

**THE ENGLISH LANGUAGE USED IN FOOD
PRODUCTS**

**A Thesis Submitted to the Department of English Education
in partial Fulfilment for the Master's Degree in Education**

**Submitted by
Rita Sapkota**

**Faculty of Education
Tribhuvan University, Kirtipur
Kathmandu, Nepal
2008**

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**By
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2008**

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RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Rita Sapkota** has prepared this thesis entitled **The English Language Used in Food Products** under my guidance and supervision.

I recommend the thesis for acceptance.

Date: 2065-10-23

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EVALUATION AND APPROVAL

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DEDICATION

Dedicated

to

My Parents and all my family members who devotedly tried to make
me what I am today.

DECLARATION

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

Date:

.....

Rita Sapkota

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ABSTRACT

This research attempts to analyze and describe the language used in food product labels, wrappings and advertisements in terms of vocabulary item, sentence structure, writing style and sentence length. For this purpose, I relied on only the secondary sources while collecting the data. The secondary sources were labels, wrappings and advertisements of food products. In this process, the total samples selected were 100, using non-random sampling procedure. I developed an observation sheet as research tool for data collection. Data were analyzed descriptively. This study found that under major word class nouns were used more frequently than other vocabulary items while under minor word class prepositions were used more frequently than other vocabulary items. Similarly, phrase was found in the highest frequency than clauses and sentences. In the same way, normal print was found in the highest frequency than bold and italic styles. Similarly, compound sentences were found in the highest frequency than the other types.

This study consists of four chapters: Chapter one consists of the general background, review of the related literature, objectives of the study, significance of the study and definition of the specific terms. Likewise, Chapter two consists of the methodology of the study. It encompasses the sources of data, sampling procedure, research tools for data collection and limitations of the study. Similarly, chapter three consists of the analysis and interpretation of the collected data. The thesis concludes with major findings and recommendations in chapter four and ends with references and appendices.

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REFERENCES

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LIST OF ABBREVIATIONS

P.	-	Page
pp.	-	Pages
TV	-	Television
Sth	-	Something
www	-	World Wide Web
adj.	-	Adjective
Adv.	-	Adverb
Prep.	-	Preposition
Cons.	-	Conjunction
Pron.	-	Pronoun
Dr.	-	Doctor
Prof.	-	Professor
TU.	-	Tribhuvan University
i. e.	-	That is/id. est
etc	-	et cetra
M. Ed.	-	Masters of Education
No.	-	Number
S. N.	-	Symbol Number
UK	-	United Kingdom