mounts and [passenger screens](#), musical stage shows, subway platforms and trains, elastic bands on disposable diapers ,doors of bathroom stalls, stickers on apples in supermarkets, [shopping cart handles](#) , the opening section of [streaming](#) audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

1.1.6 Prospectus: A General Introduction

The term 'Prospectus' is derived from Latin meaning something, which gives view or prospect. Prospectus is literally meant a printed booklet or a sheet of paper advertising a school or university or giving details of a share offer of business house. It is a kind of article issued by some institutions, companies or any profit oriented or non-profit oriented organizations in order to provide information to the related and interested people who have desire to know about the institutions and their services. In such types of article, the addressees are particularly identified and the essential information the addressees may seek about the institution and its programmes are issued beforehand in the printed form in a booklet or a sheet of paper. In fact, this is a type of advertisement distributed to people at free of cost with the purpose of attracting targeted groups of individuals to be enrolled in the advertised institutions, or motivate people to use the product or take the services provided.

1.1.6.1 Prospectus as a Means of Communication

Among various techniques of conveying messages, prospectus is one of the easy and useful ways of making advertisement to provide required information to the target audience. It includes all the information that an interested individual can receive without going to the organizations. This sort of communication is conveyed through printed sheet of papers or through the internet. It has become a powerful technique in mass communication to attract the people towards the product or service provided. Sometimes prospectuses are delivered to prospective individuals or organizations to inform about their product or services in order to motivate them to use the product and take the services provided. In this 21st century, people have no time to visit the organizations and take detailed information about the organizations and their product and services. So, people feel easy and comfortable to read prospectuses at their convenience and the organizations also feel it as an easy means to communicate with the people about their product and services.

1.1.6.2 Language of Prospectus

Language is a means through which we express our thought, emotions, desires, information, and any other findings of any area. The language of prospectus generally differs from the normal language as the language of prospectus goes via unique path of expression. It generally uses simple and complete sentences. It also uses some compound and complex sentences to maintain economy in the use of words because of space and bringing variety in the taste of reading. It generally ignores use of unfamiliar jargons, clichés etc. Specifically the specific words or terminologies and simple but artistic presentation of the subject matters with the use of language are marvellous. That is why the language used in prospectuses is formal, straightforward and standard. The materials are also presented in an artistic way. On the other hand, the language used in prospectuses varies from institutions to institution because of their

study field. For example, the register used in the prospectus of a business institution is different from the prospectus of an academic institution. Similarly, syntax, lexis, tense and voice are the other features, which make a prospectus different from other types of writing.

1.1.6.3 Types of Prospectus

In fact the sole purpose of any prospectuses is to inform their targeted a large mass of audience about their product or services in a convincing way to use the product or take the services. That is why there are no differences from the viewpoint of purpose. Yet, prospectus can be divided on the basis of media available, on the basis of aim, on the basis of types of organizations etc.

1.1.6.4 Types of Prospectus Based on Media

a. Print Prospectus

Print prospectuses are the prospectuses, which are printed on sheets of paper through mechanical process. Print prospectuses are the widely used advertisement by organizations and companies. Commercial print prospectuses are distributed by the organizations only to their prospective individuals at certain premises or at the organizations.

b. Online Prospectus

With the development of technology in communication, advertisement is also displayed in various electronic media. Due to the length and the orthographical nature of prospectus, it is not transmitted on the other type of electronic media. But they are found easily on online sites of web. Online prospectus is displayed for the easy access to the prospective individuals at their convenient and required time.

1.1.6.5 Types of Prospectus Based on Aim

a. Awareness Oriented Prospectus

This type of prospectus is produced and distributed especially to a mass of people of a place by the governmental and non-governmental organizations in order to make people aware of many kinds of diseases, social values and norms, environment, health, political issues etc. Such types of prospectuses gain much public attention and they are read with interest because they convey socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. People feel well informed about the things they might have misconception about the presented subject matter. The only aim of this type of prospectus is to keep people alert and request them to behave accordingly. It mainly focuses on the welfare of the people than these prospectus-producing organizations. These organizations are non-profitable organizations and their prospectuses can be called non-profit oriented prospectuses.

b. Business Oriented Prospectus

Business oriented prospectuses are the commercial advertisement produced motivated by moneymaking motives. Such types of prospectus producers think more of themselves than the public. Generally all private commercial business houses and organizations produce prospectuses to inform about their product or services and to motivate them to use their product or services provided. That is why, these prospectuses have tricky language highlighting the features of their product and services. Sometimes their claim made in the prospectuses is found to be invalid, false and illusory. These organizations are profitable organizations and their prospectuses can be called profit-oriented prospectuses.

1.1.6.6 Types of Prospectus Based on the Types of Organizations

Prospectuses can also be classified based on types of organizations. The different organizations have different aims and objectives. Their programmes and plans differ in a number of ways. Therefore, the languages used in them also differ in varieties of ways, especially in register. There are varieties of organizations existing in the present world. The structure, shape and size of prospectus vary according to the information an institution's desire to present them. It also heavily depends on the financial affordability of the institution, as they are very costly to produce. According to their nature; prospectus can be categorized in the following ways.

- a. Legal prospectus
- b. Medical prospectus
- c. Engineering prospectus
- d. Commercial prospectus
- e. Academic prospectus
- f. Agro prospectus
- g. Economic prospectus
- h. Sport Prospectus, etc

The present study involves the study of the language use only in academic prospectuses.

1.1.7 Academic Prospectus

This research has studied the language-use based on the prospectuses issued by academic institutions. An academic prospectus refers to a document sent to

potential students to attract them to apply for admissions. It is a printed booklet or a sheet of paper advertising a school or university or giving details of an academic institution. An academic prospectus includes all the educational programmes, fee structures, facilities, brief history of the organizations, its location, its aims, plan etc. Therefore, this research has studied only those prospectuses issued by such institutions. Now-a-days most of the schools, colleges and universities prepare their prospectuses and distribute them generally before the academic sessions begin in order to motivate prospective students to be enrolled in their institutions.

1.1.7.1 Purpose and Function of Academic Prospectus

The prime purpose and function of an academic prospectus is to advertise the institutions and draw the attention of the prospective students to get them admitted. They are mentioned below.

- a) To convey information about the institutions' reputation, programmes, plans, facilities, fee structures etc.
- b) Make advertisement of the institutions in order to establish itself in the competitive environment.
- c) Motivate students to be enrolled in the institutions.
- d) Persuade prospective students about the institutions programmes and quality education in order to fulfil the desired need of the students.

1.1.7.2 Components of an Ideal Academic Prospectus

As has already been mentioned, an academic prospectus is a printed booklet or a sheet of paper advertising a school or university or giving details of an academic institution. They vary from organization to organization. But an ideal prospectus of academic prospectus at least consists of the following

components with detailed information that may be commonly sought by the readers and interested persons, especially by the students. According to Subedi (2008), the components of an ideal academic prospectus are listed below.

- a. **Name and address of the institution:** It is written on the first fold of the paper. It is written artistically.
- b. **Background:** It gives general background of the institution. The readers can get basic information in the background
- c. **Objectives:** The objectives of the institution are listed point-wise. They can be further categorized as short term and long term.
- d. **Salient features:** The special features or characteristics of the institution are listed according to the point.
- e. **Programmes:** The programmes running in the institution are mentioned in detail with the scheduled plan.
- f. **Admission procedure:** How the students concerned can get admitted in the organization is clearly mentioned.
- g. **Fee structure:** The fees to be paid by the students are generally presented on a table.
- i. **Rules and regulations:** All the rules and regulation for the individuals concerned are listed.
- j. **Facilities and extra-activities:** The facilities provided to the students in the institution are mentioned. Similarly, the extra- activities done in the institution are listed with fixed frame.

Besides these essential components, other things such as welcoming views, message from the head of the institution, programme co-ordinator, directors,

ex-students' views, words of well wishing from related field etc. can also be added to highlight the institution.

1.2. Review of the Related Literature

Many research works have been carried out in the field of language and linguistics in order to find out the nature, similarities and differences between two or more languages, to provide some pedagogical suggestions and so on. But very few researches have been done in the field of language use in different types of texts. This research has determined to study the language used in the academic prospectuses. Therefore, it is worth reviewing some related literature in brief especially carried out in Nepal.

Baral (1999) conducted a research entitled "Language Used in the Field of Tourism." He concluded that language used in the field of tourism is different from usual language and found out that there is no uniformity in the use of structure of this field.

Sapkota (2005) conducted a research entitled "A study of Language Used in E-mail, Chart and Text messages". He concluded that the language of E-mail Chart and Text Message is different from usual language. He also found out that usually incomplete sentences and abbreviation forms are used in this type of language.

Sharma (2007) in his thesis entitled "Language Used in the Newspaper Editorials" made an attempt to find out the use of language in terms of sentence type, sentence length, tense, aspect, and voice. He concluded that complex sentences having heavy information, non-past tense are used more frequently than past, perfective aspect and active voice is highly used rather than passive.

Tiwari (2007) conducted a research entitled "Language used in Economics Journals" and he concluded that the language used in economic journals has its own structure, technical vocabularies, unfamiliar abbreviations, different tables and graphically rich texts, different forms of general pattern etc., which make the economic journals different from others. It has its own register and is often very difficult to understand for the one who is not familiar with the language of this field.

Poudel (2008) who conducted a research entitled "Language used in Business Texts" found out that the business texts possess their own register. He observed that emphasis is given on degree of formality and information in the language of business, which have mixed constructions having both past and non-past structures in a single sentence.

Although the above-mentioned research works are related to language use in several texts in mass media, no research work has been carried out in the analysis and description of the language used in academic prospectuses issued the Nepalese context. So, the researcher was interested to carry out a research on it to find out the use of aspects of tense, tense, voice, types of sentences and register used in this field.

1.3 Objectives of the Study

The research had the following objectives:

- a. To describe the language used in academic prospectuses in terms of sentence types (simple, compound and complex), aspects (simple, perfective, progressive and perfect progressive), tense and voice.
- b. To find out and describe the registers used in prospectuses.
- c. To suggest some pedagogical implications.

1.4 Significance of the Study

Though the study was a small work, it aimed at giving a general picture of the English language used in 'Prospectuses'. This study will be fruitful to students, teachers of language and linguistics, curriculum designers, and language planners and especially for those who run academic institutions and produce prospectuses. Similarly, this study will be significant to journalists, discourse analysts and people involved in mass media studying or conducting research on the use of language in various types of texts. This study will be helpful for those who are directly or indirectly involved in teaching and learning process in terms of language used in prospectus.

1.5 Definition of the Terms

Tense: Tense refers to time markers in the forms of the verbs and by the use of adverbs. English has two tense systems viz past and non-past.

Voice: Voice refers to the ways in which a language expresses the relationship between verb and noun phrases, which are associated with it. Two types of voices are found in English: active voice in which the subject of a clause is most often the agent or doer of some action and passive voice in which the subject is affected by the action of the verb.

Sentence type: Sentence type refers to the types of sentences according to its structural point of view. According to structures, sentences are of three types: Simple sentence, Compound sentence and Complex sentence.

Simple sentence: A simple sentence is a sentence which contains at least one subject and one verb and can stand alone as an independent clause.

Compound sentence: A compound sentence consists of two or more clauses of equal grammatical importance and coordinate conjunctions connect the two clauses into one sentence.

Complex sentence: It refers to a sentence having at least one independent clauses and one or more dependent clause linked by some subordinators.

Registers: Registers refer to those words which are used most often in particular field by particular group of people of professions. Such words are not often intelligible to the people of other professions due to the meanings' flexibility in context.

Aspects: It signifies to the manner in which the verbal action is experienced or regarded, for example as completed or in progress. It deals with the states of affairs whether in simple, progressive, perfective or perfect progressive state.

CHAPTER TWO

METHODOLOGY

The following methodological procedures were followed to accomplish the objectives of the present research.

2.1 Sources of Data

The research is based on the secondary sources of data.

2.1.1 Secondary Sources of Data

To accomplish the intended goals, the researcher used and consulted the secondary sources. These sources are as follows.

- a) The prospectuses issued by academic institutions and organizations located in Pokhara valley.
- b) The other secondary sources of data were the book of Alan Durant and Marina Lambrou's (2009) 'Language and Media', thesis, journals articles, etc. related to the present research.

2.2 Population of the study

All the academic prospectuses issued by the academic institutions from Pokhara valley were the population of the study.

2.3 Sample Population

The academic prospectuses of the following academic institutions of Pokhara valley formed the sample population of the study:

SN.	Name of the Academic Institution
1	Pacscal Academy (PA)
2	Vindhyaswori Adarsha Boarding Secondary School(VABSS)
3	Prativa Higher Secondary School(PHSS)
4	Galaxy Higher Secondary School (GHSS)
5	Mount Annapurna Higher Secondary School (MAHSS)
6	Kumudini Homes Higher Secondary School (KHHSS)
7	Pokhara Multiple Campus (PMC)
8	Tarapunja Education Academy (TEA)
9	Kanya(Girl's) Campus (KC)
10	Pokhara College of Management (PCM)

2.4 Sampling Procedures

The researcher applied judgemental sampling procedure which is one of the most useful non-probability sampling designs, especially when one attempts to study about language used in prospectuses. For this, the researcher collected ten different prospectuses available in Pokhara valley from ten different academic institutions.

2.5 Tools for Data Collection

For this study, observation was the main tool for data collection. The researcher collected ten different academic prospectuses available in Pokhara valley. Then, the language of the texts was examined and re-examined in terms of the categories mentioned in the objectives to get the required information. The data collected from each prospectus is given in appendix three.

2.6. Process of the Data Collection

In the process of data collection, the researcher collected prospectuses of different academic organizations and institutions of Pokhara valley. Then, he read and re-read all the texts to gather the required information and noted down those information for analysis, description and interpretation.

2.7. Limitations of the Study

The study had the following limitations.

- a. The area of this study as indicated by the title was limited to only the language of prospectuses.
- b. The study was limited only on to the ten prospectuses issued by ten academic institutions and organizations available in Pokhara valley.
- c. The study was based on the academic prospectuses of the ten institutions selected judgementally.
- d. This study was confined to the analysis of following categories: tense, (past and non-past), voice (active and passive), and sentence types, (simple, compound and complex) prospectus terminologies (registers).
- e. The study was confined to the observation of the language used in the essential components of the prospectus. The research did not study the language used in expressing personal views, experiences, etc.

CHAPTER THREE

ANALYSIS AND INTERPRETATION

This chapter provides the analysis and the interpretation of the language used in the texts of prospectuses focusing on the previously mentioned aspects viz., tense, voice, sentence types, aspects and register words (terminologies used in the prospectuses). The main aim of the research was to provide comprehensive analysis of language used in the prospectuses based on the above-mentioned linguistic characteristics.

3.1. Sentence Types in the Prospectuses

Regarding the sentence types structurally, in English, there are three types of sentences.

- Simple Sentence (SS)
- Compound Sentence (CS)
- Complex Sentence (CXS)

After the close observation of the selected prospectuses, the researcher found the entire sentence types used in all the prospectuses. Yet, the use of types of sentences was found to be different in numbers. But in totality, almost all the prospectuses used SS more frequently than CS and CXS.

3.1.1. Analysis of Sentence Types Used in Prospectuses

Here, the language used in Prospectuses has been analysed to find the use of sentence types in the texts of prospectuses mentioned in 2.3. The study, after the careful observation, has found the following frequency of their occurrences from the texts of above mentioned prospectuses.

Table No. 1
Sentence Types in Prospectuses

S.N.	Institutions	freq. in SS	%	freq. in CS	%	freq. in CXS	%
1	PA	31	54.4%	19	33.3%	7	12.3%
2	VABSS	27	49.0%	14	25.5%	14	25.5%
3	PHSS	34	58.6%	16	27.6%	8	13.8%
4	GHSS	21	45.7%	11	23.9%	14	30.4%
5	MAHSS	10	34.5%	9	31.0%	10	34.5%
6	KHHSS	11	42.3%	2	7.7%	13	50.0%
7	PMC	14	66.7%	3	14.3%	4	19.0%
8	TEA	40	63.5%	12	19.0%	11	17.5%
9	KC	18	40.5%	14	31.1%	13	29.9%
10	PCM	26	48.2%	14	25.9%	14	25.9%
Total/ Average		232	51.1%	114	25.1%	108	23.8%

The table above shows that out of their total sentences in individual prospectuses, all the prospectuses have used SS at higher frequency except KHHSS. PMC has used the highest number of SS i.e 66% whereas PA has used the highest number of CS i.e. 33.3% and KHHSS has used the highest number of CXS i.e 50% in comparison to other prospectuses. KHHSS has used 50% of CXS whereas it has used 42.3% of SS and 7.7% of CS.

From the analysis of the above table, it shows that the percentage of the SS is the highest of all in the texts of all prospectuses except in the text of KHHSS. On observing the average data of the all prospectuses, SS are used far more frequently covering 51.1% (i.e. 232 out of 454) sentences. CS has the second position 25.1% (i.e. 114 out of 454) sentences. The table shows that the least used sentence structures are of CXS, which covers only 23.8%. It should be

noted that there is not much difference in the use of CS and CXS. The difference is only of 1.3%.

The following are some of the examples of SS (1-4), CS (5-8) and CXS (8-12) from the texts of above-mentioned prospectuses.

1. The BBA is a four-year program spread over eight semesters. (PCM)
2. A co-educational private institute, it is affiliated to Higher Secondary Education Board of Nepal. (PHSS)
3. Besides, regular class tests are conducted by the concerned subject teachers in the classrooms. (KC)
4. The school has well equipped library for the students including audio –visual facility. (TEA)
5. A fifty percent weight is given to internal and fifty percent weight is given to external evaluation. (PCM)
6. Objectives are to teach primary health care to all and prepare students for MBBS study right from the junior classes. (MAHSS)
7. Generally, the session commences from the month of Shrawan each year and the final Exams are conducted by T.U. and HSEB from the month of Chaitra to Ashad. (PMC)
8. The language of instruction is English, but equal stress is also given in Nepali too. (GHSS)
9. If they leave earlier, the amount of deposit will not be refunded. (GHHS)
10. The school believes that the real outcome of quality education is a team work.(PA).
11. Students, who have passed S.L.C. Examination or equivalent of it from recognized board with at least second division, are eligible to apply for management stream. (PHSS)
12. This committee is especially formed to conduct extra activities of the students in the area of literature, music, dance and games. (PMC)

3.2. Aspects in the Texts of Prospectuses

Aspect refers to the internal structure of the action occurring at any time. English has four aspects: simple, progressive, perfective, and perfect progressive (combination of perfective and progressive). To analyse the aspects used in selected texts of prospectuses, first the researcher observed the sentences one by one of each prospectus and grouped them under the categories of simple, progressive, perfective and perfect progressive. The researcher counted all the aspects available in the dependent and independent clauses from the data. While analysing the aspects in the prospectuses, the researcher found that simple aspect was mostly used in the text of prospectuses. Finally, the number of each aspect was compared to one another to find out the differences and to draw the conclusion.

The frequency of distribution of aspects in the texts of concerned prospectuses is mentioned below in different headings.

3.2.1. Analysis of Aspects Used in Prospectuses

To find out the use of aspects, the language used in the sample texts of prospectuses under study has been analysed. The frequency of the occurrences has been as follows:

Table No. 2
Aspects Used in Prospectuses

S.N.	Institutions	Simple	%	prog.	%	perf.	%	perf. prog.	%
1	PA	56	71.8	3	3.8	19	24.4	0	0.0
2	VABSS	73	98.6	0	0.0	0	0.0	1	1.4
3	PHSS	54	90	0	0.0	6	10.0	0	0.0
4	GHSS	52	86.7	2	3.3	6	10.0	0	0.0
5	MAHSS	32	78.1	0	0.0	7	17.1	2	4.8
6	KHHSS	34	89.5	0	0.0	4	10.5	0	0.0
7	PMC	20	77.0	1	3.8	4	15.4	1	3.8
8	TEA	66	90.4	2	2.7	5	6.9	0	0.0
9	KC	54	93.1	0	0.0	4	6.9	0	0.0
10	PCM	80	96.4	0	0.0	3	3.6	0	0.0
Total/ Average		521	88.2	8	1.4	58	9.8	4	0.6

The above table clearly presents that simple aspect has been highly used in all the prospectuses. It was found that VABSS has used 98.6 % of simple aspects in its prospectus whereas it has used only 1.4 % of perfect progressive aspects. Similarly, PA has used the highest percentage of perfective aspect i.e 24.4% in comparison to other prospectuses. It is noteworthy that progressive and perfect progressive aspects have been rarely used in all the prospectuses. VABSS, PHSS, KHHSS, KC, MAHSS and PCM have not used progressive aspects at all. Similarly, PA, PHSS, GHSS, KHHSS, PMC, TEA, and KC have not used perfect progressive aspect at all either.

On the other hand, on observing the average data of these ten prospectuses, out of 591 aspectual sentences were used in these prospectuses, 521 were found to be the simple aspects, which cover 88.6% of the total texts. Only 9.8 % of perfective sentences were used which takes the second position in the use of aspects in prospectuses. Unlike simple aspects, progressive and perfect progressive aspects are very rarely used in the text of prospectuses. They occupy only 2 % in the text of prospectuses. On analysing the aspects, it was

also found that progressive and perfect progressive aspects were used only once or twice in some of the prospectuses and most of the prospectuses have not used them at all.

Some examples of the use of the aspect simple (1-4), progressive (5-8), perfective (9-12) and perfect progressive (13-14) in the text of sample prospectuses are as follows.

1. Board of Higher Education conducts the Final Examination each year. (GHSS)
2. The campus possesses well-furnished modern computer lab with sufficient number of computers. (KC)
3. Parents will have to come to school before 20 to 25 days of each terminal examination. (VABSS)
4. Pascal Academy was established in the year 2055 B.S. with a mission of providing quality education of a very high standard in English.(PA)
5. The school is running from Nursery to 10 +2 in Science and Management Streams with the participation of an well experienced principal and University teachers. (GHSS)
6. All the programmes of higher secondary school and campus are running together inside the premises of Mahendra H. S. School building, Naya Bazar, Pokhara. (PMC)
7. The school is providing skilful computer training from class 4 onwards as a part of school curriculum. (TEA)
8. Hostel is running under the supervision of Vice Principal with the qualified and experienced teachers to take the tuition every two hours in the morning and the evening. (PA)
9. Traditionally, these academic programs have not been available in existing institution. (MAHSS)
10. The college has managed hostel facilities at reasonable cost for the students coming from all over the country. (PHSS)

11. The school has followed the curriculum prepared by the Curriculum Development Centre for class 1 to 10. (GHSS)
12. Kanya Campus has developed adequate infrastructure required for materializing its aims and objectives. (KC)
13. The classes from nursery to ten have been running smoothly in a peaceful and healthy atmosphere of the school. (VAHSS)
14. Another glory of MAHSS, sports and entertainment club has been organizing various games, sports, events and entertainments. (MAHSS)

3.3. Tenses in the Texts of Prospectuses

English has two tense systems; past and non- past. To analyse the tense, the researcher read and re-read the sample prospectuses and collected the data. It was found that the non-past especially present form of the verb was maximally used in all the prospectuses.

The frequency of distribution of tense in the texts of concerned prospectuses is mentioned below in two different headings.

3.3.1. Analysis of Tenses Used in Prospectuses

The study has found the following frequency of occurrences of tense being used in the texts of sample prospectuses:

Table No. 3
Tenses Used in Prospectuses

S.N.	Institutions	freq. of past	%	freq. of non-past	%
1	PA	1	1.3	73	98.7
2	VABSS	0	0.0	74	100.0
3	PHSS	0	0.0	60	100.0
4	GHSS	0	0.0	57	100.0
5	MAHSS	1	2.6	38	97.4
6	KHHSS	0	0.0	38	100.0
7	PMC	6	23.0	20	77.0
8	TEA	2	2.7	73	97.3
9	KC	1	1.7	58	98.3
10	PCM	3	3.6	80	96.4
Total/ Average		14	2.4	751	97.6

According to the above table, it is clear that non-past is used at the highest frequency in each of the prospectuses. It was found that the prospectuses of VABSS, PHSS, GHSS and KHHSS have not used the past form of the verbs at all. They have used the non-past tense hundred percent. In the prospectuses of PA, MAHSS, PMC, TEA, KC and PCM, the use of the past tense is below 2.4%.

For the average analysis of these prospectuses, 785 sentences were found and studied. Out of 585 sentences, only 14 were of the past form of the verbs, which carry only 2.4 % whereas non-past form of the verb carries 97.6%. This proves that in writing an academic prospectus, the non-past form of the tense is used at the maximum frequency. Some examples of the use of the

tense; past (1-3), non-past (4-9) in the text of sample prospectuses are given below.

1. Pascal Academy was established in the year 2055 B.S. with the mission of providing qualification of a very high standard in English.(PA)
2. This senior most institution was established in 1979 (2035 B.S.) by a prominent educationist Mr. Bikal Sherchan ... (MAHSS)
3. The then Town Panchayat and Pokhara Chamber of Commerce and Industry donated some amount of money for the establishment of the campus. (MAHSS)
4. The Campus runs its classes both in the morning and the day shifts.(KC)
5. Each course has a certain number of credit hours assigned to it. (PCM)
6. The school will remain incomplete without the active involvement of the parents.(TEA)
7. The college is committed to provide its students with a healthy, peaceful and academic environment.(PHSS)
8. They can avail themselves of it at their leisure periods and according to the class wise routine. (VABSS)
9. The school organizes varieties of activities for promoting and developing students' efficiency. (KHHSS)

3.4. Voices in the Texts of Prospectuses

English has two voice systems: active and passive. To analyse voices used in the sample texts of the prospectuses, the researcher read and observed the text closely. Then, he collected the data available. Then the comparison was made among those selected texts of the prospectuses. Finally, the conclusion was drawn, taking the average from these selected samples.

3.4.1. Analysis of Voices Used in Prospectuses

From the careful study and observation of the selected texts of the prospectuses, the following frequency of occurrences was found:

Table No. 4
Voices Used in Prospectuses

S.N.	Institutions	freq. of active	%	freq. of passive	%
1	PA	61	82.4	13	17.6
2	VABSS	54	73.0	20	27.0
3	PHSS	43	71.7	17	28.3
4	GHSS	47	82.5	10	17.5
5	MAHSS	32	82.1	7	17.9
6	KHHSS	32	84.2	6	15.8
7	PMC	14	53.8	12	46.2
8	TEA	53	70.7	22	29.3
9	KC	41	70.7	17	29.3
10	PCM	66	79.5	17	20.5
Total/ Average		443	75.9	141	24.1

The above table shows that KHHSS has used the highest number of sentences in active voice in comparison to other prospectuses. It has used 84.2% of sentences active voice whereas it has used only 15.8 % of sentences of passive voice. Similarly, almost all the prospectuses have used active sentences covering more than 70%. Comparing the individual prospectuses it was found that passive sentences are used less often in the academic prospectuses.

The table shows that the active voice is highly used and has more frequency of occurrences covering 75.9% (i.e. 441 out of 585)The passive voice had less frequency of occurrences covering 24.1% (i.e 141 out 585). This average data shows that the active voice is used more frequently than the passive voice in the prospectuses of the academic institutions. Some examples of the use of the voice; active (1-6) and passive (7-10) in the texts of sample prospectuses are given below.

1. The pupils may leave the school at the end of the academic year.
(GHSS)
2. The programme provides students with sound conceptual foundation and practical skills in various areas of business. (PCM)
3. Each house performs under the supervision of their house father.(TEA)
4. The school has opened an avenue for both English and Nepali medium of instruction.(PHSS)
5. Over the years numerous students have graduated in a variety of subjects with top marks in both district and national exams. (KHHSS)
6. The campus conducts two Terms Exams in one academic year in order to maintain a high level of proficiency and to know about the progress of the students. (KC)
7. Programme is facilitated only to the students of MAHSS. (MAHSS)
8. Students progress report card will be sent to the parents at the end of each examinations, acknowledgement and signatures. (PA)
9. Homework of each class will be well checked up regularly by particular subject teachers. (VABSS)
10. Higher secondary classes have been started in school since 2060.
(PMC)

3.5. Use of Special Registers in the Academic Prospectuses

Each type of writing has its more or less particular words used to refer to distinct meaning than their general meaning. Such words convey different meaning according to the context and topic of discussion. Such types of words are difficult to understand by common people, as they are unintelligible.

However, they are explicit to the people of same field or professions. On the contrary, common words are intelligible to all the people of any field and professions, even to laymen. Registers are also called technical words or terminologies.

The researcher also went thoroughly the sample prospectuses in order to find out and analyse such terminologies. The researcher examined the sample

prospectuses closely and found some register words that are used in the academic prospectuses.

3.5.1. List of Special Registers Used in the Academic Prospectuses

The words, the researcher found and treated them as special registers in each of the sample prospectuses, are listed below.

a. In PA's

academic (n)	kindergarten (n)	unit test (n)
terminal (adj.)	primary (adj.)	secondary (adj.)
drill (n)	course (n)	Principal (n)
scholarship (n)	admission (n)	environment (n)
fee (n)	curricular (adj.)	

b. In VABSS's

boarding (adj.)	discipline (n)	curriculum (n)
term (n)	session (n)	academic (adj.)
environment(n)	homework (n)	Principal (n)
scholarship (n)	curricular(adj.)	

c. In MAHSS's

affiliated (v)	primary(adj.)	graduate (adj.)
paper (n)	academic(adj.)	grade (n)
enrolment (n)	field-study (adj.)	curricular (adj.)
topper(n)	scholarship (adj.)	environment (n)
admission(n)	Principal (adj.)	fee (n)

d. In PHSS's

academicians (n)	affiliated (v)	secondary (adj.)
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academic (adj.)	graduates (n)	primary(n)
methodologies (n)	session (adj.)	co-curricular(adj.)
terminal (adj.)	fee (n)	Principal(n)
admission(n)	environment (n)	

e. In TEA's

academy (n)	affiliated (v)	environment (n)
pupils (n)	syllabus(n)	boarders(n)
discipline (n)	curricular(adj.)	uniform (n)
session (n)	admission (n)	standard(v)
Principal(n)	scholarship (n)	fee (n)

f. In PCM's

faculty (n)	academic(adj.)	scholarship(n)
semesters(n)	environment (n)	fee (n)
session (n)	e-learning (n)	course (n)
curricular (adj.)	graduates (n)	admission (n)
communicative (adj.)		

g. In KC's

academic (adj.)	environment (n)	affiliated (v)
humanities (n)	management (n)	streams (n)
admission (n)	plus two(adj.)	events (n)
fee structure (n)	uniform (n)	curricular (adj.)
discipline (n)	term (n)	

h. In PMC's

secondary (adj.)	fee structure (n)	academic (adj.)
course (n)	session (n)	sentup test (n)
scholarship (n)	uniform (n)	humanities(n)
environment (n)	streams (n)	shift(n)

admission (n)	curricular (n)	fee (n)
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i. In KHHSS's

admission (n)	co-educational (adj.)	plus two (adj.)
fee structure (n)	course (n)	curricular (n)
boarding (n)	graduates (n)	fee(n)
academic (adj.)	faculty(n)	uniform (n)
scholarship (n)		

j. In GHSS's

pupils (n)	admission (n)	Principal(n)
uniform (n)	academic (adj.)	curricular (adj.)
terms (n)	streams (n)	plus two (adj.)
terminal (adj.)	scholarship (n)	boarders(n)
environment (n)	secondary (adj.)	fee(n)

3.5.2. Analysis of Special Registers Used in the Academic Prospectuses

The above list of words was found to have been used almost in all the prospectuses. However, their frequency of occurrences has very low percentage, they are used with other common words almost in all the prospectuses, as they seem mandatory words to prepare or write any academic prospectuses.

The foregoing list of registers shows that most of the words are nouns. It clarifies that the nouns have higher frequency of occurrences than the adjectives, the verbs and the adverbs in all the academic prospectuses. After the noun, the adjective takes the second position. The adjectival registers come along with the nouns as pre-modifier or as post-modifier. Likewise, a few

verbs were also found to be used as register. But the researcher did not find any adverbs as the register in the sample prospectuses.

From the close observation and analysis of the drawn data, it can be concluded that a very few number of prospectuses maintain their own registers. The registers found in the academic prospectus have been listed in appendix four.

CHAPTER FOUR

FINDINGS AND RECOMMENDATIONS

The purpose of the present research study was to find out the use of language of the academic prospectuses in terms of sentence types, aspects, tense, voice and registers. The research was limited to the study of ten prospectuses found in the Pokhara valley. The study was also limited to the language used in writing the essential components of academic prospectuses. The study did not observe the language used to express personal views, opinion, good wishes and so on.

To find out the fact and exact figure of the objectives, the researcher observed the sample prospectuses with deep and conscious approach. He accumulated all the required data under different categories and sub-categories basing on the objectives of the research. Those data were presented in accordance with their categories in simple statistical tools like average, percentage, and data-display tables in order to analyse and interpret them.

4.1. Findings

The findings based on the analysis and the interpretation of data is summarized below.

- i. With regard to the use of sentence types in each individual academic prospectus, the use of simple sentences was found to be used at higher frequency of occurrences. Considering the average of the sample prospectuses, more than half of the sentences were found to be the simple sentences. Similarly, the use of compound and complex sentences outnumbered. In the analysis, it was found that compound sentences were found to be used more than the complex sentences. However, the difference in their use is not so greater. So, it can be concluded that simple sentences are mostly used in writing an academic

prospectus.

- ii. Regarding the use of aspects in academic prospectuses, the researcher discovered that simple aspect was used at the greater extent. It covered nearly 90 % of the total sentences. A very few sentences of perfective aspect were found in the text of academic prospectuses. On the other hand, progressive and perfective aspects were found to be used very rarely. Only one or two sentences of progressive and perfective aspects were found to have been used in a few prospectuses. In other prospectuses, they were not found to be used at all. Hence, it can be summarized that in preparing an academic prospectus, sentences of simple aspect are highly used.
- iii. In terms of the use of tense in the academic prospectus, the researcher spotted that the non-past tense was maximally used in writing an academic prospectus. The use of the non-past tense occupied nearly 98% sentences. Quite opposite to the non-past tense, the past tense was used very rarely. Two or three sentences of the past tense were found in some sample prospectuses in average and in others, the use of the past tense was not found at all. In the analysis, the researcher also discovered that present simple was used at higher frequency than future simple in the non past tenses. Thus, it can be summed up that non-past tense is used at the greatest number in the academic prospectuses.
- iv. In case of the use of voice in academic prospectuses, the researcher found that active voice had higher frequency of occurrences. It covered almost 80% in average. Passive form of voice was also used but they occupied only 20% of sentences. It was also found that the use of active and passive form of the verbs in a single sentence was found to be used. So, it can be concluded that active form of the voice is highly used than the passive form of the voice in the texts of academic prospectuses.
- v. Similarly, while analysing the registers in the academic prospectuses,

the researcher discovered that some field-based words were frequently used. They are mostly used in academic sectors only but the number of such words was very few. In terms of the parts of speech of the words in the field-based register, the researcher found out that nouns had higher frequency following adjectives. The words which the researcher has included as field based register of academic prospectus are shown in appendix four..

- vi. To sum up, the researcher found out that the language of academic prospectus was very simple and straight forward. The academic prospectuses did not use any cliché and unfamiliar idioms and phrases. It may be the reason that the objectives of each academic institution is to inform their potential students in simple language. On the other hand, relevant photographs of their institutions and their programme activities were also attractively displayed.

4.2. Recommendations

Based on the findings of this study, some recommendations have been suggested which are as follows.

- i. The curriculum designers should include sufficient discussion topics and exercises of aspects, tenses, voices and sentence types so that learners will have clear-cut ideas to write or prepare any type of article on any topic.
- ii. The curriculum designer should include the language of academic prospectus in the textbooks of secondary and higher secondary school level mainly to make the students familiar with the various styles of the language of prospectuses.
- iii. The course designers and textbook writers should include the list of

registers used in academic prospectuses along with the registers of other field in order to show the distinction between them.

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