CHAPTER ONE
INTRODUCTION

1.1   General Background

Communication refers to the transmission of information, signals, or messages between a sender and a receiver. The messages exchanged may be verbal, written, visual, aural or involve devices such as telephone, radio, etc. According to Richards et al. (1985), "Communication is the exchange of ideas and information between two or more persons. In an act of communication there is usually at least one speaker or sender and message, which is transmitted for a person for whom this message is intended (receiver)" (p. 64). Communication may take place using different types of sensory modes such as auditory vocal, visual, tactile, olfactory or gustatory. Among them auditory, vocal and visual are the most common and popular modes of communication. Auditory vocal mode uses sounds which are expressed and perceived in speech. Visual mode of communication uses signs that are expressed in some graphic forms and perceived through eyes. In tactile mode of communication, a message is passed through touch; its main use is non-linguistics. Olfactory and gustatory modes of communication have limited use for human beings. They are mainly used by animals. So in its specific sense, communication is concerned with exchanging information from one person to another person and from one place to another place.

Language is a means of communication through which we can express our ideas, thoughts and feelings. It is species specific in the sense that it is only possible by human beings. Language is a very complex social phenomenon. It is an organized noise used in actual social situation. That is why it is also known as contextualized systematic sound. Richards et al. (1985) say "Language is a system of human communication by means of a structured arrangement of sounds to form larger units, e.g. morpheme, words, sentences" (p. 31). Language can also be defined as a

system of arbitrary vocal symbols which permits all people in a given culture to communicate or interact. Thus, language is the most frequently used and highly developed means of communication that human beings possess. It is species specific to mankind only. It is a product in that it can survive ages without essentially changing despite social linguistic behaviors of its users in the sense that neither its words nor grammatical rules refer to specific concrete phenomena but rather to abstract classes of phenomena.

Language plays a great part in our life. Perhaps because of its familiarity we rarely observe it taking it rather for granted as we do breathing or walking. Sapir (1978) says "Language is primarily human and non-instinctive method of communicating ideas, emotions and desires by means of system of voluntarily produced symbols" (p. 8).

 Thus, language which exists in society commonly and permits its members to relate to each other in different ways is the most unique and significant asset of human life that sets them apart from the rest of the living beings.

1.1.1 Linguistics

The term 'linguistics' has been derived from Latin in which 'lingua' means tongue or language and 'istics' means knowledge or science. Thus, etymologically the term 'linguistics' refers to the study or science of language which is frequently defined by the scientific study of language.

Linguistics is such type of discipline which studies language scientifically. It is scientific in the sense that it investigates language by means of empirically verifiable observation and with reference to some general theory of language structure. Regarding the nature of science and linguistics as scientific discipline, Crystal (1971) says, "…for any enterprise to qualify as scientific in the usual sense it should display at least three characteristics which should be in evidence

regardless of whether we see linguistics related more to the scientificness of the natural and physical science or that of the social sciences terminologically varied somewhat these three characteristics are explicitness, systematicness and objectivity…" Thus, linguistics is the science which studies the origin, organization, nature and development of language descriptively, historically, comparatively and explicitly and formulates the general rules related to language…"(p. 77). Several branches of study identified under linguistics are as follows:

a)   Psycholinguistics

b)   Sociolinguistics

c)   Biological linguistics

d)   Mathematical linguistics

e)   Philosophical linguistics

1.1.2   Sociolinguistics

Sociolinguistics is a branch of applied linguistics which studies the language in relation to society. Hudson (1980) defines sociolinguistics as "the study of language in relation to society" (p. 4). According to Crystal (2003) "Sociolinguistics is the branch of linguistics which studies all aspects of relationship between language and society" (p. 422). Thus, sociolinguistics is the study of the effect of any and all aspects of society, including cultural norms, expectations and contexts, on the way language is used. It also studies how the uses of a language differ between groups separated by certain variables e. g. ethnicity, religion, status, gender, level, etc. and how creation and adherence to these rules are used to categorize the social classes.

1.1.3   Varieties of Linguistic Codes

Generally speaking 'code' refers to a set of conventions for converting one signaling system into another. It is used as a neutral label for any system of communication involving language. Every language or linguistic code has its varieties which are called varieties of linguistics code. Any linguistic code is seen in the form of different varieties. Mainly, the varieties have been classified into three types. They are dialects, idiolects and registers.

1.1.3.1 Dialect

Broadly speaking, a dialect is a variety of language according to the user. It is a specific form of a given language spoken in a certain locality or geographical area showing sufficient differences from standard of different literary form of that language as to pronunciation, grammatical construction and idiomatic use of words to be considered a distinct entity yet not sufficiently distinct from other varieties of the language to be regarded as a different language. It also reflects the personality of the speaker i.e. who the speaker is and which geographical areas he/she belongs to.

1.1.3.2 Idiolect

Idiolect is the language system of an individual as expressed by the way he or she speaks or writes within the overall system of particular language. It may include those features either on speech or writing which distinguish one individual from others such as voice, pitch, quality and speech rhythm. According to Crystal (2003), "Idiolect is the linguistic system of a individual speaker one's personal dialect" (p. 225). In this sense, dialect can be seen as an abstracting deriving from the analysis of the large number of idiolects. Similarly, Hockett (1958) says, ''Generally speaking the totality of speech habits of a single person at a given time constitutes an idiolect'' (p. 321). A person's idiolect can be noticed in his/her

literary writing, speech which distinguishes one individual from other in voice quality, pitch etc as well. Finally, it can be said that idiolect is the individual's personal variety of the community language system which displays a particular variety at a given time.

1.1.3.3 Register

Whereas dialects are the varieties of language according to users, registers are the varieties of language according to use. Registers are stylistic - functional varieties of a dialect or language. Hudson (1980) says, "The variety of a language according to use is register" (p. 45). A particular register is distinguished itself from others in terms of distinctive words, phrases, special grammatical constructions and so on. Register is a set of features of speech or writing characteristics of a particular type of linguistic activity or a particular group when engaged in it for example, journalist, doctors, airline pilots, surgeons etc. So, a register is a variety of language decided according to the use.

The term 'register' is widely used in socio-linguistics to refer to varieties according to use in contrast with dialect defined as varieties according to the user. The same person may use very different linguistic items to express more or less the same meaning on different occasions and the concept of the dialect cannot reasonably be extended to include such variation. According to the field, it uses specific vocabulary items. Each time we speak or write, we not only locate ourselves in relation to the rest of the society but we also relate our act of communication itself to a complex classification scheme of communication behavior.

A register is a subset of a language used for particular purpose or in a particular social setting. For example, an English speaker may adhere more closely to prescribed grammar, pronounce words ending in-ing with a velar nasal (e.g. walking', not 'wakin') and refrain from using the word "ain't" when speaking in a

formal setting, but the same person could violate all of these prescriptions in an informal setting (htpp//:www.wikipedia.com).

Wardhaugh (1986) mentions "Registers are the set of vocabulary items associated with discrete occupational or social groups. Surgeons, airline pilot, bank managers, sales clerks, jazz fans and pimps employ different registers... " (p. 48)

For Crystal (2003) "In stylistics and sociolinguistics the terms refers to variety of language defined according to its use in social situation. For example: register of scientific, religious, formal English" (p. 393). From the above definitions, it can be concluded that register is a variety of language which differs from one field to another according to its use.

1.1.4   Mass Media

Literally, the term 'mass' refers to a large number of people and 'media' means of mass communication such as T. V., radio, newspapers, etc. Thus, etymologically mass media refers to the means of communication to a large scattered number of people over a vast area at the same time. Mass communication, which is one of the types of communication, is made possible by the use of mass media which include both print and electronic media. Both of them are used to transmit and transfer messages to people. Newspapers, magazines, books, etc. which are found to be in printed form come under print media whereas TV, radio and cinema which are not to be found in printed form come under electronic media. Both of them are used to inform, educate, entertain, instruct and persuade us.

Mass media help to carry and communicate the message at any corner of the world in a short span of time. According to D' Souza (1971), "Mass media as the name suggests are media which reach the mass spread over the vast area simultaneously" (as cited in Saud, 2061, p. 7). Similarly, "Mass media refers to those media that are designed to be consumed by large audiences through the

agencies of technology" (www.medialit.org.com). The above definition clearly mentions that mass media are those devices which are used in the dissemination of the message to a great number of people. To quote Gamble and Gamble (1989), "Mass media are tools, instruments of communication that permit 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 to overcome barriers caused by time and space" (p. 8). Mass media are those tools or instruments which help to convey the message as well as experiences among the large number of people. Similarly, in Mehata's (1979) view, "The basic function 0f mass media communication is to provide information, education or instruction and entertainment to the people. The media also motivate people directly or indirectly" (p.3).

From the above definitions it is to be concluded that mass media are the means or instruments of communication which help the people for exchanging ideas information, experiences and cultures to one another through speech and written form.

1.1.5 The Significance of Mass Media

The various media of mass communication such as press, radio and television have significant roles to bring about betterment of society and the people and the world as a whole. Each medium is different from the other and each has clearly written and specified roles to play in this process. One medium can not replace another in the process but they can be complementary to each other.

Mass Media are substantial and have growing importance in modern societies. Regarding the importance of mass media in modern societies, Mc Quail (1994, p. 1) presents the following reasons for this:

a.   A power resource: a potential means of influence, control, innovation in society, the primary means of transmission essential to the working of most social institution;

b.   The location where many affairs of public life are played out, both nationally and internationally;

c.   A major source of definition and images of social reality; thus also the place where the changing culture and the values of societies and groups are constructed, stored and most visibly expressed;

d.   The primary key to fame and celebrity status as well as to effective performance in the public area;

e.   The source of an ordered and public meaning system which provides a benchmark for what is normal, empirically and evaluative; deviations are signaled and comparisons made in terms of this public version of normality.

In addition, the media are the single largest focus of leisure time activity and means of entertainment. They also organize and interrelate the rest and leisure. As a result, mass media are a major and expanding industry providing employment and wide range economic benefits.

If these claims are accepted ,it is not difficult to understand the great interest which the mass media have attracted since their early days, nor why they have been subject to so much scrutiny and regulation as well as theorizing. The conduct of democratic (or undemocratic) politics, nationally and internationally, depends more on mass media, and there are a few significant social issues which are addressed without some consideration of the role of the mass media whether for good or ill. The most fundamental questions of society those concerning the distraction and exercises of power, the management of problems and the process of integration and change all turn on communication, especially the messages

carried by the public means of communication, whether in the form of information, opinion, stories or entertainment.

1.1.6 The Impact of Mass Media in Nepal

The impact of mass media on Nepalese people is great. Though we each have different media likes and dislikes and use the media in different ways, few of us can claim that we can ignore them. For a moment, try to conceive of our society without newspapers, magazines or books. Imagine what would be like to have no radio, television, movies or tapes. Our flow of information would be curtailed; our appetite for entertainment would remain unsatisfied .Thus, we Nepalese people and the mass media are inextricably linked to each other. Usage patterns and media preference and habits may change as the times change, but the mass media will remain our companions as the integral part of Nepalese life. The mass media in Nepal, by far the most, have been flourishing mainly since democracy was restored in 1990. Regarding the impact of mass media Boutwell (1962) defines, "The mass media have demonstration after the over in the area of entertainment, information, education and inspiration that they are the instruments potential for man growth in mind and spirit much of this potential has yet to be realized" (p.5). The mass media have played a very significant role to make Nepalese people aware and conscious of democratic norms and values and responsibilities as well. Now a days, people have startled to think about human rights, press freedom, and so on because of the impact of mass media about their rights and duties. The roles that mass media play in Nepal can be shown as follows:

a.   They inform and help us keep a watch on our world; they serve a surveillance function.

b.   The mass media guide us in establishing, extending or displaying meaning, lead us to approve or disapprove portrayal. They also encourage us to reinforce or replace our system of values.

c.   They help us to create and maintain connection with various groups in society.

d.   They help us to socialize and educate the under educated or the uneducated people with the means of informal education system

e.   They persuade us to purchase certain items or accept certain ideas.

f.   They play a great part in practicing and establishing opera table democracy and strengthen it.

g.   They transmit the cultural heritage to the up coming generations.

h.   Last but not the least, they entertain us.

1.1.7 Media and Language

The socio-linguistics and mass communication researchers study media discourse for various purposes. Today, language of news media is very prominent and pervasive in our society. As a student of mass media, we have to understand as to how language works, how it affects our perceptions of others and ourselves, how it is produced and how it is shaped by ourselves.

The language used by mass media can be called a register of language as it differs from the language used in other fields. Moreover, within the media, language of one medium differs from that of other medium though some similarities may appear. So while talking about media language, qualification such as "relatively" and "to some degree" are important because not all texts have boundaries, which are equally easy to identify or use language, which is equally distinctive.

There are many reasons for studying media language. First of all, mass media use language creatively and the uses become intrinsically interesting to us as language users and receivers. We see how the advertisers try to persuade us in what distinctive manner and how the news stories are told. The language in the media seems larger than life. Secondly, the media do not only use the language but they also generate a lot of it. We see different people and linguists commenting upon or

deploring the creation and use of media language. So, this is interesting point for studying it. Thirdly, we are interested in both the content as well as the way the content is structured because language is a tool as well as the expression of the media message. Fourthly, media language offers the linguistic advantage over face to face communication. We can easily study the media language intended for mass public consumption. Fifthly; media language is easily available and is easier to collect than conversation. It is available in large quantities because an average newspaper provides on with 100,000 words of text.

The media language interests people of diverse areas because it touches upon linguistics, socio-linguistics, discourse analysis; communication studies, sociology and psychology. Bell (1994, p. 4) gives the following reasons for studying media language:

a.   Accessibility of media as a source of data for some language features they want to study.

b.   Interest in some aspect of media language.

c.   Interest in the way the media use some language features also found in ordinary speech.

d.   Taking advantage of how the media communication situation manipulates language in a revealing way.

e.   Interest in media's role in affecting language in wider society.

f.   Interest language in how media language affects attitudes and opinions in society.

1.1.8   Print Media

Mass media are broadly divided into two categories viz print media and electronic media. The media that are found in printed form are called print media whereas the media that are not found in printed form they are called electronic media.

Print media are the oldest form of mass communication. Print media are so named because they make use of printed symbols to communicate messages to the receivers. With the invention of printing press, handwritten texts proliferated and people became educated.

Print media include books and manuals; newspapers, magazines and periodicals; brochures and prospectuses; pamphlets, posters, banners, signboards, traffic signs and signals; charts, graphs, diagram, tables, caption writing; menus and bills. They are composed of words inscribed on something by some sort of ink

We can also call them representational media as they use symbolic codes of prints, graphics and photo graphics. Print media usually rely on technical devices for producing messages and enabling these messages to be stored, passed over a distance and reproduced in the absence of the participants. On the other hand, these media differ from the presentational media such as public speaking in that they make use of some technical devices for communicating messages.

Basically, print media comprise the following three:

)   Book

)   Magazine

)   Newspaper

Mainly, the present research is focused only on newspaper. Here newspaper is taken as a sampling population.

1.1.9   Newspaper

A newspaper is a printed publication issued usually daily or weekly with news, advertisements, articles on various subjects etc. Mehata (1979) defines "Newspapers is any printed (including cyclostyled) periodical work containing public news or comments on public news" (p.285). A newspaper is an unbound

serial publication issued at frequent intervals and devoted primarily to the news which are issued daily or weekly on folded sheets. Thus, it has regular and frequent appearance. It contains news articles and advertisements. It tries to inform the readers objectively what is happening in their societies and country. It is famous for bringing certain issues in focus. Similarly, it is popular for providing different sorts of news.

Basically, newspaper consists different types of news categories:
∫   Political
∫   Murder
∫   Social
∫   Economical
∫   Business
∫   Sports

1.1.10 News

News is information on current issues or events which are transferred to the people through print media and electronic media. News is a report of an event, not event itself. Regarding news the event is reported by journalists or reporters. Gamble and Gamble (1989) have quoted Chris Koch's definition of news thus, "News generally involves an event which is observed either by the journalists or another individual and this observation is recreated or reported to an audience". (as cited in Bhattarai, 2002, p. 25). Agee et. al, (1982) says "News is information people urgently need in getting bearings a rapidly changing world. Where the situation is ambiguous or there are alternatives, or a decision has to be made, any information on that might affect the outcome is news." (p.11).

From the above definitions, it is can be concluded that news is a report of an event not the event itself. Thus, event should be recorded by a medium of mass

communication. To be the news we should not forget the basic ideas: prominence, proximity, consequence, timeliness and human interests. News is based on current issues including different fields which evoke human interests to the human beings. News could be of various types. Some of the categories which are directly related to news are politics, murders, sports, human rights, business, landslides and economics.

1.1.11 Business News

Business news, which is one of the types of different news related to print media which talks about current issues on business all over the world. It is such type of news which provides adequate information about the business world and its effect to the other fields. Similarly, the business news makes the people aware of the downfall and raised condition of business areas.

Moreover, it is related to stock exchange and the access of online business through computer. Finally, business news is considered to be valuable thing because it provides sufficient information about ongoing issues related to business field to the stake holders, business men and other related persons who are interested to know about this field.

1.2   Review of the Related Literature

Since the area of language is very broad, many more researches have been carried out in the use of a language. It is worth reviewing some related literature especially those carried out in the Department of English Education, TU, Kirtipur. They are as follows:

Bhandari (1999) carried out the research entitled 'Tense and Aspect in Nepali, English Newspapers'. The main objective of his study was to analyze the tense and aspect variation in the news discourse of Nepali, English especially in comparison to the native newspapers. Observation was his main research tool for

collecting the data for the research. Finally, he concluded that the structures of the non-past tense were used often than past tense structures.

Baral (1999) conducted research entitled 'Language used in the Field of Tourism'. His main objective of study was to analyze language functions, sentence patterns and vocabulary items commonly used in the field of Tourism. Observation was his main research tool for data collection. Finally, he concluded that language used in the field of Tourism is different from the usual language and also found out that there is no uniformity in the use of structure of the language of this field.

Shrestha (2000) conducted the research entitled 'An Analysis of Newspaper Headlines' in his M. Ed Thesis. The main objective of his study was to analyze the newspaper headlines from the point of structures, tense and aspect. The research tool used in his study was observation. Finally, he concluded that newspaper headline has its own style of writing which is different from general writing.

Pokhrel (2003) carried out the research entitled 'English in Broadcast and Print Media'. The main objective of his study was to find out the characteristics features of language of print media and that of broadcast media in terms of sentence type, voice, tense, aspect, contracted form, sentence length and subject proximity. Observation was his main research tool for collecting the data for his research. Finally, his study showed that there was the significant difference between the use of English in broadcast media was much more simple than the language of print media.

Upadhya (2003) carried out research entitled "The language used in Brochures". The main objective of his study was to analyze language in terms of tense, voice and structure. Observation was used as main tool for data collection. At last he concluded that verb less slogans and simple sentences were found most frequently and non-finite sentences were found least frequently.

Tiwari (2007) carried out the research entitled 'Language used in Economic Journal'. The main purpose of the study was to find out the frequency of voice, tense, sentence type, aspect and sentence length used. Observation was his main tool for data collection. Finally, he concluded that complex sentence were maximally used and simple and compound sentences were used rarely. Non-past was frequently used rather than past tense. Active voice was highly used than passive one. Simple aspect was maximally used; perfective aspect was more frequently used than progressive. Sentence length from native text was longer than of non native one.

Sharma (2007) conducted a research entitled 'Language used in Newspaper, Editorials' A Descriptive Study'. The main objective of the study was to analyze language used in newspaper editorials in terms of sentence types, voice, tense, aspect, length of editorial, sentence length. Observation was his main tool for data collection. At last, he showed that the similarity and difference between English newspapers from Nepali and English newspapers from abroad.

Although aforementioned researches have been carried out under the mass media in the Department of English Education no research has been carried out yet particularly on language used in business news. So, the present study aims to analyze the language used in business news regarding word class, voice, tense, sentence and aspect.

1.3   Objectives of the Study

The objectives of the study were as follows:

a.   To analyze the language used in business news in terms of word class (major and minor),voice (active and passive), tense (past and non-past)and sentence type (simple, compound and complex) and aspect (perfective and progressive).

b.   To list out the special vocabularies used in business section of the newspapers.

c.   To put forward some pedagogical implications.

1.4   Significance of the Study

This present research study will be useful to the researchers who want to undertake researches on mass media in near future. It will equally serve as a good source material for language teaching and learning. It will equally be helpful to those who are working in business field and to the students of journalism and mass communication. Likewise this study will have direct relevance to the learning and teaching of current B.Ed. English course entitled 'English for Mass Media', "Communicative English", Syntactic Structure and other people who are directly and indirectly involved in mass media. Not only this, it will equally be useful for journalists, editors, publishers, course designers and other people who are directly and indirectly involved in mass media. At last, the researcher will hope that the study will have global significance as well.

1.5   Definition of the Specific Terms

Mass Media: Mass media refers to the tools or instruments of communication which permits us to record and transmit information and experiences rapidly to large scattered and heterogeneous audiences.

Print Media: Print media refers to the mass media which make the use of the printed symbols, graphics and photographs to communicate the message to the receivers' e. g newspapers, magazines, journals and notices.

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

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

News: News is a information on current issues or events which are transferred to the people through print media and electronic media. News is a report of a event, not event itself.

Business News: Business news is such type of news which provides adequate information about the business world and its effect to the other field.

Simple sentence: It can be defined as a sentence in which none of the functions is realized by a clause. A simple sentence is always an independent sentence that is a sentence capable of occurring on its own**.**

Compound sentence: It is such type of sentence in which two or more sentences have been coordinated. In other words, two independent clauses are joined by coordinating conjunction that is referred as compound sentence.

Complex sentence: Sentence in which one or more sentence functions are realized by a clause (finite or non finite) is complex sentence.

Voice: Voice refers to the ways in which a language expresses the relationship between a verb and noun phrases which are associated with it. There are two types of voice in English: active and passive.

Vocabulary: Vocabulary denotes to the words used in the English Newspapers of business news.

Major words: They are known as open class words under which nouns, verbs, adjectives and adverbs are included.

Major words : They are known as closed class of words which consist preposition, articles ,conjunctions , pronouns , numericals, quantifiers and interjections.

CHAPTER TWO
METHODOLOGY

To fulfill the aforementioned objectives of the present study, the following methodology was adopted.

2.1   Sources of Data

Primary sources were not consulted while carrying out this research. The researcher consulted only the secondary sources of data.

2.1.1   Secondary Sources

In order to accomplish the intended objectives, the researcher consulted only the secondary sources of data. The business news stories published in three different English daily newspapers viz. The Rising Nepal', 'The Kathmandu Post', 'The Himalayan Times' published from Nepal were taken as the sources of data for this present research.

In addition to these newspapers, the researcher consulted other convenient materials available in print and electronic media which were directly and indirectly related to this study especially the previously carried out research works related to mass media, books, newspapers, articles, journals, periodicals and related information in internet for the analytical purpose.

2.2   Sampling Procedure

The researcher applied judgmental or purposive sampling to gather necessary data, which is one of the most useful non–probability sampling procedures. For this present research, the researcher collected 84 business news stories taking 28 from each newspaper "The Kathmandu Post", "The Himalayan" and "The Rising Nepal" which are published daily from Nepal. So, 84 business news stories of concerned news papers collected judgmentally were taken for the analysis for this study.

2.3 Tools for Data Collection

For this present study, checklist was the main tool for data collection. The researcher selected eighty four business news stories taking twenty eight from each daily newspaper as mentioned in 2. 2. He observed the language using the checklist which is given in appendix -1. Then he read and re-read these news stories to get the required information for the study.

2.4 Process of Data Collection

The following steps were followed for data collection:

a. The researcher collected the newspapers from different publication.

b. The researcher selected the required text purposively related to his study.

c. The researcher observed 84 business news stories (28 from "The Kathmandu Post", 28 from " The Himalayan Times" and 28 from "The Rising Nepal") purposively to get required information.

d. Then the researcher read and re-read until and unless he got the required information.

e. The researcher noted down the data systematically under different headings as tense (past and non-past), sentence type (simple, compound and complex) and aspect (perfective and progressive).

f. The researcher analyzed and interpreted the language of the business news of different news papers separately in terms of sentences types, voice, tense, aspects and word class.

g. On the basis of analysis and interpretation, the researcher drew the conclusion and presented the findings.

2.5   Limitations of the Study

a.   The area of the study as pointed out by the title was limited to the language used in business news of the national English newspapers.

b.   The present study was based on the three newspapers published by different publication of Nepal which are mentioned below:

S.N.	Newspaper	Country	Remarks
1.	The Kathmandu Post	Nepal	Daily
2.	The Himalayan Times	Nepal	Daily
3.	The Rising Nepal	Nepal	Daily

c.   Only the daily newspapers were taken for the study.

d.   The study was limited to only 84 business news stories, taking 28 from each newspaper as mentioned in 2. 2.

e.   The study was limited to the analysis of the following categories:-tense (past and non-past), voice (active and passive), sentence (simple, compound and complex) and aspect (perfective and progressive).

CHAPTER THREE

ANALYSIS AND INTERPRETATION

This chapter provides the analysis and interpretation of the language used in the business news stories of English daily newspaper published from Nepal focusing on the previously mentioned aspects viz. sentence types, tense, voice, aspect and word class contained in business news. The main aim of this present research was to provide comprehensive analysis of language used in the news based on the above mentioned linguistic characteristics.

3.1   Sentence Types in Business News

From the structural point of view, English has the following three types of sentence:

a.   Simple Sentence (SS)

b.   Compound sentence (SS)

c.   Complex Sentence (CXS)

3.1.1   Overall Analysis of Sentence Types Used in the Business News of TRN, TKP and THT

The researcher found the following average frequency and percentage of occurrences of sentence types used in the business news stories of TRN, TKP and THT. Eighty four business news stories were analyzed carefully to find out the frequency and percentage occurrences of the sentence types.

Table No. 1

Sentence Types Used in the Business News of TRN, TKP and THT

S.N	Sentence Type	Name of the Concerned Newspaper							
		TRN		TKP		THT		Average %	
		Frq.	%	Frq.	%	Frq.	%	Frq.	%
1	Simple Sentences (SS)	57	26.51	68	30.8	92	35.79	217	31.08
2	Compound Sentence (CS)	14	6.51	21	9.29	11	4.28	46	6.59
3	Complex Sentence (CXS)	144	66.97	137	60.61	154	59.92	435	62.32
	Total	215	100	226	100	257	100	698	100

The above table clearly shows that the average percentage of CXS in all types of newspapers had the highest position covering 62.32% (i.e. 435 out of 698) sentences of business news stories of TRN, TKP and THT. Similarly, 31.08% (i.e. 217 out of 698) of the sentences were found in simple type and 6.59% (i.e. 46 out of 698) of the sentences were found in compound type covering the second and third positions respectively.

Finally, the overall analysis of the study shows that complex sentences have been maximally used in the business news of selected newspapers.

3.1.1.1 Sentence types Used in the Business News of TRN

Here, the researcher found the following frequency of sentence types being used in the business news of TRN. For this present research, twenty-eight business news stories of TRN have been analyzed carefully.

Table No. 2

Sentence Type Used in Business News of TRN

Sentence Type	Frequency	Percentage
SS	57	26.51
CS	14	6.51
CXS	144	66.97
Total	215	100

The above table vividly shows that the percentage of the CXS was the highest of all in business news stories of TRN. More than half (i.e. 66.97%) of the total 215 sentences drawn for analysis were complex, by CXS, SS was in the second position in frequency of occurrences covering 26.51 (i.e. 57 out of 215) and CS was found in third or last position covering 6.51% (i.e. 14 out of 215) which is the least used structure.

The followings are some examples of SS (1-2), CS (3-4) and CXS (5-6) used in the business news of TRN.

1. NTB representative in China highlighted the board activities in China. [July 25, 2008]

2. The price of yellow metal on Friday came down slightly registering the price to Rs 25,000 per tola. [July 20, 2008]

3. The International financial situation is severe and there are uncertainties in world economic development. [July18, 2008]

4. Rimtip could not immediately determine the exact quantity of oil involved but said it was "substantial". [July13, 2008]

5. They called for government's attention in promoting publicity of the region which budget has been centralized for publicity and development of Sagarmatha and urban based tourism sites. [August13, 2008]

6. It said that another reason for the fall of the gold price was due to the decline of crude oil in the international market. [August10, 2008]

3.1.1.2 Sentence Types Used in the Business News of TKP

Here, the researcher found the following frequency of occurrences of sentence types being used in the business news stories of TKP.

Table No. 3

Sentence Type Used in Business News of TKP

Sentence Type	Frequency	Percentage
SS	68	30.08
CS	21	9.29
CXS	137	60.61
Total	226	100

The above table clearly shows that the percentage of CXS was the highest of total sentences in the business news stories of TKP. More than half (i.e. 60.61%) of the total 226 sentences drawn for analysis were complex. Similarly, SS was found in the second position on the frequency of occurrences covering 30.08% (i.e. 68 out of 226) of the total sentences and 9.29% (i.e. 21 out of 226) of the sentences were compound. Compound type was the least used type in the business news stories of TKP.

Some of the examples of SS (1-2), CS (3-4) and CXS (5-6) used in the business news stories of TKP are as follows:

1. Nepal Agriculture Research Council has released two varieties of potatoes to mark the International Year of the potato.[August10, 2008]
2. More than one dozen different Nepali organizations are registered. [August10, 2008]
3. According to MAW, the R_{15} can zoom from 0 to 60 Kph in 3.2 seconds and has a maximum speed of 145 Kph. [August11, 2008]

4.   The government had banned the syndicate system about ten years back and the appetite court of Biratnagar had also issued an order against the system two years ago. [August12, 2008]

5.   President of the Nepalese Chamber of Commerce and Industry, Kush Kumar Joshi flayed the government for failing to provide adequate security to the industries due to which the entire industrial sector has plunged into turmoil. [July19, 2008]

6.   Ministry of Finance said Nepal Telecom's profit is expected to be more or less same while NEA is expected to suffer a loss of a billion rupees. [July17, 2008]

3.1.1.3 Sentence Types Used in the Business News of THT

The researcher found the following frequency of sentence types being used in the business news stories of THT. For this present research, twenty-eight business news stories were selected and analyzed from the THT.

Table No. 4

Sentence Types Used in the Business News of THT

Sentence Type	Frequency	Percentage
SS	92	35.79
CS	11	4.28
CXS	154	59.92
Total	257	100

The table given above clearly shows that the percentage of CXS was the highest of all the total sentences in the business news stories of THT. More than half (i.e. 59.92%) of the total 257 sentences drawn for analysis were complex. 35.97% (i.e. 92 out of 257) sentences were found in simple type and 4.28% (i.e. 11 out of 257) of the sentences were found in compound type covering the second and third positions respectively.

Some of the examples of SS (1-2), CS(3-4) and CXS(5-6) used in business news of THT are as follows:

1.   The demand of gold has been resilient under the global market conditions. [August10, 2008]

2.   The price of gold per ten gram today is at 18,860. [Aug13, 2008]

3.   It has been part of the investing toolbox and is the most simple of value investing tools. [July20, 2008]

4.   Decentralize stock market and CDS should be initiated and different trading centers should be developed in major cities. [July13, 2008]

5.   The report concludes that the companies which are in losses will add liabilities to the government as they are creating unfounded liabilities. [July16, 2008]

6.   NTB, together with private sector, gave orientation to the latest batch of Nepali ambassador before they headed for their respective embassies. [July13, 2008]

3.2   Tense Used in the Business News

Mainly, English has two tense systems: past and non-past. It was found that only past tense is frequently used in business news writing.

For analyzing the tense used in business news, the researcher selected eighty four business news stories from three different English newspapers published in Nepal. The selected business news stories were analyzed to find out the tense used in business news of three selected newspapers.

3.2.1   Overall Analysis of Tense Used in the Business News of TRN, TKP and THT

After the careful analysis and observation of data, the researcher found the following frequency of tenses being used in the business news stories of TRN, TKP and THT.

Table No. 5

Tense Used in the Business News of TRN, TKP and THT

S.N	Tense	Name of the Concerned Newspapers							
		TRN		TKP		THT		TRN+TKP+THT	
		Freq	Pr	Freq	Pr	Freq	Pr	Aver Freq	Aver Pr
1.	Past	134	62.32%	120	53.09%	146	56.80%	400	57.30
2.	Non past	81	37.67%	106	46.90%	111	43.19%	298	42.69
	Total	215	100%	226	100%	100	100%	698	100

The above table clearly shows that the average percentage of the past tense was in the highest position in all three types of newspaper. 57. 30 % of the sentences were in the past tense in the business news stories. Non past tense which was less frequent than past covered 42.69% (i.e. 298 out of 698) of the sentences used. Thus, the past tense was found to be in maximum use in the business news.

Finally, the overall analysis of tenses, it was concluded that past tense is more frequently used than the present.

3.2.1.1 Tense Used in the Business News of TRN

The following frequency and occurrences of tense used in business news were found.

Table No: 6

Tense Used in the Business News of TRN

S.N.	Tense	Frequency	Percentage
1.	Past	134	62.32
2.	Non-Past	81	37.67
	Total	215	100

The above table clearly shows that TRN had used past tense more frequently than non past tense covering 62.32% (i.e. 134 out of 215) of the total sentences. Non-past tense covered 37.67% (i.e. 81 out of 215) of the total sentences. Non-past was the less frequently used tense in the business news of TRN.

Some examples of the use of tenses past (1-2) and non-past (3-4) in the business news of TRN are as follows:

1. The price of crude oil in the International market this week descended to US$ 120 per barrel. [July10, 2008]
2. The workers boarded a flight at 8.00 am to the South Korea. [August9, 2008]
3. Paying tax is the duty and responsibilities of the public.[August12, 2008]
4. Under the EPS, workers can be sent only through the government level. [August11, 2008]

3.2.1.2 Tense Used in the Business News of TKP

Here, the researcher selected twenty-eight business news stories to find out the tense being used in the business news of TKP. During the analysis, the researcher observed the 226 sentences of TKP. After the careful analysis and observation, the researcher found the following frequency of tenses being used in the business news of TKP.

Table No: 7

Tense Used in the Business News of TKP

S.N.	Tense	Frequency	Percentage
1.	Past	120	53.09
2.	Non-Past	106	46.90
	Total	226	100

The above table clearly shows that past had been used more frequently than non-past covering 53.09% (i.e. 120 out of 226) of the total sentences in the business news of TKP. Similarly, non-past was found to be used less frequently than past covering 46.90% (i.e. 106 out of 226) of the total sentences.

Some of the examples of the use of tenses past (1-2) and non-past (3-4) in the business news of TKP are as follows:

1.   The index of the finance increased by 449 points to 1,0099.16 points. [July 13, 2008]
2.   MAW, the sole authorized dealer of Yamaha for Nepal launched the much awaited YFZ R$_{15}$ for Nepali riders. [August 11, 2008]
3.   The console has both analog and digital systems. [August 11, 2008]
4.   NARC has already released six varieties of Photos. [August 10, 2008]

3.2.1.3 Tense Used in the Business News of THT

Here, the researcher has selected the twenty-eight business news stories to find out the tense being used in the business news of TKP. During the analysis, the researcher observed 257 sentences of the THT. After the careful observation and analysis, the researcher found the following frequency and percentage of tense being used in the business news stories of THT.

Table No: 8

Tense Used in the Business News of THT

S.N.	Tense	Frequency	Percentage
1.	Past	146	56.80
2.	Non-past	111	43.19
	Total	257	100

The above table vividly presents that the past tense had been used more frequently than non-past covering 56.8% (i.e. 146 out of 257) of the total sentences in the

business news stories of THT. Similarly, non-past tense covered 43.19% (i.e. 111 out of 257) of the total sentences used which was less frequent in comparison to past tense.

Some of the examples of the use of the past tense(1-2) and non-past(3-4) in the business news stories of THT are as follows:

1.   On Tuesday, the price of the gold bounced back to Rs. 20,835 to dip again on Wednesday to Rs. 20,705 [July 13, 2008]

2.   In the International market, gold today hit 964.50 per ounce.[July 14, 2008]

3.   RBS provides 365 days at 10 branches and three branches offer morning counter facility only. [August 12, 2008]

4.   Gold has seen a continuous fall in price in the domestic market. [August, 12, 2008]

3.3   Voice Used in the Business News

Voice refers to the ways in which a language expresses the relationship between verb and the noun phrases which are associated with it. There are two types of voice in English; active and passive.

Structurally, if a sentence includes and participles of a transitive verb; it is in passive; if otherwise, the sentence is in active voice. For e.g. 'The man was killed' is passive voice whereas ' They killed the man' is active one.

In a sentence having active voice, the subject is generally person/doer or thing, which performs the action. It is simple, more direct and more forceful due to the reason that it is mostly used in spoken and written discourse. Passive voice constructions are generally easy to spot; look for the form of 'to be' (is, am , are , was , were, has been, have been and so fourth) followed by participle form of a transitive verb. Passive voices are used when the person or thing receiving the action is more important than the person or thing that does the action. For the

study of these aspects in the business news twenty-eight selected business news stories from each newspaper as mentioned in 2.2 have been observed and analyzed carefully.

3.3.1 Overall Analysis of Voice used in the Business News of TRN, TKP and THT

After the careful analysis and observation of collected data, following frequency of voice was found in the business news stories of TRN, TKP and THT.

Table No. 9

Voice Used is Business News of TRN, TKP and THT.

S.N	Voice	Name of The Concerned Newspapers							
		TRN		TKP		THT		TRN+TKP+THT	
		Freq	Pr	Freq	Pr	Freq	Pr	Average Freq	Average Pr
1.	Active	186	86.51	201	88.93	233	90.66	620	89.59
2.	Passive	29	13.48	25	11.06	24	9.33	72	10.40
3.	Total	215	100(	226	100	257	100	698	100

The above table clearly shows that the average percentage of active voice had the highest position covering 89.59% (i.e. 620 out of 698) of the sentences used. Similarly, 10.40% (i.e. 72 out of 698) of the sentences were found in the passive type in the business news of TRN, TKP and THT. Passive Voice was found to be used less frequently than active voice in the business news of the aforementioned newspapers.

Finally, the overall of analysis of voice, in is concluded that active voice has been maximally used in the business news of selected newspapers.

3.3.1.1 Voice Used in the Business News of TRN

The researcher found the following frequency and percentage of voice being used in the business news stories of TRN. For this research work, twenty-eight business news stories of TRN were analyzed carefully.

Table No: 10

Voice Used in the Business News of TRN

Voice	Frequency	Percentage
Active	186	86.51
Passive	29	13.48
Total	215	100

The above table clearly shows that more than half of the total sentences were found in active voice in the business news stories of TRN covering 86.51% (i.e. 186 out of 215) of the sentences used. The use of passive voice was found to be in limited in number covering 13.48% t (i.e. 29 out of the 215) of the total sentences.

Some examples of the use of voice AV (1-2) and PV (3-4) in the business news of TRN are as follows:

1.   The   RBB has begun ATM services from its five branches from today. (August 13, 2008)
2.   Fifty five Nepalese workers are under EPS left for South Korea Monday morning. (August 13, 2008).
3.   Around 70 percent tourists visiting Pokhara are learnt to have gone for trekking in Annapurna region, (August 15, 2008)
4.   The five branch offices are located in Thamel, Maharajgunj, Baneshwar, Bir Hospital premises and Lalitpur. (August 14, 2008).

3.3.1.2 Voice Used in the Business News of TKP

The researcher found the following frequency and percentage of voice being used in the business news of TKP. For this research work, twenty eight business news stories of TKP were selected and analyzed carefully.

Table No 11

Voice Used in the Business news of TKP

Voice	Frequently	Percentage
Active	201	88.93%
Passive	25	11.06%
Total	226	100

The above table clearly shows that more than half of the total sentences found in the business news stories of TKP were in active voice covering 88.93% (i.e. 201 out of 226) sentences used. The use of passive voice was found limited in number covering 11.00% (i.e. 25 out of 226) sentences. Active voice was found to be used more frequently than passive voice in the business news stories of TKP.

Some examples of the use of voice AV (1-2) and PV (3-4) in the business news of TKP are as follows:

1. Indra and Dhurba are not alone with their innovative ideas.[August 12,2008]
2. DDC and private dairies collect around 700,00 liters of milk from farmer every day. [August 13, 2008]
3. Productivity of variety is recorded between 24 tons and 28 tons per hector. [August 10, 2008]
4. A huge amount of remittance has been spent unproductively. [August 12,2008]

3.3.1.3 Voice Used in the Business News of THT

From the careful analysis and observation of the selected business news stories, the researcher found the following frequency of voice being used in the business news of THT. For this research work, the researcher himself has selected twenty eight business news stories of THT which have been analyzed carefully.

Table No. 12

Voice Used in the Business News of THT

Voice	Frequency	Percentage
Active	233	90.66
Passive	24	9.33
Total	257	100

The above table clearly shows great majority the sentences found in the business news stories of THT were in active voice covering 90.66% (i.e. 233 out of 257) of the sentences. The use of passive was found to be limited number covering 9.33% (i.e. 24 out of 257) sentences. Thus, active voice was found to be used more frequently than passive one in the business news stories of THT.

Some examples of the use of voice AV (1-2) and PV (3-4) in the business news of THT are as follows:

1. Nepal Tourism Board started keeping a record of registered visitors from January this year. [July 15, 2007]
2. Nepse has also suspended broker No. 5 for the three days and broker No. 8 for a day. [August 11, 2008]
3. The seminar was focused mainly on US- Nepal Technology Development. [August12, 2008]
4. An estimated Rs 45 billion has been invested in the transportation sector. [August 12,2008]

3.4   Aspect Used in the Business News

Aspect refers to the manner in which a verbal form is experienced. Aspect is a grammatical category which deals with how the event described by the verb is viewed, such as whether it is in progress or complete, habitual, etc.

English is said to have two main aspects perfective aspect as in 'she has played the piano' which is worked by have/has/had+v^{en} and progressive aspect as in she is playing which is marked by be+ ing. The perfective aspect shows that, the action is complete and used mostly in narrating the past aspect is used to show the action denoted by the verb is in progress. The sentences which are neither in perfective form nor in progressive form are considered to be in simple aspect are generally used to describe events and facts and to establish the temporal sequences of an event compared of phrases.

In order to study the use of aspect in the business news, language used in business news published in English newspapers of Nepal was analyzed and interpreted carefully.

3.4.1 Overall Analysis of Aspects Used in the Business News of TRN, TKP, and THT

After the careful observation and analysis of collected data, the following frequency of occurrences of aspects was found in the business news stories of TRN, TKP and THT, all the English language newspaper published from Nepal.

Table No 13

Aspects Used in the Business News of TRN, TKP and THT

S.N	Aspect	Name of The Concerned Newspapers							
		TRN		TKP		THT		TRN+TKP+THT	
		Freq	Pr	Freq	Pr	Freq	Pr	Average. Freq	Average Pr
1.	Simple	179	83.25	194	85.84	232	90.27	605	86.67
2.	Progressive	3	1.39	3	1.32	7	2.72	13	1.86
3.	Perfective	33	15.34	29	12.83	18	7.00	80	11.46
4.	Perfective Progressive	- -	- -	- -	- -			-	
	Total	215	100	226	100	257	100	698	100

The above table clearly shows that the average percentage of simple aspect was in the highest position covering 86.67% (i.e. 605 out of 698) of the total sentences used. Similarly, perfective aspect in the second position covering 7% (i.e. 80 out of 698). Progressive aspect which was regarded as the least used aspect in business news of all newspapers covered 13% (i.e. 13 out of 698). Some perfective progressive aspects were found in the business news of all newspapers.

Finally, the overall analysis of aspects it was found that simple aspect has been maximally used in the business news stories of selected newspapers.

3.4.1.1 Aspects Used in the Business News of TRN

The researcher found the following frequency and percentage of aspect being used in the business news stories of TRN. Twenty-eight business news stories of TRN were analyzed to find out the aspect in business news.

Table No 14

Aspects Used in the Business News of TRN

Aspect	Frequency	Percentage
Simple	179	83.25
Progressive	3	1.39
Perfective	33	15.34
Perfective progressive	Not found	-
Total	215	100

The above table vividly shows that simple aspect was used more frequently than other aspects in the business news stories of TRN covering 83.25% (i.e. 179 out of 215) of the sentences which was more than three fourth of the total sentences used. Perfective aspect has occupied the second position covering15.34% (i.e. 33 out of 215). Similarly, progressive aspect occupied the third or last position covering 1.39 percent (i.e. out of 215) which was the least used aspect in the business news of TRN. No perfective progressive aspect was found to be used in the business news stories of TRN.

Some of the examples of the use of aspects, viz. simple (1-2), progressive (3-4) and perfective (5-6) in the business news stories of TRN are as follows:

1.   He urged Chinese investors to benefit from the open market system in Nepal. [July 16, 2008]

2.   The central bank trimmed its forecast for economic growth in the current fiscal year to March to 1.2% from 1.5% previously. [July16, 2008]

3.   The company is leading amongst the three concurrently established insurance companies. [July21, 2008]

4.   They are being smart about being in a combat situation. [July21, 2008]

5.   Nepali ambassador to China Tanka Prasad Karki has initiated Chinese investors for investment in hotel, airlines and tourism infrastructure in Nepal.

6.   Director of the Department of Labor Keshar Bahadur Baniya and Economic Counselor at Korean Embassy had gone to airport to see the workers off. [August12, 2008]

3.4.1.2 Aspect Used in the Business News of TKP

The researcher found the following frequency and percentage of aspect being used in the business news stories of TKP.

Table No. 15

Aspect Used in the Business News of TKP

Aspect	Frequency	Percentage
Simple	194	85.84
Progressive	3	1.32
Perfective	29	12.83
Total	226	100

The above table vividly shows that simple aspect has been used more frequently rather than other aspects covering 85.84% (i.e. 194 out of 226) of the total sentences. Perfective aspect occupied the second position covering 12.83% (i.e. 29

out of 226). Similarly, progressive aspect was the least used aspect in the business news covering 2.32% (i.e. 3 out of 226) sentences. No perfective progressive aspect was found in the business news of TKP.

Some of the examples of the use of aspect viz. simple (1-2) progressive (3-4) and perfective (5-6) in the business news of TKP are as follows.

1.   MBL' shares were traded to record a turnover of Rs 84.67 million. [January 13, 2008]
2.   The trading sections index remained at 812.55 points [July 13, 2008]
3.   The company is lunching S- 570 and S- 650 sets which have Mp3 players with FM radio in Nepal. [July14, 2008]
4.   Leading US automaker General Motors is preparing to cut thousands of white collar jobs and is thinking about more of its brands. [July 14, 208]
5.   United Telecom Ltd has cut international rates. [July 17, 2008]
6.   Nepal Agriculture Research Council has released two new varieties of potatoes, to work the internet ponal year of the potato. [August 10, 2008]

3.4.1.3 Aspect Used in the Business News of THT

The researcher found the following frequency and percentage of aspect being used in the business news stories of THT.

Table No 16
Aspect Used in the Business News of THT

S.N	Aspect	Frequency	Percentage
1	Simple	232	85.84
2	Progressive	7	1.32
3	Perfective	18	12.83
4	Perfective progressive	-	-
	Total	257	100

The above table clearly shows that simple aspect had been used more frequently than other aspects in the business news stories of THT covering 90.27 (i.e. 232 out of 257) which was more than three fourth of the total sentences used. Perfective aspect occupied the second position covering 7% (i.e. 18 out of 257) sentences used. Similarly, progressive aspect covered 2.72% (i.e. 7 out of 257) which was the least used aspect of all in the business new stories of THT. Perfective aspect has not been found in the business news stories of THT

Some of the examples of the use of aspects viz. simple (1-2), progressive (3-4) and perfective (5-6) in the business news of THT are as follows:

1.   The United States market alone absorbs 80% of the total Nepali RMG experts. [August 11, 2008]

2.   Updated forecast in WEO also raise, inflation projection. [July 13, 2008]

3.   Spice mobile is coming out with unique addition of providing Nepali ring tones in its sets to cater to the local market, states the release. [July 12/ 2008]

4.   The outlook asks for gold trade was promising in the remaining months of 2008. [August 10, 2008]

5.   The federation of Nepalese Chamber of Commerce and Industry has argued the government to form an industrial security farce at earliest possible [August 10, 2008]

6.   Gold has seen a continuously fall in its price in domestic market. [august 13,2008]

3.5   Special Vocabularies Used the Business News

Vocabulary is a set of lexemes including single words, compound words and idioms. In other words, vocabulary is known as word. Vocabulary which is one of the grammatical categories plays a vital role in spoken form and as well as in written form of the language. Vocabularies are the brick of language. One cannot

make the building in the absence of bricks. Similarly, communication with each other is impossible if a person lacks vocabulary. Word is the most important brick of language. Without the combination of words language formation is impossible. Each and every sentence is made up of words. So, words are the bricks and sentences are the walls of buildings of language.

Word is one of the units of grammatical category which is made up of letters. Words can be classified into two types. Major words are known as content words. They have their own lexical meaning when they are alone. On the other hand minor words are function words which do not have lexical meanings but provide the structural meaning of the sentence. Nouns, verb, adjectives and adverbs come under major words whereas conjunction preposition, articles, particles, auxiliaries etc. come under minor words.

To be specific, the study is mainly concerned with the major words being used in the business news stories of three different newspapers. After the careful analysis and observation, the following frequencies of occurrences of major words were found.

3.5.1   Overall Analysis of Special Vocabularies Used in the Business News of TRN, TKP and THT

After the careful analysis and observation, the following frequencies of occurrences of were found under the major word class of the special vocabularies being used in the business news of selected newspapers.

Table No. 17

Special Vocabularies used in the Business News of TRN, TKP and THT

S.N	Major word class	Name of The Concerned Newspaper							
		TRN		TKP		THT		TRN+TKP+THT	
		Freq	Pr	Freq	Pr	Freq	Pr	Ave freq	Ave Pr
1.	Noun	99		67		163		329	80.04%
2.	Verb	10		12		26		37	9.002%
3.	Adjective	13		13		15		41	9.97%
4.	Adverb	-		2		2		4	0.97%
	Total	122		94		206		411	100%

The above table shows that nouns, which covered 80.04% (i.e. 329 out of 411words) has the highest position in the business news of all newspapers. Similarly, 9.002 % (i.e.37 out of 411) was covered by verbs and 9.97% (i.e. 41 out of 411) was covered by adjectives. Adverbs are the least used major word covering 0.97 % in the business news stories of all news papers.

3.5.1.1 Special Vocabularies Used in the Business News of TRN

Here, the researcher observed special vocabularies to find out the major word class in terms of nouns, verbs, adjectives and adverbs being used in the business news stories of TRN. The researcher had analyzed the major word class only. During the analysis, the researcher observed 215 sentences to find out the major word class in the business news stories of TRN.

From the analysis of special vocabularies of TRN, it was concluded that nouns had in highest position under major word class. The total number of words observed by researcher was 122. Among them 99 were nouns, 10 were verbs and 13 were adjectives. Verbs is the least frequently of used major word in the business news stories of TRN. The frequency of occurrences of nouns, verbs, adjectives and adverbs has specified under the major word class which has mentioned in appendix III.

3.5.1.2 Special Vocabularies used in the Business News of TKP

Here, the researcher observed special vocabularies to find out the major word class in terms of nouns, verbs, adjectives and adverbs being used in the business news stories of TKP. The researcher analyzed limited the major word class. During the analysis, the researcher observed 226 sentences of TKP.

From the analysis and interpretation of special vocabularies of TKP, it was concluded that nouns covered the highest position under the major word class. The total observed words by the researcher were 94. Among them 65 were nouns, 15 were verbs, 12 were adjectives and 2 were adverbs. Adverbs had the least frequency of all the major words being used in the business news stories of TKP. The frequencies of nouns verbs adjectives and adverbs were specified under major word class through tabulation which is mention in appendix ....

3.5.1.3 Special Vocabularies used in the Business News of THT

Here, the researcher observed special vocabularies to find out the major word class in terms of nouns, verbs, adjectives and adverbs being used in the business news stories of THT. The researcher analyzed the major word class. During the analysis, the researcher observed 206 sentences of THT.

From the analysis and interpretation of the collected data it was found that nouns had the highest frequency of all the major words being used in the business news stories of THP. The total observed words by the researcher were 206. Out of 206 words, 163 were nouns, 26 were verbs, 15 were adjectives and 2 were adverbs. Adverbs are the least used words under the major word class in the business news stories of THT. The frequencies of nouns verbs adjectives and adverbs were specified under major word class through tabulation which is mention in appendix III.

CHAPTER FOUR
FINDINGS AND RECOMMENDATION

4.1   Findings

On the basis of analysis and interpretation of the data from selected newspapers, the following findings have been derived.

a.   Complex sentences are used maximally in the business news of all three types of newspapers published from Nepal covering more than half of the total sentences. Simple and compound sentences are also used in limited number covering the second and third position respectively.

b.   Regarding the use of tenses, the past tense is used more frequently in all of the newspapers covering 57.30% of the total sentences used. Non-past is used less frequently in the business news of all newspapers covering 47.70% of the total sentences used.

c.   Regarding the use of voice, active voice is highly used rather than passive in the business news of all three types of newspapers. The reason may be that active voice is more simple and direct so that ordinary people can easily understand the language of it.

d.   In the use of aspects, simple aspect is maximally used rather than other aspects in the business news of all three types of newspapers. Similarly, perfective aspect is more frequently used than progressive in the business news of TRN, TKP and THT.

e.   Out of four major word classes, nouns have been found maximally used with the highest frequency in the business news of TRN, TKP and THT. The second, third and fourth positions have been covered by adjectives, verb and adverbs.

f.   Maximal use of abbreviations is one of the characteristics of business language.

g.   Instead of grammatical aspects of language, emphasis is given on the degree of formality and information in the language of business.

h.   In a nut shell, the business news stories possess their own register i.e. the style of using sentence patterns, use of words and style of writing which slightly differ from general pattern of writing.

4.2   Recommendations and Pedagogical Implications

On the basis of the findings from the analysis and interpretation of the data, some recommendations and pedagogical implications have been made. They are as follows:

a.   The researcher has found that there is considerable difference between the language used in business and the language used in other areas. Therefore, it is recommended for the language teachers and trainers that they should make their students fully aware of the business English focusing on its own style as a register.

b.   It is recommended for the planners, syllabus designers and language teachers that they should include the language of business in the textbooks of secondary and higher secondary levels in order to make the students be familiar with the various style of business language.

c.   The researcher has found that business news stories have their own style of writing and sentence structure. Therefore, it is recommended for the teachers of journalism that they should keep their students fully informed of the journalistic style of writing and use of tense, voice and aspects.

d.   It is recommended that the curriculum designers should include some samples of business news stories in the textbook to acquaint the students with it. This facilitates them not only to familiar with business news stories of different countries but also get familiar with sentence types ,voice ,tense, aspect and so on.

e.   The findings of this study should be considered for preparing language materials, while preparing the textbook of mass media and journalism.

f.   Business news is one of the important news of all types of newspapers in all countries. So, it should be given more emphasis pedagogically.

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Appendix -I

Observation Table for Categories Analysis

S.N	Name of the Newspapers	Content	Tense	Voice	Aspect	Sentence Type	Listing
1.	The Rising Nepal	Language	Past Non-Past	Active Passive	Simple Progressive Perfective Perfective-progressive	Simple Compound Complex	Special Vocabularies
2.	The Kathmandu Post		Past Non-Past	Active Passive	Simple Progressive Perfective Perfective-progressive	Simple Compound Complex	Special Vocabularies
3.	The Himalayan Times		Past Non-Past	Active Passive	Simple Progressive Perfective Perfective-progressive	Simple Compound Complex	Special Vocabularies

Appendix -II

The special vocabularies used in the business news of selected three different newspaper are as follows:

Investor

Share

Investment

Productive

Management I

Share

Investment

Management

Shareholders

Nepse

Production

Budget

Price

Demand

Increased

Import

Export

Finance

Customer

Economy

Profit

Loss

Credit

Capital Market

Fiscal Year

Deposit

Economy

E-Commerce

Appendix -III

a.   Special Vocabularies Used in the Business News of TRN

S.N	Vocabularies	Major Word Class	Frequency
1	Investors	Noun	2
2	Investment	Noun	2
3	Promotion	Noun	3
4	Service	Noun	4
5.	Capital market	Noun	5
6.	Business	Noun	12
7.	NTB	Noun	2
8.	Fiscal year	Noun	4
9.	Economic	Adjective	7
10	Price	Noun	24
11.	Growth	Noun	5
12.	Economy	Noun	5
13.	Demands	Noun	2
14.	Manufacturers	Noun	1
15	Exporters	Noun	2
16.	Product	Noun	1
17.	Promote	Verb	2
18.	E-commerce	Noun	3
19	Deposit	Noun	1
20.	Production	Noun	2
21.	Increase	Noun	4
22.	Tax	Noun	5
23	EPS	Noun	4
24.	Consumer	Noun	7
25.	Grow	Noun	3
26.	WTO	Noun	3
27.	Import	Verb	1
28.	Financial	Adjective	1
29.	Profit	Noun	2
30.	Loss	Noun	3
	Total		122

b.   Special Vocabularies Used in the Business News of TKP

S.N	Vocabularies	Major Word Class	Frequency
1	Expand	Verb	2
2	Service	Noun	4
3	FNCCI	Noun	4
4	Industrial	Adjective	1
5.	Fiscal budget	Noun	1
6.	Economy	Adjective	3
7.	Commercial	Adjective	2
8.	Investment	Noun	4
9.	Business	Noun	11
10	Investor	Noun	2
11.	Economic	Adjective	5
12.	Exportable	Adjective	1
13.	Market	Noun	5
14.	Price	Noun	12
15	Discount	Noun	2
16.	Exchange	Verb	5
17.	Increasingly	Adjective	1
18.	Growth	Noun	1
19	Financial	Adjective	1
20.	DDC	Noun	4
21.	Consumer	Noun	1
22.	Finance	Noun	2
23	Economically	Adverb	2
24.	Commerce	Noun	2
25.	Import	Noun	1

26.	Shares	Noun	2
27.	Import	Verb	3
28.	Export	Verb	2
29.	Traders	Noun	5
30.	Profit	Noun	1
31.	Loss	Noun	1
	Total		94

c. **Special Vocabularies Used in the Business News of THT**

S.N	Vocabularies	Frequently	Frequency
1	Investors	Noun	16
2	Share	Noun	14
3	Investment	Noun	7
4	Capital	Noun	30
5.	Productive	Adjective	1
6.	Financially	Adverb	2
7.	Management	Noun	3
8.	CDS (Central Depository System)	Noun	1
9.	Shareholders	Noun	2
10	Break	Verb	2
11.	Nepse	Noun	5
12.	Increase	Verb	10
13.	Production	Noun	2
14.	Budget	Noun	4
15	Price	Noun	25
16.	Push up	Verb	3
17.	DDC	Noun	2
18.	Demand	Noun	4

19	Increased	Adjective	1
20.	Import	Verb	3
21.	Export	Verb	2
22.	RDB	Noun	3
23	Exporters	Noun	2
24.	Finance	Adjective	4
25.	Customer	Noun	3
26.	Financial	Adjective	3
27.	Service	Noun	3
28.	Economy	Adjective	10
29.	Fund	Noun	3
30.	Trade	Noun	4
31.	Promote	Verb	3
32.	Grow	Verb	3
33.	Growth	Noun	3
34.	Business	Noun	2
35.	Outcome	Noun	3
36	Profit	Noun	11
37	Loss	Noun	3
38	Credit	Noun	2
39	Reduce	Noun	2
	Total		206