

CHAPTER - ONE

1.1 General Background

Philosophically, language is a divine source to human beings. No one has evidence even linguists, researcher etc. when and from where language was originated. But linguistically, language came into existence as a species specific and voluntary vocal system of communication. A language achieves a genuinely global status when it develops a special role that is recognized in every counting (Crystal, 1997, p. 2). Human use their linguistic abilities to communicate knowledge, skills and information (Yule, 1996, pp. 5-6). Communication among people is possible because such knowledge is shared with others. "Language is, however, a communal possession, although admittedly an abstract one" (Wardhaugh, 1986, p.2). To conclude, language is one of the best means of communication. It is the most unique gift that sets human beings apart from the rest of the living creatures. Language is the greatest accomplishment of human civilization.

Communicative language is the demand of the day. People need to meet their daily needs and necessities. In this condition, without communicating with one another it is impossible to survive in the society. Society is like a social institution and language exists in a society, i.e. communication nourishes and develops culture and establishes human relationships. Thus, communication is the social event. Communication is the exchange of ideas and information between two or more persons. In course of transmitting messages, people used only face to face interaction in the previous ages. But such a way of

communication kept the people beyond the world's happenings. Gradually, communication changed its mode and developed as a writing system. As a result, now, many alternative means of communication have developed.

The scientific mode of communication through different media flashes every corner of the world. This method is known as mass communication. Mass communication involves the use of print or electronic media such as newspapers, magazines, film, radio or television to communicate to a large number of people who live in various places - often scattered all over the world. The people reached may be a groups of varying sizes or may be alone individuals. Thus, mass media can be tools of cultural enrichment; national cohesion and advancement; and understanding and peace among peoples, through a truer and more perfect knowledge of each others lives (D' Souza, 1997, p. 72).

Mass communication is made possible by the use of mass media. Mass media provides us information and we make decisions or modify our planning by listening, reading or looking at various information. Media are relatively modern technical devices and which have been developed especially for the purpose of communication. The main aim of mass communication is to transmit the message to a large group of people scattered in various geographical regions. Messages can be received by a large heterogeneous number of receivers simultaneously; mass communication is done using the various means like: E - mail and internet, radio, television, cinema etc as electronic media and books, newspapers, brochures, pamphlets, charts etc as print media. Mass communication is not only done for individual purposes but also done for establishing the public relationship.

Mass media have become revolutionary in the world. The main role of mass media is to inform, educate, entertain and persuade. They can transform society in the shortest possible time according to people's cultural background, age,

sex, and education and so on. Mass media supply us information, connect us with various groups in society expand our socialization and provide platforms for new thoughts and products.

Different food products are consumed by the attraction of different commercial advertisements in T.V., Radio, Magazines, pamphlets, posters etc. People are taking benefit in consuming hygienic food products due to competitive advertisements of mass media. Mass media have made people aware of consuming their daily requirements and also awake the people for the deprivation of their consumer Rights. "Mass communication, as it is understood today, is relatively a recent phenomenon. It is essentially means of dissemination of information" (Mehta, 1992, p. IX). So, we can claim that the media are at the centre of every one's life.

1.1.1 Importance of Mass Media and Communication

Innovative technologies make the communication possible in broad sense. In such case, mass media are one of the developed sources in the world. Print media and electronic media have brought the steps of changes in communication process. Each has specified roles which can not replace another. Oxford Advanced Learner's Dictionary (2000, p. 787) defines "the mass media as the sources of information and news such as newspapers, magazines, radio and television, that reach and influence a large number of people". As dictionary defines, mass media influence the people by the process of communication i.e. delivering message to every people of the world. Mass media and mass communication are the powerful resources (Gamble and Gamble, 1989, p. 89). They are powerful resources in the sense that they link the society and all the humanity at the same time and same sense, both nationally and internationally.

Mass media and mass communication exchange the cultural values and norms which are constructed in the societies and countries. They not only play the vital role in information sector but also partly cover the area of amusement or entertainment. Some people read the magazines and newspapers for information and some for amusement. Mass media send the information and entertainment parts and readers or viewers receive such information and entertainment parts separately or simultaneously. The name of this process is called mass communication. It is the process in itself. It is the process that takes place in a large circle. This world is getting narrow day by day due to mass communication. Every event or circumstance can immediately be known to its speakers through the mass media.

Mass media make the people aware of daily household entities to world business materials through electronic devices. Mass media help us to increase our knowledge based on truth and facts by providing educative and effective information. They are the reliable means for informal education as well. Many magazines, news papers, books, pamphlets, posters, banners, signboards, traffic signals, radio, television and so on are taken as daily contact mediators for the readers and viewers.

Mass media do not only function as the source of information and entertainment but also play as a means of advertisement. Advertisement of any product or service is published either through electronic or print means. So, people get information and take such services. In such a way, this process is also a kind of socialization, where different social trends, culture, religious beliefs etc. are transmitted from one part of the world to another. Social heritage from one society to another and one generation to another are transmitted day to day life. Such process uplifts our life standards and makes our life easier.

Mass media also provide the employment opportunities to the people engaged in such sector. They provide the great economic support to the employers which also act as the backbone of national economy.

Mass media and mass communication both play the vital role for every aspect or every part of our life span. It will not be the exaggeration to say that they are the divine sources for us.

1.1.2 Advertisement and its Language

Advertisement is to tell the public about a product or a service in order to encourage them to buy or use it. Advertisement is a notice, picture or film telling people about a product, job or service. In the same way, Oxford Advanced learner's Dictionary (2000,p. 19) defines "to advertise means to tell people know that something is going to happen or that a job is available by giving details about it in a newspapers, on a notice in a public place and so on". In short, we can also say that advertisement is the publicity of something. Advertisement is not only done for informing the people but also for business purposes. Advertisement brings the change in buyers' behaviors. So, it leaves such a powerful influence on the people. Language is a means of communication. In this sense, communication should not be vague, unclear and misinterpreted one but should be communicative.

Language of an advertisement should be based on community, locality, religion, cast, sex etc. The language expressed in advertisement, both in spoken form i.e. electronic media (internet, radio, T.V etc.) or written form i.e. print media (internet, newspapers, magazine, pamphlets etc.) should be addressed to the targeted people or society. However, advertising is a controlled, identifiable information and persuasion by means of mass communication.

In this study, the language of advertisement is focused on the print media which is printed in newspapers, magazines, pamphlets, posters so on. The primary goal of advertising is the promotion of services or products. In this process, consumers are highly indicated. Traditionally, advertising was taken only for sales of goods. But the concept has been changed and taken it to communication, information, persuasion and medium of need seekers.

(<http://projects.edtech.sandi.net/brooklyn/advertising>).

These all policies are not beyond a goal of buying the particular product. This process has brought the concept of modernized business advertisement sector. It reminds the excellent relationship with other competitor producers.

Languages of advertisements are different in the printing styles; bold letters, italics and normal print. Colorful sentences, phrases or words are used to influence the customers. Different styles of language can be found according to the product, advertiser, variation as well as industrial differences. Attractive headings, slogans, information about products, ingredients, manufacture date; expiry date etc. can be found in different ways. Generally, language of advertisement should include the following things:

- The information in the advertisement should not only be attractive but also benefit the customers as well as satisfactory towards the product or services.
- Language should be mediator between name of company and customers.
- Language should be targeted to the consumers so that it can help to be confident towards the product selection decision.
- Language should be familiar to the people for making it familiar to their product or services.
- Language of advertisement should play the role of a mediator between products' merits and consumers.

The advertisement and its language is responsible for the publicity of products or services. So use of language has the greatest role towards the product publicity and market management.

1.1.3 Language of Food Product

Food is generally defined as any substance, usually composed of carbohydrates, fats, water and proteins, that can be eaten or drunk by a human or animal for nutrition or pleasure. Here in this research the packaged foods are referred to the materials for analysis. Packaged foods are manufactured outside home for purchase. Such national or international food industries were established during the industrialization era in the nineteenth century. Food processing techniques used in early years were for packaging and transportation. But this development took advantage of new mass markets and emerging new technology. Such as mailing, preservation, packaging, labelling and transportation, it brought the advantages of pre-prepared time saving of pre-prepared time saving food to the bulk of ordinary people (http://en.wikipedia.Org/wiki/food_product).

Food products are consumed by the people who are called consumers. To survive, it is necessary to buy food from market. Buying food is not the end of consuming for consumers. There are many things that come under it, consumers' awareness about food. This shows food hygiene, products' manufactured date, expiry date, ingredients of products, nutrition information etc. Consumers' knowledge about consumer rights i.e. how much consumers can raise their voice for buying hygienic food. Such knowledge makes consumers to consume hygienic food products from the market.

Food products are commercial products. People are attracted to them by the different attractive advertisements in different media such as T.V., Radio, magazines, wrappers of products and attractive language like slogans, instructions, figurative models etc. Language used in products such as instructions manufactured date, warnings, and ingredients are beneficial to the

consumers. By reading and watching these, the consumers make decisions to buy food products from the market. But some type of language attracts vigorously to consumers like slogans of specific products. Such attractive slogans are used only to attract people towards them so as they can be sold quickly and market position can be maintained.

Language is a very crucial means of attracting people in the twenty first century. Now a days, no one can survive in the vacuum in the absence of language. It has become like oxygen to live in this world. Different ways of using language in food products serve the functions as:

- a. to remind people about the products,
- b. to show that their products are not adulterate,
- c. to inform about the products,
- d. to offer additional services,
- e. to promote the sale of products,
- f. to attract people's attention to buy products,
- g. to stimulate demands,
- h. to draw the attention of the consumers and convince them,
- i. to answer the consumers query about the products,
- j. to show honesty towards he consumers.

Above mentioned functions are served by language to communicate in the mass along with the different means simultaneously. The language used for mass media are different from the language used for daily requirements.

Language is a set of conventional communicative signals used by humans for communication in a community. It in this sense is a possession of a social

group comprising an indispensable set of rules which permits its members to relate to interact with each other. Thus, language develops the global intelligibility among the English language users.

1.1.4 Vocabulary Items

Vocabulary means the words in a particular language, the words which have their meanings. Vocabulary items of any language are the basic building blocks which are essential to form sentences or have a meaningful information and communication. Aarts and Aarts (1982) divide vocabulary items into two categories:

- a. Major vocabulary items
- b. Minor vocabulary items.

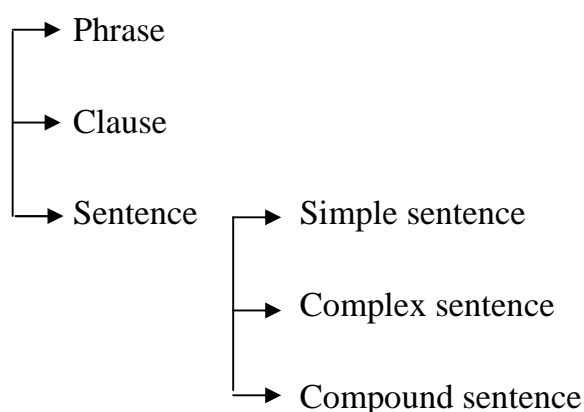
Major word classes are also called open classes because they allow the addition of new members i.e. their membership is unrestricted and indefinitely large. They are four types: nouns, adjectives, adverbs and verbs (Aarts & Aarts, 1982, p. 20).

Minor word classes are also called closed classes because they can not allow the creation of new members i.e. their membership is restricted and small. They are seven types: prepositions, conjunctions, articles, numerical, pronouns, quantifiers and interjections (Aarts & Aarts, 1982, p. 20). The present study studied both types of English vocabularies used in food products.

1.1.5 Sentence Structure

Generally, sentence is known as a set of words expressing a statement, a question or an order usually containing a subject and a verb. In written English sentences begin with a capital letter and end with a full stop, a question mark or an exclamation mark. A structure means patterns of a sentence. Here, sentence

structure is taken as a pattern of words, used for giving specific information. A complete or meaningful sentence structure is used to communicate between two participants in conversation process. According to the need of style or information, different types of sentences or patterns, different types of sentences or pattern makers are used. Similarly, my study of sentence structure is also like this. According to the need of my analysis, the sentence structures have been divided into phrase, clause and sentence level. Here, basic sentence form is taken from phrase because word level has been defined separately in 1.1.4. The following categories of sentences have been presented:



Generally, a phrase can be defined as a group of words which functions as a unit with certain groups of words which have internal coherence. Phrase may consist of a single word or of more words. Almost every phrase can be lengthened by adding more words. Phrase is the most dominant constituent (Aarts, 1982, p. 11). From the above concept we can conclude that, phrases are composed of words, and a minimal phrase consists of one single word. Phrase is a linguistic unit. Phrases can be distinguished: noun phrase, adjective phrase, adverb phrase, verb phrase and prepositional phrase (Aarts, 1982, p. 60). Each type of phrases have their own principal element i.e. the principle element of noun phrase, adjective phrase, adverb phrase, verb phrase and prepositional phrase have noun, adjective, adverb, verb and preposition respectively. Examples of phrases are presented in italics as follows:

Noun phrase: *The girl* presents a soporific lecture.

Adjective phrase: Smith is *very fond of chocolate*.

Adverb phrase: John drives *much more carefully* than Jimmy.

Verb phrase: The students *are planning to visit* Surkhet.

Prepositional phrase: *At four o'clock* we had finished our work.

Clauses can function as constituents of a sentence. Clauses can be of different types such as: finite clauses, non-finite clauses and verbless clauses. A finite clause contains a subject as well as a predicate, except in the case of commands and ellipsis. Examples of finite clauses are;

John has visited New York.

Put it on the table.

She will work today and (she) may (work) tomorrow.

A non-finite clause contains the non-finite verb phrase i.e. an infinitive, an -ing participle or an -ed participle. Examples of non finite clauses are:

Rather than John does it, I'd prefer to give the job to Mary.

Leaving the room, he tripped over the mat.

Covered with confusion, I left the room.

Verbless clauses do not contain a verbal form. They consist of a noun phrase or adjective phrase only. Example of verbless clauses are;

Unable to make up his mind, he looked at us in silence.

His hands deep in his pockets, the man stood watching the fight.

(Source: Quirk, Greenbaum, Leech and Svartvik, 1981, p. 31)

Sentences are also categorized three types for the analysis according to Aarts & Aarts (1982):

- i. Simple sentences
- ii. Complex Sentences
- iii. Compound Sentences

Generally, a simple sentence is known as independent sentence. It has a complete thought in itself. A simple sentence does not contain an embedded or subordinate clause as realization of one of its functions (Aarts, 1982, p. 80). A simple sentence has one clause, beginning with a noun group called the subject. The subject may be the person or thing that the sentence is about. This is followed by verb group which describes the subject's situation. Examples of simple sentences are;

The girl screamed.

He was angry.

He opened the car door.

She was a doctor.

A complex sentence is the one in which one or more sentence functions are realized by clause i.e. finite or non finite clause is called superordinate. Independent and dependent clauses are joined by conjunctions: '*that*', '*which*', '*who*' 'in *which*', '*if*' and '*because*'. A complete sentence contains a superordinate clause and at least one main clause. A superordinate clause gives information about a main clause and is introduced by a conjunction. Examples of complex sentences are;

They were going by car *because it was more comfortable*.

Mr. Smith told them *that nothing was going to happen to him*.

The man *who came into the room* was small.

If you want, I'll teach you.

A compound sentence is the one in which two or more sentences have been coordinated i.e. each of conjoins is independent clauses and are joined by '*and*', '*but*', and '*or*'. A compound sentence has two or more main clauses, i.e. clauses which are equally important. Examples of complex sentences are;

He met John at the station and went shopping.

The students wanted to go but they felt too cold.

You can come now or you can meet us there later.

(Source: Wills, 1999, p. 2)

1.1.6 Writing Style

Ways of writing is called writing style. Words, phrases or sentences that focus or specific information is found in any products or services to make the customers aware of them.

Such focused information or normal information is found in different presentations.

Writing style can be divided into three perceptions:

- i. Normal print
- ii. Bold print
- iii. Italic print

Specific or highlighted information is focused by bold or italics types of printing on food product wrappings, advertisements and labels. But normal information can be presented in normal print. Writing style may be different from product to product and advertiser to advertiser. We can take some examples for bold and italics printing types;

Language is one of the best means of communication.

A Simple sentence has *only one main clause*.

In the same way of above examples, highlighted or focused information is printed in bold or italic type.

1.1.7 Sentence Length

Sentence length means the number of words a sentence contains in it. The study is based on the words that are found in sentences. The word occurrences in a sentence are counted as a sentence's length. The longest and the shortest sentences can be found out through the maximum and minimum occurrence of words in a sentence. For example:

- If you are not satisfied with the product, return the complete package to consumer services.
- It's sweeter when you share.

The former sentence in the above example has 15 words, which are counted for its length. Similarly, another has 5 words, which is the smallest in length than the former one.

1.2 Review of Related Literature

Mass media are the tools in the hands of industrials to attract the customers' and consumers' attention towards their specific products. Many researches have been done on the language of mass media.

Bhandari (1999) has carried out a research on "A Study on the use of Tense and Aspects in Nepali English Newspapers." She has studied tense and aspect of Newspaper language under six sections namely - headlines, main news,

editorials, commentaries, business- economy and classified advertisements. She has concluded that non- past tense, and perfective aspect are frequently found in Nepali English Newspapers.

A Descriptive Study of Brochures has been done by Upadhaya (2003). He has analyzed the language from physical and linguistic point of view. He has concluded that verbless constructions are mostly used and colour background with single writing is frequently used in brochures.

Chapagain (2005) also has carried out a study on " The Language Used in English Newspaper Advertisements: A Descriptive Study." He has analyzed the language of advertisements in terms of structure, vocabulary items (word class) and communicative functions. He has included different kinds of advertisements named trade advertisements, retail advertisements, classified advertisements, display advertisements and business directories published in different newspapers. He has concluded that all the newspaper advertisements have their own style of writing. Mostly, verbless constructions are frequently used and major word classes (i.e. verbs) are frequently.

Shrestha (2005) has carried out a research on "A study on the language of product Advertisements in English Newspapers: A descriptive study". He has analyzed the non-linguistic forms of product advertisements in print media, recorded list of vocabulary and language features and he also compared the language of English advertisements published in the Nepalese newspapers and magazines with British newspapers and magazines. He has concluded that simple verbs were used very frequently, the use of adjectives was unusually very high, the use of comparative and superlative degrees was identified in almost very advertisements, compound words were widely used and brand names of the products were frequently repeated in the body text, in terms of grammatical features, sentences in advertisements were generally shorter than

common sentences, elliptical sentences were found to be extensively used, second person you and determiner your were used more than other pronouns in advertisements and the present tense was the most frequently used tense in advertising language.

Budhathoki (2007) has carried out a research on "Language Used in Vacancy Advertisements: A Descriptive Study." He has explored the characteristic features of vacancy advertisements such as uses of headlines, frequency of vocabularies, styles of writing and content. He also analyzed and described the structural features of language used in vacancy advertisement in terms of sentence structures, tense, voice, and aspect and sentence length. He has concluded that long, non-finite sentences with passive voice are frequently used in vacancy advertisements.

Poudel (2007) has conducted a research which is some how related to the present study entitled "The English Language Used in Nepali Commercial Product: A Descriptive Study." He has analyzed the English language used in Nepali commercial products in terms of words classes, construction, tense aspects, mood and language functions. He has concluded that nouns, verbless constructions, non- past tense and imperative sentences have the highest frequency. The language function also has highly persuading and convincing.

This study is different from those reviewed above in the sense that it is related to the analysis of the language used in wrappers, labels and food product advertisements available in the market and in advertisements in terms of vocabulary items, sentence structures, writing styles and sentence length.

1.3 Objectives of the Study

The objectives of the present study were as follows:

- a. to analyze the English language used in food product wrappings, labels and advertisements in terms of:
 - i. Vocabulary item
 - ii. Sentence structure
 - iii. Writing style
 - iv. Sentence length
- b. to suggest some pedagogical implications.

1.4 Significance of the Study

This study is hoped to be useful as a reference material for related researches and studies. It will be beneficial to the people who are involved in industrial, advertisement for designing, packaging and labelling the food products for marketing. It will equally be beneficial for those who design attractive slogans and other information for commercial food products and their advertisements. This research will also be significant to the '*Art concerns*' that are involved in the advertisement designing and writing.

1.5 Definition of Specific Terms

The specific terms used in the present research are defined here.

Food Product Wrapping

Pre-prepared foods are protected in papers, plastic and so on by covering them tightly. Such products can be preserved for a long duration. It is the process used for wrapping the commercially produced food stuff.

Food Product Label

Label is known as tag or sticker which is made of piece of paper, plastic or fabric attached to the pre-prepared food products. Such labels give information about the food products. Consumers read such labels before they buy such food products.

Food Product Advertisement

Advertisement means publicity of products or services. Here, food product advertisement is taken as the publicity of food products and their services.

Non-Nepali Products

Non-Nepali products refer to the products which are not produced in Nepal. They are imported from outside Nepal i.e. exported services or products which are sold in another country. Thai, Indian, and Bangladeshi products are commercially sold in Nepal

Nepali Products

Nepali products refer to the products (goods) or services produced (prepared) and sold in Nepal. Such products are not exported that is why these products or services are called Nepali products.

Sentence Length

Sentence length refers to the number of words that a sentence contains. In the present study, the number of total words that occur in sentences of all types is counted for sentence length. However graphic representation of the sentence and the number of words used in them has been analysed.

Writing Style

Writing style means ways of writing i.e.: normal print, italics and bold print. Highlighted or focused information are printed in italics or bold print. But normal information is printed in normal way. By reading the information available in the food product advertisements, wrappings and labels, we make decision to buy the products.

CHAPTER - TWO

METHODOLOGY

This chapter introduces the methodology to obtain the objectives of the study. I had adopted the following methodology:

2.1 Sources of Data

The study made use of secondary sources for the collection of data.

2.1.1 Secondary Sources of Data

The secondary sources were one hundred different labels and wrappers of different food products and food product advertisements. Aarts and Aarts (1982), Mehta (1992), D'souza (1992), Yule (1996), Kumar (1996), Crystal (1997), [www.Language](#) used in advertisement, [www.Language](#) used in food product and so on were also used as the secondary sources of data.

2.2 Sampling Procedure

I collected seventy-five food product wrappers and labels and Twenty-five food product advertisements applying non-random sampling procedure. Among seventy-five food products, I took fifty Nepali commercial food products and twenty-five from non-Nepali (not from Nepal).

2.3 Tools for Data Collection

The main tool in my study was observation for data collection. I observed the vocabulary items, sentence structures, writing style and length of sentences from the samples of food product wrappings, labels and advertisements.

2.4 Procedure of Data Collection

I adopted the following procedure for the collection of data:

- a. I collected the wrappings, labels and advertisements of food products visiting different departmental stores and from magazines and newspapers.
- b. I categorized the food product as:
 - Confectionary: Biscuits, cookies and chocolates
 - Noodles
 - Tea, milk and milk product and water
 - Oil
 - Others
- c. Then, I analyzed these product wrappings, labels and advertisements using an observation table (see Appendix I & II).

2.5 Limitations of the Study

The study had some limitations because it had to be completed within the limited time with limited sources. So, the following were the limitations of the study:

- a. The study was limited to a small number of food product wrappings, labels and of food product advertisements.
- b. The study was limited to one hundred different food product wrappings, labels and advertisements.
- c. This study was limited to the English language used in the food product wrappings, labels of and advertisements only.
- d. The study was limited to the English vocabulary items, sentence structures, writing style and sentence length only.

CHAPTER – THREE

ANALYSIS AND INTERPRETATION

This chapter incorporates analysis and interpretation of the data which were collected from the different food product wrappings, labels and advertisements. Data were collected by using observation tool to fulfil the specified objectives. So the analysis and interpretation is done in terms of vocabulary items, sentence structures, writing style and length of sentences. The analysis and interpretation is divided into two parts:

1. The total analysis of the language used in wrappers, labels and advertisements.
2. A comparison between the language used in Nepali and Non-Nepali food products.

3.1 Analysis of the Language Used in Food Products

Table No. 1: Holistic Analysis of the English Language Used in Food Products

S.N.	Expression of Language	Frequency	Percentage
1	Vocabulary Items	7128	43.78
2	Sentence Structure	409	2.51
3	Writing Styles	7537	46.29
4	Sentence Length	1208	7.42
Total		16282	100.00

The table depicts that the total expressions of language used in food products were about 16282. Out of them, writing styles are used in the highest frequency, i.e. 7537 occurrences, i.e. 46.29%. The vocabulary items including the major and minor word classes are found in the highest level, 7128

frequency, i.e. 43.78%. Similarly, the sentence structures are found in the lowest position. So, only 409 occurrences i.e. about 2.51% are found in the total analysis. Writing style is also found in 7537 frequencies i.e. 46.27% which is higher frequency than other expressions in its rank. In the same way, the sentence length, which includes all the words in the sentences under study, is found 1208 frequencies, i.e. about 7.42%.

3.1.1 Vocabulary Items

The following table displays the analysis of the English language used in food products in terms of major vocabulary items with their frequencies and percentages.

Table No. 2: Major Vocabulary Items Used in Food Products

Major Vocabulary items	Frequency	Percentage
Noun	2600	52.89
Adjective	1182	23.0
Verbs	904	18.39
Adverb	280	5.69
Total	4916	100

This table shows that the total major vocabulary items used are 4916. Out of them nouns are 2600, i.e. 52.29 %. The nouns cover the highest frequency. Examples of nouns used in the study are power, months, packing, country, place, sunlight, odors, quality, product, Nepal, contain, flavours, and so on. Adjectives are used one thousand 1182, i.e. 23%. Examples of adjectives used in the study are hygienic, essential, fewer, adequate, advisable, cool, dry, prepared, extra, only, sterilized and so on. Verbs are used 904, i.e. 18.39%. Examples of verbs used in the study are seen, used produced, reserved, sterilized, stored, added, keep, ensure, recommended, introduce, vary and so

on. Adverbs are used 280 i.e. 5.69% which has the lowest frequency. Examples of adverbs are specially, fully, tightly, when, while, otherwise, always, thoroughly, carefully, immediately, aggressively, gradually and so on.

The following table displays the analysis of the English language used in food products in terms of minor vocabulary items with their frequencies and percentages.

Table No. 3: Minor Vocabulary Items Used in Food Products

Minor vocabulary items	Frequency	Percentage
Prepositions	1008	45.57
Conjunctions	336	15.19
Articles	304	13.74
Numerals	280	12.66
Pronouns	192	8.68
Quantifiers	88	3.98
Interjections	4	0.18
Total	2212	100

This table given above depicts that the total minor vocabulary items used in the samples are 2212. Out of them prepositions are found 1008, i.e. 45.57% which occupied the highest occurrence than the other minor vocabulary items. With, in, of, without, at, from, before, for, below, into, under, by, over, to and so on are the prepositions found in the study. Conjunctions are found 336, i.e. 15.19%. Articles 304, i.e. 13.74%, Numerals 280, i.e. 12.66%, pronouns 192, i.e. 8.68%, Quantifiers 88, i.e. about 4%, and interjections four, i.e. 0.18%. Interjections had the lowest frequency. Only, the word, *please*, is found in this category.

3.1.2 Sentence Structures

The following table shows the detail information about phrases, clauses and sentences along with their frequencies and percentages.

Table No. 4: Holistic Analysis of Categories of Structures Used in Food Products

Categories		Frequency	Percentage
Phrases		300	73.35
Clauses		20	4.89
Sentences	Simple Sentences	10	2.44
	Complex Sentences	34	8.31
	Compound Sentences	45	11
	Total	409	100

This table clearly reflects the fact that English phrases have been found 73.35%. Simple sentences occupy 2.44% in total coverage. The complex sentences are found 34, i.e. 8.31% and compound sentences are found out 45, i.e. 11% in the total study.

Table No.5: Analysis of English Phrases and Clauses Used in Food Products

Division of sentence	Frequency	Percentage
Phrases	300	93.75
Clauses	20	6.25
Total	320	100

The above table shows that there are 320 phrases and clauses. Out of them, phrases occurred 300 times i.e. about 93.75% which are found in higher

frequency than clauses. And clauses are found 20, i.e. 6.25% frequency is lower than the phrases.

Some examples of phrases and clauses are as follows:

Phrases

Calcium for strong bones (Noodle)

Taste of purity (water)

Your Every day cup of tea (milk)

Nepal quality certification mark (oil)

Made in Thailand (Chocolate)

Clauses

Add Nestle Every day (milk)

When your baby is six months old (baby product)

Ozonized for safe drinking (water)

Add flavour to life (chocolate)

To enjoy the lip (dabour honey)

The sentences are further shown in the table that follows with their frequencies and percentages.

Table No. 6: Types of Sentences Used in Food Products

Types of sentences	Frequency	Percentage
Simple sentences	10	11.23
Complex sentences	34	38.20
Compound sentences	45	50.56
Total	89	100

The table above exhibits the total occurrence of sentences which are found 89 in the study. Out of them 10 sentences were simple, i.e. 11.23% which is the lowest frequency. Complex sentences are found 34, i.e. 38.20% and compound sentences are found 45, i.e. 50.56% which is the highest of all.

Some examples of sentences which are found in food product language.

- We should be glad to receive your feedback at consumer services.
(confectionary- Biscuit) – Simple sentence.
- Cook brand refined soybean oil is made from permissible soybean oil.
(oil) – Simple sentence.
- This packet contains blend of CTC tea picked from the best gardens.
(Tea) – complex sentence.
- Use prepared food within half an hour otherwise microbial deterioration may set in discard unused feed. (Baby product) – Complex sentence.
- Aqua quench natural spring water is exceptionally well protected by nature for over 200 years purified and processed with latest technology from USA & UV sterilized and brought to WHO – (Water) compound sentence.
- Aqual smile natural purified water is [produced and processed with latest sophisticated ethnology reverse osmosis form USA and UV sterilized and ozonated.- (water) compound sentence etc.

3.1.3 Writing Style

English writing style is generally known as the way of writing. Words or sentences are found in normal print and some specific information is categorically highlighted in italics and bold type.

The following present the status of writing style found in the present study.

Table No. 7: English Writing Style Used in Food Products

Types of writing style	Categories	Frequency	Percentage
Normal Print	Words	6959	92.33
	Phrases	256	3.4
	Clauses	13	0.17
	Sentences	89	1.18
Bold print	Words	118	1.56
	Phrases	28	0.37
	Clauses	4	0.05
	Sentences	-	-
Italics print	Words	51	0.7
	Phrases	16	0.21
	Clauses	3	0.03
	Sentences	-	-
Total		7537	100

Most information is found in normal print among them words are found 6959, i.e. 92.33%, phrases are found 256, i.e. 3.4%. Clauses are found 13, i.e. 0.17% and sentences are found 89, i.e. 1.18%. Some highlighted or bold words are found 118, i.e. 1.56%, phrases are found 28, i.e. 0.37 and clauses are found 4, i.e. 0.05%. No any sentences are found in bold style. Similarly, words of italics style are found 51, i.e. 0.7, phrases are found 16, i.e. 0.21% and clauses are found 3, i.e. 0.03%. No information is found in italics sentences.

Some examples of bold, italics and normal writing style found in food products are as follows;

a. Bold style

i) Words

- **Golden** (biscuit)
- **Cookies** (biscuit)
- **Sweet &** (milk product)
- **Salt** (milk Product)
- **Fruition** (juice)

ii) Phrases

- **Creamy fun** (biscuit)
- **A Healthy bite** (biscuit)
- **Best before twelve months from manufacture** (Chocolate)
- **Net wet- 500 gm** (milk)
- **Batch No** (chocolate)

iii) Clauses

- Add flavour to life (Chocolate)
- When packed at 30° c (oil)
- Makes food so delicious (oil)

b. Italics style

i) Words

- Maharaja* (biscuit)
- Bakery* (biscuit)
- Heart* (chocolate)
- Beat* (chocolate)
- Nestle* (milk)

ii) Phrases

- Cheese crackers* (milk product)
- short *macroni* (noodle)
- Product of Nepal* (biscuit)
- A quality product of general candy*
(chocolate)
- 100% vegetarian* (oil)

-*Ritzury* (milk product)

iii) Clauses

- *Ozonized for safe drinking* (water)

-*Enjoy Snow fun Ice Cream* (milk product)

- *Made in Thailand* (chocolate)

c. Normal style

i) Words

- Naturally (oil)

- Away (baby product)

- Together (milk)

- Product (milk)

- Use (noodle)

- Receive (chocolate)

ii) Phrases

- Creating happy families (tea)

- Export quality, premium CTC Tea (tea)

- Royal spring mineral (water)

- Max retail price (noodle)

iii) Clauses

- To enjoy the lip (dabour honey)

- Pasteurised table (oil)

- Added calcium vitamin A+ Iron (noodle)

iv) Sentences

- Macroni must not be over cooked. (noodle)

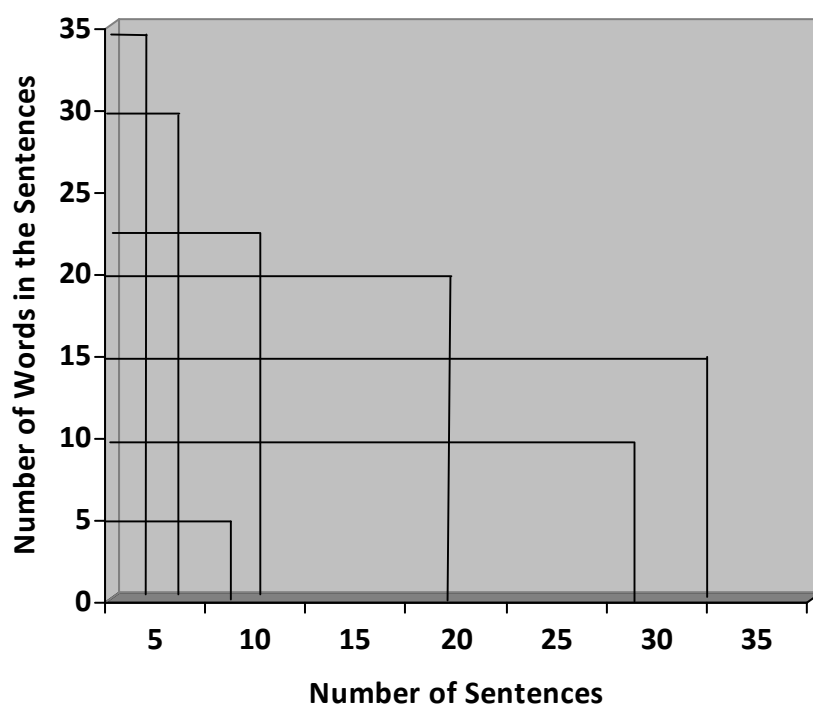
- The name you can trust.(Juice)

-Percent daily values (DV) are based on a 2000 Kcal diet. (milk product)

3.1.4 Sentence Length

Here, length indicates number of words in the sentences under study. Total number of words in the sentences under study is counted as a length of sentence. Some sentences are found very long while others are too short. The graph and tables below give the picture of total frequency of sentence length used in food products with minimum number of words to maximum number of words found in sentences.

Graph No. 1: Sentence Length Used in Food Products.



In the above graph, vertical line indicates the number of words contained in the sentences. The horizontal line indicates the number of sentences used in food products. Six sentences are found below five words. Twenty five sentences are found below 10 words. In the same way, 28 sentences are found below 15 words. Seventeen sentences are found are found below 20 words. Four

sentences are found below 30 words. Only 1 sentence is found having 35 words. It is the maximum number of words in the sentence lengths.

Table No. 8: Frequency of Sentence Length Used in Food Products.

S.N.	Number of Words in the Sentences	Occurrence of sentence	Total frequency
1	3	Single	3
2	4	Single	4
3	5	4 times	20
4	6	3 times	18
5	7	6 times	42
6	8	3 times	24
7	9	8 times	72
8	10	5 times	50
9	11	6 times	66
10	12	4 times	48
11	13	4 times	52
12	14	9 times	126
13	15	5 times	75
14	16	3 times	48
15	17	5 times	85
16	18	6 times	108
17	19	Single	19
18	20	2 times	40
19	21	2times	42
20	22	4 times	88
21	23	Single	23
22	28	2 times	56
23	30	2 times	60
24	35	Single	35
Total		89	1208

The table above exhibits the occurrence of total sentences in their total frequency. The maximum number of words in a sentence is 35, e.g.

-Transfer sugar content into a bowl add 200 ml (2 cups) lukewarm water to this content, now squeeze the rasgullas and release into this diluted content and leave them in the bowl for ten minutes. (milk product)

The minimum number of words found in a sentence is 3, e.g.

-Stir and serve. (Juice) (for detail information see the appendix II)

The following table shows the vivid pictures of sentence length with their frequencies and percentages.

Table No. 9: Total Sentences Length Used in Food Products

Types of sentences	Total Frequency	Percentage
Simple sentences	86	7.12
Complex sentences	425	35.18
Compound Sentences	697	57.69
Total	1208	100.00

The table above exhibits the total occurrences of the words are found 1208 in total sentences. Out of them, total words of simple sentences are found 86, i.e. 7.12% which is the lowest frequency than others. Complex sentences are found 425, i.e.35.18%. Compound sentences are found 697, i.e. 57.69% which is the highest frequency than other types of sentences.

3.2 Holistic Comparison of the Language Used in Nepali and Non-Nepali Food Product

Table No. 10: A Comparison Between the Language Used in Nepali and Non-Nepali Food Products

S.N	Expression of Language		Nepali Food Product		Non-Nepali Food Product		Total
			Frequency	Percentage	Frequency	Percentage	
1	Vocabulary Items	Major word Class	3728	30.02	1188	30.72	4916
		Minor word class	1704	13.72	508	13.14	2212
2	Sentence structure	Phrases	231	1.86	69	1.78	300
		Clauses	16	0.13	4	0.10	20
		Simple sentence	8	0.06	2	0.05	10
		Complex sentence	28	0.22	6	0.15	34
		Compound sentence	36	0.29	9	0.23	45
3	Writing styles						
	Normal Print	Words	5271	42.46	1688	43.62	6959
		Phrases	196	1.58	60	1.55	256
		Clauses	9	0.07	4	0.10	13
		Sentence	72	0.58	17	0.44	89
	Bold Print	Words	90	0.72	28	0.72	118
		Phrases	22	0.17	6	0.15	18
		Clauses	4	0.03	-	-	4
		Sentence	-	-	-	-	-
	Italics Print	Words	39	0.31	12	0.31	51
		Phrases	13	0.10	3	0.07	16
		Clauses	3	0.02	-	-	3
		Sentence	-	-	-	-	-
4	Sentence length	Simple sentences	70	0.056	16	0.41	86
		Complex sentences	338	2.72	87	2.24	425
		Compound Sentences	538	4.33	159	4.11	697
	Total		1246	100	3866	100	16282

The table above depicts the comparison between Nepali and Non-Nepali food products. Vocabulary items including major and minor word classes used in both Nepali and Non-Nepali food products are found little bit different in percentage i.e. 30.02%, 30.72% and 13.72%, 13.14% respectively. Examples of major word classes in Non-Nepali food products are; colours, flavours (Nouns), Natural, synthetic (adjective), added, receive (verb), also, today (adverb) and so on. Examples of minor word classes are; of, to (prepositions), and, with (conjunctions), the, a(articles), 500, 12 (numeral), you, it (pronouns), any, more (quantifiers), please (interjections) and so on. In sentence structures (phrases, clauses, simple, complex and compound sentences) of both types of products seem to be correlate with each other. Examples of Non-Nepali food products sentence structures are;

Phrases

- Inclusive of all taxes (milk product-India)
- Lychee flavoured sweets (chocolate-Thailand)

Clauses

- Always keep under refrigeration replace lid after use (milk product-India)
- When your baby is six months old (baby products-India)

Simple sentence

- The name you can trust. (juice-Thailand)
- Mother's milk is best for your babies. (baby product-India)

Complex sentence

- If you are not satisfied with the product, return the complete package to Cadbury consumer services call. (chocolate-USA)
- It's sweeter when you share. (chocolate-Indonesia)

Compound sentence

Made in the most modern and hygienic plant with the best quality, they are blended with right amount of corn, cheese and salt. (milk product-Sri Lanka)

In writing style at word level one percent difference is recorded in normal print between the two types of food products. And other levels are some how similar in their percentages. Clauses and sentence levels are not found in bold and italics styles.

Examples of writing styles of Non-Nepali food products are;

a. Normal print

i. Word level

Healthy (Biscuit-Delhi)

Bite (Biscuit-Delhi)

ii. Phrase level

a partex group company (Biscuit-Bangladesh)

made from milk fat (milk product-India)

iii. Clause level

select fruit juice vitamins (Juice-Thailand)

pasteurised in table butter (milk product-India)

iv. Sentence level

Mother's milk is best for your baby. (baby product-India)

Nestle everyday is specially made to add a rich smooth taste to your Tea.

(milk-India)

b. Bold print

i. Word level

Cheese (Biscuit-Bangladesh)

Crackers (Biscuit-Bangladesh)

ii. Phrase level

Export quality (Biscuit-Bangladesh)

Product of India (Biscuit-Mumbai)

c. Italics print

i. Word level

lactogen (baby product-India)

Cadbury (chocolate-Sri Lanka)

ii. Phrase level

light and crisp marie (Biscuit-India)

a quality product of general candy co-Ltd (Chocolate-Thailand)

In Non-Nepali food products sentence length can be determined from all types of sentences: simple, complex and compound sentences. The longest sentence length is found from compound sentence which has 35 words. Example of the longest sentence is:

- Transfer sugar content into a bowl add 200ml (2cups) lukewarm water to this content, now squeeze the rasgullas and release into this diluted content and leave them in the bowl for ten minutes. (milk product- India)

In the same way the lowest word frequency (i.e. 5 words) has been found from simple sentence. Example of the shortest sentence is:

- The name you can trust. (Juice- Thailand)

In terms of sentence length, simple, complex and compound sentences are found which include 262 words in all.

CHAPTER – FOUR

FINDINGS AND RECOMMENDATIONS

This final chapter consists of the findings and findings and recommendations based on the analysis of the data.

4.1 Findings

After the analysis and interpretation of the data, the study has derived the following findings regarding the English language used in food products. The findings of the study are presented into two sub-headings as below.

4.1.1 The English Language Used in Food Products

4.1.1.1 Holistic Findings

The total expressions found in the study were 16282. Out of them writing styles occupied the highest position i.e. 46.29% (7537 frequencies). The lowest position was occupied by sentence structures i.e. 2.51% (409 frequencies). In the same way, vocabulary items occupied 43.78% (i.e. 7128 frequencies). Sentences length was found in 1208 i.e. 7.42%, which includes all the words in the sentences.

4.1.1.2 Vocabulary Items

- a. Major English vocabularies found in the study were 4916. Out of them nouns occupied the greatest number in food products language. They were 2600 (i.e. 52.89%). The frequency of adverb was found in the lowest position because it has only 280 frequencies. (i.e. 5.69%). The second portion is occupied by adjectives which were 118 (i.e. 23%) followed by verbs i.e. 904 (18.39%).

- b. Minor English vocabularies used were 2212 in total in food product language. Out of them preposition was found in the greatest number which was 1008 (i.e.45.57%). Interjection was used in the lowest number because it occurred in 4 places only (i.e.0.18%). All the four occurrences were the same word *please*. Among the minor vocabularies: conjunctions were found 336 (i.e. 15.19%) followed by articles which were 304 (i.e.13.74%), numerals 280 (i.e.12.66%), pronouns 192 (i.e.8.68%) and quantifiers 88 (i.e. about 4%).

4.1.1.3 Sentence Structures

- a. Phrases, clauses and sentences were found 409 all together. Among them the phrase was found in the highest position with the frequency of 300 (i.e. 73.35%). Clauses were used in the fewest numbers which was 20 (i.e. 4.89%) than sentences and phrases. The sentences were found 89, including the simple sentences, complex sentences and compound sentences
- b. i. The simple sentences were used in the fewest number. Actual use of sentences was found very few. So, it has only 10 frequencies (i.e. 2.44%).
- ii. The use of compound sentences was found in the greatest position. Most of the instructions and information were found in compound constructions. The frequency of compound constructions was 45 (i.e. 11%).
- iv. The complex sentences were found 34 (i.e. 8.31%) which were greater than the simple constructions.

4.1.1.4 Writing Style

Writing style of English language used in food products were found normal print, bold print and italics print. All together were found 7537. Among them most of the normal print words were found 6959, (i.e. 92.33%), phrases were 256 (i.e. 3.4%), clauses were 13, (i.e. 0.17%) and sentences were 89, (i.e. 1.18%). The specific information or highlighted words, phrases and clauses were found in bold print. Words were 118, (i.e. 1.56%), phrases were 28, (i.e. 0.37%), clauses were 4, (i.e. 0.05%). Some words, phrases and clauses were found in italics print. Words were 51, (i.e. 0.7%), phrases were, 16 (i.e. 0.21%), clauses were 3, (i.e. 0.03%).

4.1.1.5 Sentences Length

The longest sentence length found in the food product was 35, words in a single sentence occurrence. The longest sentence length found from compound sentence. In the same way the fewest word occurrences were 3, in a sentence. The lowest sentence length was also found from compound sentence. The total words sentences were found 1208 (including simple, complex and compound sentences).

4.1.2 Comparison Between the Language Used in Nepali and Non-Nepali Food Products

- a. The major and minor word classes found in Nepali and Non-Nepali food products are 30.72%, 13.14% and 30.02%, 13.72% respectively.
- b. In sentence structures: Phrases, clauses and sentences (including simple, complex and compound) were 1.78%, 0.10%, 0.43% respectively in Non-Nepali food products. Whereas Nepali food

products had 1.86%, 0.13%, and 0.57% respectively in phrases, clauses and sentences (including simple, complex and compound sentences).

- c. In normal writing style, phrase, clause and sentences had 3.62%, 1.55%, 0.10% and 0.44% respectively in non-Nepali food products, whereas Nepali food products had 42.16% 1.58%, 0.07% and 0.58% respectively in words, phrases, clauses and sentences similarly, Non-Nepali bold print had 0.72% and 0.15% in words and phrases respectively but bold print was not found clause and sentences out. In Nepali food products, words, phrases and clauses were 0.72%, 0.17%, and 0.03% respectively. Here, clauses of Nepali food products had contained clauses but not sentences. In the same way, Non-Nepali food products contained, 0.31% and 0.07% words and phrases respectively, whereas words phrases and clauses of Nepali food products were 0.31%, 0.10% and 0.02% in italics respectively. Here, the clauses and sentences of Non-Nepali products were not printed in italics.
- d. The longest sentences containing 35 words are found in Non-Nepali food product. Similarly, the smallest sentence containing five words was found in the simple sentence. (For detail: see 3.2 chapter III). The longest sentence length in Nepali Food product was having 30 words from compound sentence structures. Similarly, the shortest sentence of 3 words is found in Nepali food products in simple sentences.

4.2 Recommendations

On the basis of the findings, the following recommendations are presented:

1. The language used in food products advertisements is not explicitly informative in printing point of view because advertisements are presented in pictures with a very few of words and phrases. So, the information should be presented linguistically as well. Verbal information is taken as more powerful to make the consumers aware of the qualities of a product.
2. National wide programs, seminars, and conferences of teachers, linguists, scholars and food product industrials should be conducted for the discussion of essence and effectiveness of language in labels, wrappers and advertisements of food products.
3. Highlighted information should be presented in bold or italics print because conscious consumers can take benefit from such information. Only a few words were found highlighted but the whole phrases or sentences can be focused using bold or italics print.
4. The curriculum designers should design the course to cover the mass media from the (basic) school level education to higher level education. Then only such human resources will be beneficial in such field.
5. Students should be taught and the frequent vocabulary items from the products produced in the market like; nouns, adjectives, verbs and adverbs. Such vocabulary items represent the highest frequency in communication.
6. While giving the example of focused or highlighted information, the students should be made aware of the bold or italics style of printing because they will be able to find out the importance of such information.

7. Models of compound and complex sentences should be focused while teaching grammar to the students from the food product language.
8. While teaching we should make the students aware of the sentence length because, the longest and the shortest sentences are frequently used in the communication process i.e. a sentence may function as a main clause or the one containing infinite number of combined clauses.
9. While teaching language on food product the students should be made aware of the differences of language in Nepali and, Non-Nepali food products. It is useful to make them aware of the different languages, vocabulary items, sentences structures, writing style and length of the sentences.

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APPENDIX – I

VOCABULARIES ITEMS

Major Word Class

Name of Content	Noun	Adj.	Adv.	Verb
Confectionary: Biscuits and Cookies (Labels, Wrappings & Advertisements)	Tea	Clean	Together	Go
	Marie	Best	As	Keep
	Country	Good	As	Want
	Green	Clean	When	Keep
	Months	Clean	Naturally	Store
	Packing	Green	Not	Stop
	Country	Dry	Away	Keep
	Place	Best	Not	Feel
	Months	Creamy		Feel
	Packing	Fun		Packed
	Pineapple	Cream		Shown
	Biscuits	Best		Melt
	Months	Clean		Manufacture
	Date	Private		Produced
	Packing	Limited		Keep
	Child	Good		Would
	Months	Better		Imagine
	Labour	Tangy		Keep
	City	Sweet		Store
	Cream	Net		Refrigerated
	Dream	Good		Keep
	Member	Golden		Bite
	Golchha	Great		Permitted
	Organization	Best		Added
	Hulas	Automatic		Bite
	Biscuits	Computerized		Do
	Confectionary	hygienic		Litter
	Pineapple	Clean		Export
	Mango	Green		Added
	Cream	Quality		Made
	Biscuits	Private		Export
	Weight	Limited		Use

Chocolates (Wrappings & Advertisements)	Quality	General	Especially	Made
	Product	Co-limited	Not	Fill
	Lychee	Flavored	When	Win
	Candy	Creamy		Created
	Sweets	Extra		Is
	Thailand	Large		Store
	Love	Cool		Is
	Candy	Dry		Distributed
	Milk	Private		Is
	Chocolate	Limited		Inspired
	Details	Fine		May
	Wrapper	Exotic		Making
	Swiss	Delectable		Are
	Food	Artificial		Bring
	Flavour	Natural		Crafted
	Chocolates	Identical		Is
	Batch	Cool		Embedded
	No	Hygienic		Comes
	Date	Dry		Contains
	Expiry	Whitish		Store
	Max Ret	Wholesome		Changes
	Price	Sweeter		Cause
	Place	Best		Develop
	ET	Nutritional		Enjoy
	M	Appropriate		Satisfied
	Art	Approximate		Return
	Chocolate			Complete
	Catbury			Email
	Chocolate			Share
	Perfection			Read
	ingredients			See
	Variety			
	Flavours			
Nature				
Flavouring				
Substances				
Storage				
Conditions				
Place				

Noodles (Labels & Wrappings)	Mayos	Instant	Not	Suggested
	Noodles	Saturated	How	Pre-cooked
	Percent	Great	Then	Puts
	Fat	Testier		Enjoy
	Taste	Healthier		Is
	Sure	Wonderful		Comes
	Fitness	Lower		Guess
	Garnishing	Lite		Has
	Mayos	Good		Added
	Noodles	Saturated		Is
	Sunflower	Normal		Added
	Oil	Great		Product
	Cholesterol	Tasty		
	Mayos	Healthy		
	Health	Flavoured		
	Garment	Just		
	Percent	Best		
	Yummy	Instant		
	Tummyful	Healthy		
	Percent	Testy		
	Fat	Flavoured		
	Noodles			
	News			
	Heart			
	Cholesterol			
	Vitamins			
	Minerals			
	Brain			
	Body			
	Bones			
	Chicken			
	Noodles			
	Months			
Manufacture				
Ru-chee				
Noodles				
Chicken				
Calcium				
Vitamin				
Iron				

Tea (Labels & Wrappings)	Tea	Premium	Specially	Plucked
	Tokla	Selected	When	packed
	Tea	Pure		Preserve
	Blend	Best		Packed
	Tea	Fresh		retain
	Tea	Rich		packed
	Gardens	Net		
	flavours	special		
	Richness	Best		
	Quality			
	CTC			
	Tea			
	Months			
	Date			
	Packaging			
	Foil			
	Aroma			
	Tokla			
	Tea			
	Tea			
	Garden			
	Weight			
	Grams			
	Percent			
	Vegetarian			
	CTC			
	Tea			
	Batch			
	Number			
	Months			
	Date			
	Packaging			
Registration				
	number			
Milk and milk product (Wrappings, Labels & Advertisement)				
	Everyday	Limited	Also	Bring
	Nestle	Great	Today	Delight
	India	New	Also	Is
	Dairy	Great	Not	Helped
	Whitener	Convenient	Only	Has
	Tasting	High	Who	Develop

	Tea	Leading	Specially	Is
	Time	Other	Not	Enabled
	Nestle	Good	As	Achieve
	Everyday	So	Immediately	Has
	Result	Smooth	Not	Benefited
	counting	Delicious	As	Are
	Efforts	Rich	Who	Sip
	Nestle	Smooth	New	Has
	Tasting	Everyday	Less	Made
	Products	Non-standards	Now	Smiles
	Nestle	Best	As	Have
	Years	Airtight	Not	Thanks
	Dairy	Cool	As	Are
	Expertise	Dry	Not	Support
	Years	Hygienics	When	Made
	Nestle	Everyday	Away	Is
	Consumer	Lukewarm		Add
	Word	Great		Is
	Quality	Retail		Packaged
	Dairy	Inclusive		Used
	Products	Best		Be
	Dairy	Nutritional		Open
	Company	Leaky		Are
	India	Central		Transfer
	Nestle	Certified		Are
	Dairy	Second		Store
	Industry	Improvement		Is
	Punjab	Cool		Mix
	Areas	Dry		Stir
	years	Same		Add
	Farmers	Simple		Mix
	Part	Lukewarm		Taste
	nestle	Diluted		Is
	Family	Spongy		Brewed
	Nestle	Ready		Stir
	Economic	Diluted		Is
	Social	Best		Enjoy
	Progress	Hygienicall		See
	Women	Freshness		Do

Water (Labels)	American	Latest	-	Processed
	Technology	UV	-	Reverse
	Osmosis	Pure		Treated
	Percent	Best		Do
	Drinking	Pure		Accept
	water	Sage		Broken
	Taste	Precipitate		Ozonized
	Purity	Modern		Do
	Seal	Safe		Accept
	Year	Hygienic		Broken
	Manufacture	Drinking		Seen
	Date	Best		Bottled
	Who	Natural		Refined
	guideline	Latest		Used
	Drinking	UV		Packaged
	Water			Manufactured
	Drinking			Produced
	Caution			Processed
	Seal			Reserved
	Technology			Sterilized
	Chemicals			
	Additive			
	Water			
Months				
Date				
Aquasoon				
Percent				
Spring				
Water				
Stage				
Purification				
System				
US				
Technology				
Osmosis				
Including				
Ozonation				
Aqua smile				
Aqua quench				

Oil (Wrappings)	Sunflower	Refined	when	Stored
	Dhara	Best	When	Packed
	Health	Dry	not	Added
	Sunflower	Refined		Contents
	Oil	Clean		Packed
	Nepal	best		Keep
	Standards			Do
	Certification			utter
	Mark			
	Months			
	Date			
	Packaging			
	Place			
	Sunlight			
	Heat			
	Rajhans			
	Soyabean			
	Oil			
	Colour			
	Flavour			
	Preservatives			
	Net			
	Milliliter			
	Date			
	Packaging			
	Product			
	Kadia			
	Organization			
	City			
	Months			
Date				
Packing				
Baby products (Wrappings)	Formula	Improvement	When	
	Months	Six	Most	ensure
	Notice	Old	Not	Contents
	Mother's	Infant	Not	Is
	Milk	Infant	Not	Is
	Best	Appropriate	Not	Known
	Baby	Follow up	Not	Guranted
	Baby	After	Often	Is

Months	Net	Gradually	Do
Formula	Inclusive	Gragressive	Be
Usage	Appropriate	When	Use
Infants	Infant	Which	Is
Age	Nutritional	Specially	Directed
Lactogen	Dried	Always	Is
Formula	Healthy	Thoroughly	Diluted
Months	Careful	Immediately	Will
Months	hygienic	Carefully	Provide
Weight	Essential	Thoroughly	Will
Gram	Fewer	Fully	Needed
Taxes	Adequate	Tightly	Do
Scoop	Sole	Otherwise	Use
Delivery	Old	Always	Directed
Gram	Advisable	While	Is
Liter	Six		Concentrated
Powder	Older		Is
Militer	Cool		Feed
Water	Dry		Provide
Formula	Empty		Is
Nestle	Clean		needed
Consumer	Dry		Is
Services	Airtight		Recommended
Information	One		Should
Contents	Earlier		Introduce
vegetable	Limited		be
Oil	Five		Needs
Lactogen	Five		Vary
Spready	Extra		Should
Formula	Lukewarm		Ask
Lactogen	Sterilized		Be
Infants	Only		Change
Vitamins	Extra		Is
Minerals	Prepared		Formulated
Essential	Unattended		Is
Development			Retain
Infant			Given
Lactogen			May
Nestle			Store
Feeding			Provided
Table			Washed

Dabur Honey (labels)	Lip	Other	not	Enjoy
	Taste	Hot		Smocking
	Dabur	Pure		Pour
	Honey	Rich		Like
	Taste	Golden		Do
	Paranthas	Delicious		Refrigerate
	Milk	Extra		Tends
	Food	Afteractive		Crystallized
	Honey	Cew		Can
	Placing	Pure		Be
	Water	Pure		Liquefied
	Sun			Guaranted
	Honey			Makes
	Dabur			Gives
	Honey			packed
	Food			
	Strength			
	Honey			
	Taste			
Honey				
Tang Orange (Advertisement)	Tang	tested	As	Select
	Orange	Instant	Not	Leading
	Fruitrition	Pure		Stir
	Fruit	Best		Serve
	Juice			Mix
	Vitamins			Drink
	Product			Store
	Thailand			Keep
	Mothers			
	Children			
	Competition			
	Drink			
	Orange			
	Flavor			
	months			

Minor Vocabulary Items

Name of Content	Prep.	Conj.	Article	Numeral	Pron.	Quantifiers	Interjection
Confectionary:							
Biscuits and Cookies	Before	And	A	9	Your	Less	Please
	From	And	The	6	You	Any	
	At	And	The	8	It	less	
	Before	And	A	90	Your		
	From	And	The	100	Your		
	Before	And	A	6	Your		
	From	But	A	9	We		
	of	And	The	3	Your		
	From	And	A	6			
	of	And	A	100			
	of	And	A	9			
	As	And		69			
	On	And		6			
	In	And		6			
	Before	And		100			
	From	But					
	of						
	by						
	In						
	Of						
	Before						
	From						
	In						
From							
Of							
Of							

Chocolates							
	Of	and	A	26516	You	More	-
	In	and	The	40026	You	Less	
	Inside	and	A	9	It	first	
	For	and	The	25	Its		
	Of	and	A	5	You		
	In	and	A		It		
	By	and	A		You		
	By	If	A				
	Of	With	The				
	To	Or	The				
	With	And	The				
	In	And	The				
	Of		The				
	In						
	To						
	Without						
	For						
	Of						
	To						
	Of						
	Of						
	At						
Before							
From							
For							
Of							
Below							

Noodles							
	For	Than	A	40	Other	More	Please
	In	With	The	100	It	Much	
	Into	That	The	40	Your	Much	
	For	With	A	12	It	More	
	For	That	A		It	Much	
	Before	And	the		Other	zero	
	From	With			It		
	Under	That			your		
	Of	That					
	For	and					
	From						
	Before						
	For						
For							
Tea							
	Of	And	A	18	Your	-	
	From	And	The	100	Own		
	To	And	The	100	It		
	Of	That	The	1228	Your		
	Within		The	18	Own		
	From		A	91	Your		
	Of		the	030			
	To						
	From						
	Before						
	From						
	Of						
	To						
From							
Before							
Within							
Milk & milk product							
	At	And	The	135	You	Every	Please
	By	And	The	135	Them	Each	
	To	And	A	45	You	Every	
To	And	The	85000	You	Every		

	Our	And	The	10000	You	Twelve	
	Of	Than	The	197	your	One	
	For	And	The	1	your	More	
	Over	with	A	3	your		
	Over	And	The	100	your		
	With	And	The	12	This		
	In	And	A	100	This		
	In	And	The	20	Them		
	For	And	An	6	They		
	Over	And	A	9001	Its		
	Over	And	A	200	That		
	Of	And	The	2	Any		
	To	And	The	9			
	In	And	The	2009			
	From	And	A	10			
	In	or	A	7			
	Of	And	The	500			
	For	And	The				
	To	And	The				
	To	And	The				
	Under	And	The				
	Of		The				
	with		A				
	Before						
	From						
	To						
	Into						
	In						
	Of						
	Of						
	With						
	Of						
	To						
	Of						
	Of						
	Of						
	Before						
	From						
	Of						
	Per						
	Of						
	By						
	In						
	On						

Water							
	By	And	The	100	Your	Any	Please
	With	If	The	1	Our		
	Of	If	the	6	We		
	Before	Or		100	Your		
	From	And		100			
	Per	In		100			
	For	Or		100			
	Before	And					
	From	And					
	Though	And					
	Of	If					
	With	And					
	Before						
From							
With							
oil							
	Before	And	The	12	Your	More	-
	Within	And	A	30	Your	Less	
	From	And	A	500	Your	More	
	Of	And	A	30			
	In	Or	The	12			
	From	Or	The	500			
	At			6			
	At						
	Of						
	Of						
	Before						
	Within						
	From						
	Of						
	Within						
	Before						
At							
Of							
Of							
Baby product							
	Upto	And	The	1	Your	More	-
	For	And	A	6	Your	All	
	To	Than	The	2	It	Each	
	Up	Than	The	6	Your	Each	
	To	And	the	6	Your	More	
	Of	And	The	475	It	All	
Of	With	The	4.6	Which			
				ever			

	Of	And	An	1	Your		
	For	And	The	138	Your		
	To	Or	A	900	It		
	For	And	The	1	Your		
	Of	With	The	1			
	By	Than	An	1			
	Of	And	The	2			
	For		The	132101			
	Since		The	1			
	By		The	2			
	By		The				
	Since		The				
	By		The				
	Of		The				
	For		The				
	At		An				
	To		A				
	Since		The				
	For						
	To						
	To						
	For						
	On						
	In						
	Before						
	On						
	To						
	After						
	After						
	Within						
	By						
	At						
	Of						
	With						
	Before						
	For						
	Until						
	For						
	To						
	Of						
	Into						
	From						
	Of						
	According to						

Dabar Honey	To	Or	The	100	You	More	-
	Of	And	A	100	Your	Any	
	To	Or	The	50	You	More	
	Of	And	The	50	You	More	
	On	And	A	100		Any	
	On	Or	The				
	Into	And					
	To	Or					
	By	And					
	Into						
	By						
	In						
	On						
	On						
	To						
	Of						
	Of						
Tang orange	Of	And	The	100	It	More	-
	Among	And	The	50	It	Any	
	VS	Or	The	100	Your	More	
	At	And	A	50	You	More	
	Into	With		24			
	Of	With					
	Of	Or					
	In						

APPENDIX - II

A Model of Sentence Structures has been presented from the analysis section.

Phrases

Confectionary

Biscuit

Best before 9 months from packaging

A member of Golchha organization.

Best quality

100% vegetarian

Great taste naturally

Chocolate

Lychee flavoured sweets

A quality product of general candy co-Ltd

Swiss food flavours

Max ret Price

Extra large

Noodles

Max Retail Price

Vitamin 'A' for healthy eyes

In technical collaboration with Thai preserved food factory

Net wet 45g.

Quality product from ...

Tea

Best before 12 months from packing

Fresh Tea from our own Garden

100% vegetarian

Batch No:

Special CTC Tea

Milk and Milk Product

A production of BB Dairy

Batch No.

The taste of India

Code No.

Inclusive of all taxes

Water

100% pure drinking water

Taste of purity

As per WHO guideline

Pure drinking water

Best before 6 months

Oil

Nepal Standards certification mark

Best before within 12 months

Date of packing

A product of Kedia organization

Best before within 6 months ...

Baby Product

Natural facts serving

Energy 276 kcal/100g

Net 500 ml

Government of India

For Healthy infants

Dabur Honey

Attractive new pack

Rich, golden dabur Honey

Natural fitness

Pure Honey

Pure taste

Druk Pickle

Mixed pickle in oil

In technical collaboration with Bhutan fruit products Ltd.

A Royal government of Bhutan Enterprise

Best before 12 months from the date of packaging

Net 250 gm

Clauses

-Makes food so delicious (oil)

-To enjoy the lip (Dabur Honey)

-Select fruit juice vitamins (Juice)

-Melt in the mouth (Biscuit)

- when packed at 30⁰ c (oil)
- Enjoy the wholesome goodness of this chocolate (chocolate)
- Marketing FE Duration Limited Anand (Milk product- cheese)
- When your baby is six months old (baby product-lactogen.)
- Warning (Baby product-Lactogen)
- Added calcium vitamin A + Iron (noodle)
- Serving per pack (milk product-amul butter)

Simple Sentence

- We should be glad to receive your feed back at consumer services.
(confectionary-Biscuit)
- Cook brand refined soybean oil is made from permissible soybean oil. (oil)
- Fully tested to the highest degree of hygienic standard. (oil)
- Macaroni must not be over cooked. (Noodles macaroni)
- The name you can trust. (Tang orange)
- Druk is a registered trade mark of Bhutan fruit. (Druk pickle)
- Percent daily values (DV) are based on a 2000 kcal diet. (milk product-Butter)
- Contains permitted natural colour. (milk product-butter)
- Mother's milk is best for your baby. (Baby product – Lactogen)
- Infant substitute is not the sole source of nourishment for an infant.
(Baby product)

Complex sentences

- This packed contains that the blend of CTC tea picked from the best gardens. (Tea)
- Use prepared feed within half an hour otherwise microbial deterioration may set in discard unused feed. (Baby product)
- Keep your city clean do not utter. (milk product)
- Do not accept if seal is broken. (water)
- Eat a well balanced diet that includes all kinds of food to ensure that you meet your vitamin (noodle).
- We would love if you call (chocolate)
- Kwik's your favourite snack brings you cheese balls that will tingle your taste buds. (Milk product).
- Aquas quench what it means to be from Pokhara. (water)
- In order to meet that we've taken utmost care to ensure you a product of the highest quality. (Noodles- Mayos)
- Do not accept this bottle if the seal is broken. (water-Aqua smile)
- Please do not accept this bottle if seal is broken. (water-Aqua Quench)
- Eat a well balanced diet that includes all kinds of food to ensure that you meet your vitamin. (Noodle)
- Eat a well balanced diet that includes all kinds of food to ensure that you meet vitamin (Noodle-Wai Wai)
- We, at Hmalyan Snax, understand that you expect the finest quality from us. (Noodle-Hurry).

- In order to meet that we ‘ve taken utmost care to ensure you a product of the highest quality. (Noodle-Hurry)
- Without adequate nutrition including essential micronutrients that help a child’s brain to develop or body to fight disease. (Noodle-Wai Wai)
- It is one of the main micronutrient that helps a child improve his/her immune system. (Noodle- Wai Wai)
- When your children eat Wai Wai, they get the double benefit of great taste. (Noodle-Wai Wai)
- It is sweeter when you share. (chocolate)
- If you are not satisfied with the products, return the complete package to Cadbury consumer services call...(Chocolate)
- When your baby is six months old, it is advisable to change to lactogen, 2 which is specially formulated for older babies. (Milk)

Compound Sentence

- In India, Nestle has also helped developed the dairy industry in Punjab and other areas for over 45 years. (milk)
- Today, over 85,000 farmers are part of the Nestle family and Nestle has enabled them to achieve economic and social progress. (milk)
- Stir and enjoy a great tasting cup of tea every time.(milk)
- Transfer sugar content into a bowl add 200 ml (2 cups) lukewarm water to this content, Now squeeze the rasgulas and release into this diluted content and leave them in the bowl for ten minutes. (milk product)

- After each use, replace lid tightly and store in a cool and dry place.
(milk)
- The scoop provided with this pack should be thoroughly washed and dried before use. (baby product)
- Aqua soon is 100% natural spring water produced and processed through stage of purification system with latest US technology reserved osmosis (R.O.) including UV sterilized and ozonation.
(water)
- Do not refrigerate Honey tends to crystallize and can be liquefied by placing in hot water or sun. (Honey)
- It is embedded with exotic ingredients and comes in a variety of delectable flavours. (chocolate)
- For mfg. and packing unit address, read the first character of the code and see below. (chocolate)
- It is refined to the latest and most sophisticated technology and tested to the latest international standards. (oil)
- A blend of tea plucked from selected tea gardens and specially packed to preserve the flavours and richness of the quality. (Tea)
- Refrigerate after opening and consume within 5 days (Juice)

APPENDIX - III

A model of bold and italics writing styles

a. Bold

i. words

love (chocolate)

golden (biscuit)

cookies (biscuit)

coconut (biscuit)

sweet & (milk product)

salt

cookies (biscuit)

Coconut (biscuit)

crunch (biscuit)

biscuits (biscuit)

fruitrition (juice)

100% pure (oil)

WHO (water)

Nestle Everyday (milk)

Every (milk)

Day (milk)

Haldirams's (milk product)

Sweet (biscuit)

ii. Phrases

creamy fun (biscuit)

a healthy bite (biscuit)

best before twelve months from ...

test of tradition (milk product)

pure mild product

batch no. (tea)

M.R.P. Rs. (juice)

inclusive of all taxes (tea)

best before 6 month (baby product)

for best results (milk product)

max. retail price (honey)

mfd. Date (chocolate)

Important (baby product)
Tab To Rim (milk product)
Rasbari (milk product)
Federation (chocolate)
Amul (milk product)
Butter (milk product)
Gimini (noodle)
Short Macroni (noodle)
Sabass (water)
Water (water)
Tea (tea)
Feeding (baby product)
Table (baby product)
U-n- me (milk product)
Hot n spicy (honey)
Good (milk)
Cheese it (milk product)
Tang (juice)
88g (juice)
Milk + wheat (baby product)
Milk(milk)

iii. Clauses

makes food so delicious (oil)

select fruit juice vitamin (juice)

when packed at 30⁰c (oil)

add Nestle Everyday (milk)

b. Italics

i. words

maharaja's (biscuit)

bakery (biscuit)

parle (biscuit)

krack-jack (biscuit)

heart (chocolate)

dabur (honey)

nestle (milk)

ritzury (milk product)

sun flower (oil)

nestle (milk)

India (milk product)

limited (milk product)

lactogen (baby product)

chocofun (chocolate)

dairy (milk product)

cadbury (chocolate)

instant (noodle)

Thailand (chocolate)

ii. Phrases

inclusive of all taxes (milk product)

100% vegetarian (oil)

in hygienic environment (water)

a quality product of general candy (chocolate)

mixed pickle in oil (pickle)

net wet 500 ml (baby product)

date of packaging (oil)

cooking (oil)

flavour (milk product)

fruitrition (juice)

light (biscuit)

iii.clause

ozonized for safe drinking (water)

made in Thailand (chocolate)

enjoy snowfun ice cream (milk product)