

CHAPTER ONE

INTRODUCTION

1.1 General Background

Language is viewed as one of the most important possession of human beings. We can, therefore, claim that language has made a man different from the day when s/he tried to communicate, s/he is meant to transfer or interchange ideas, thoughts, information, desires, feelings etc. The world is perceived by means of language. Our history, literature, cultural ideas and achievements are transmitted from one person to another through the medium of language. So, we can say that language is responsible for social change, social mobility and stratification. "Language is seen as a defining feature of human behaviour - the universal properties for all speech /writing system" (Crystal, 2003:225). Thus, language can be considered as a special assets of the human being. It is language that separates human beings from that of other creatures and gives a distinctive identity. Similarly, Richards et al. (1999:197) view" language as the system of human communication which consists of the structural arrangements of sounds into larger units. e.g. morphemes, words, sentences, utterances". Hence, above mentioned definition is a little bit confusing since it focuses on the arrangements of smaller units into larger but conflict is that whether a morpheme can form a language or not. We admit the reality that language is the system of systems.

Language in fact, is pervasive. That is to say, it exists in each and every field via mass media, science and technology. Language used in different fields considerably differ from one another. The difference is realized in different linguistic features. Such as, language structure, word classes and language functions.

1.1.1 Mass Media

The world is getting advanced day by day in every field. So various types of communication have come into existence based on the number of participants involved. They are termed as personal, group, public and mass communication. "The mass media are tools or instruments of communication, that permit us to record and transmit information and experiences rapidly to large, scattered and heterogeneous audience. In fact, mass media have revolution of our personal as well as social life " (Bhattacharai, 2002:7).

Mass communication is a very important post in this era. This world has undergone a drastic change in the field of mass communication. Many attempts have been made to facilitate mass communication. The invention of modern technology plays a vital role. People have discovered many functionally distinct dimensions in which a message is transmitted to a large heterogeneous number of receivers simultaneously. These dimensions are known as mass media. Mass media inform people about event that the world otherwise would know little about it. Mass media refer to the media which reach the mass spread over a vast area simultaneously. They are the tools that make mass communication possible. The mass media report an important event as quickly as it happens. People are exposed to the media daily in the form of print, sound wave and pictures.

Mass media are of two types i.e. print and electronic media. Electronic media include satellite, radio, T.V. cassette player, internet, e-mail, cinema etc. and print media include, newspaper, magazine, periodicals, pamphlets, memos, wall printing and zodiac sign which is one of the most striking means of communication.

1.1.2 Zodiac Sign: An Introduction

Newspaper zodiac sign is a column which creates a special interest in individuals in the part of newspaper and it is indispensable organ of journalism. It has its own characteristics. This study tries to find out what are the distinctive features of language used in newspaper zodiac sign.

Simply, zodiac sign is a part of the astrology. Astrology is the movement of the sun, the moon, and the planets that influences the human lives. Thus, zodiac sign comes under the Astrology. In the present day world the popularity of astrology has been increasing day by day. Today, it is accepted that Astrology has a deep and inseparable influence in human life, often it is more powerful than the medical science. However, natural medical sciences, Homeopathy, Aurveda are related to astrology.

The word "Zodiac" literally means "circle of life", since most of the zodiac signs are of animals or people. Thus, we see that the zodiac is divided into 12 signs, each 30 degrees long. The cycle of zodiac signs starts with Aries, which begins at the spot on the ecliptic where the sun is on the first day of spring. These 30 degree sections of the slay are actually blocks of space, not time.

If we go back to the history of zodiac, we can see the Greek as its pioneer. It evolved out of the great contribution of the Greek astrologers. The complete credit for its birth and development goes to them. The etymology of the term 'zodiac' comes from the Latin 'zodiacus', from the Greek kukλoσ meaning circle of "animals", derived from sio, the diminutive of "animals". Such as Aries (Mesh), Taurus (Bris), Gemini (Mithun), Cancer (Karkat), Leo (Sinha), Virgo (Kanya), Libra (Tula), Scorpio (Brischik), Sagitarius (Dhanu), Capricorn (Makar), Aquarius

(Kumbha), Pisces (Min). However, the classical Greek Zodiac also includes signs that are not represented by animals (e.g. libra, virgo, Genini). Another suggested etymology is that the Greek term is cognate with the Sanskrit Sodi, denoting 'a path', i.e. the path through which the sun travels.

Thus, zodiac denotes an annual cycle of twelve stations along the ecliptic, the apparent path of the sun across the heavens through the constellations that divide the ecliptic into twelve equal zones of celestial longitude. It is recognized as the first known celestial co-ordinate system through which astrologers have understood the movement of the planets and the sun through the zodiac sign as a mean of explaining and predicting events on earth.

According to Free Online Dictionary, Thesaurus and Encyclopedia Zodiac refers to "A band of the celestial sphere extending about eight degrees north and south of the ecliptic, representing the portions of the sky within which the paths of the sun, the moon and the planets are found. In astrology, the zodiac is divided into 12 equal segments, each of which is named after a constellation through which the ecliptic passes in that reason of the sky".

Even though on bygone days, astrology was only limited within a certain scope, now a days its area and popularity have been broadening day by day. It is not limited only for predicting and imagining future but it can also be used in all the emerging disciplines. So, its significant can not be undermined.

1.1.3 Zodiac Sign and its Significance

Astrology has vital significance in human life since its impact can be seen in all the aspects of human life. Now modern scholars even astrologers assume that it can be as useful as medical science. Like a doctor advising a patient to be cautious about physical exertion when your blood pressure is high, the same way astrologers apply when you are passing through the transit effect of some adverse planet.

According Powell (2005, as cited www.astrologer.com/aanet/pub/transil/jan_2005/babilion.htm) Zodiac signs are taken as major determinants of the personality. They are considered to modify or color the energies of the major planets (not just the sun), bringing out certain traits of a planet, inhibiting others, but without wholly changing that planetary energy. This shows that the impact of astrology in human lives is not modern one. The trend of using zodiac signs to predict the forthcoming happening and to make the people aware of danger is very ancient. It evolved along with the human civilization/ Each sign is associated with a planet that is called 'ruler' of that sign which governs the human life.

The significance of astrology can be realized with the expression of Chaturvedi (2004:2)". He says that through out the centuries, astrology had close connections with medicine. In ancient Indian astrology and Ayurveda were intimately connected. An Ayurvedic doctor (or Vaidya) was required to be an astrologer too. But with the introduction of allopathy into India, the importance of astrology as a diagnostic test was reduced for a time. However, now a reaction appears to be gradually setting in largely due to the fact that even the leading medical men in the west have started recognizing astrology as diagnostic importance". He

further says, that the science of medical astrology deals with innumerable diseases. Diseases like consumptions, blindness, hysteria, menstrual disorders, leprosy, gastric troubles, cardiac troubles etc.

Thus, we can say that even through astrology cannot show the direct and immediate response against diseases or any kind of catastrophic disasters, it of course, no doubt can be of immense help to let the human beings stay healthy and successful. So, consulting your doctor and the astrologer is as necessary as you are getting education. Of course, astrology will not be able to ward off the disease that our body is most likely susceptible to fall victim of but it is sure that it can be helpful for pre-emptive remedial measure.

People really have faith on the prediction done with the help of zodiac signs. They even happen to do work as zodiac signs assign them to do. So, we can claim that zodiac signs heavily influence people of community. Majority of people today are found to be guided by the prediction done by zodiac sign.

1.1.4 History of Zodiac Signs

Simply, zodiac sign is a part of astrology. So astrology needs to be defined first. Astrology is the study of the movement of the sun, the moon, the planets that influence the human lives. This astrology subsumes zodiac signs.

As we have earlier mentioned that the term 'zodiac' literally means circle of life. The term first derived from the Latin 'zodiacus', from the Greek 'Κυκλος' meaning 'circle of animals". Thus, in the ancient time, zodiac was associated with the animals. However, the classic Greek

zodiac also includes signs that are not represented by animals (e.g. Libra, Virgo, Gemini).

Later the Greek term is cognate with the *Sanskrit sedi*, denoting 'path' i.e. the path through which the sun travels.

Thus, the origin of zodiac sign traced back to the ancient Greek time where people were fully depend on planets to talk about their lives with the help of signs. Later in course of time, its area has been broadened and now we can see the different modules of astrology. For example, Greek astrology, Egyptian astrology, Indian astrology, Chinese astrology, Japanese astrology, Mesopotamian astrology, Arabian astrology, Babylonian astrology and so on.

The history of 12 signs of the zodiac goes back to 6th century. By 2000 BC, the Egyptians and Mesopotamians marked the seasons by the constellations we now call Taurus, Leo, Scorpion and Aquarius, However the marking of seasons by constellations date back to 5000 B.S. The division of the ecliptic into the zodiac signs originates perhaps in Babylonian times.

The exact origin of the twelve constellations of the zodiac are unknown. The reasons for the prominence given to animals is unclear. Their origins are more likely to be in the belief of early people that events on earth were mirrored in the heavens above them.

1.2 Review of Related Literature

A very few studies have been carried out on the language of mass media and almost none of the researchers did on the language of zodiac signs in the context of Nepal. So, the present research work, perhaps will be the first in Nepal.

Bell (1991) in his book "The Language of News Media" explained that the structure of broadcast advertising provides a laboratory like simulation of referee design conditions, advertisements are very short and their function is an initiative one - to persuade, challenge, seize the audience's attention and to tell an anecdote. After the completion of this study, the use of language is highly found Creative and is used to simulate distance or intimacy of relationship. He concluded that the language of media is found completely unique from the general linguistic features due to the use of figures of speech and murals, symbols etc.

Bhandari (1991) has done a research work on "The use of tense and Aspect in Nepali, English Newspaper". In this study he has tried to find out the use of tense and aspect specially in Nepali TV commercial. He found that there is high frequency of non -progressive and non-past tense in the advertisement.

Subedi (2001) in his thesis entitled "The Language used in Signboard". He explained the language of signboard descriptively. He has described the language on the basis of physical and functional point of view. The major findings of his study are (i) non-past with either habitual or progressive imperative aspect is found in the language of sign board (ii) verbless constructions, in information, passive constructions in instructional signboards are found most frequently occurred.

Pokhrel (2003) has conducted a research entitled "The use of English in Broadcast and Print Media". He researched on the use of English and in effectiveness in broadcast and print media. His conclusion was that simple sentence, direct narrative, and past tense are maximally found to be used in print media that in broadcast media but perfect aspect is used mote frequently than progressive aspect in both media.

Bhattarai (2003) conducted a research entitled "A Language Used in the Brochure". his major findings of his study were as follows.

- i. Most of the brochures are found in color background with single writing.
- ii. Verbless constructions are found the most frequent than other rest of the constructions.

His main focus was to find out and describe the physical features of brochure, regarding language and the function served by them.

Chapagain (2005) had done a research entitled "The Language used in Newspaper Advertising" He made a clear explanation of the structures found in newspaper advertisement. His main focus on his study was given to the classification and analysis of word classes and also paid his attention on how a English language serves communicative functions in communication events.

The study included every kind of newspaper advertisements namely; classified advertisements, display advertisements, etc. published in different newspapers. He concluded that verbless constructions are used highly whereas non-finite constructions are used the least. There is a high frequency of imperative constructions and pacifications in the newspaper advertisements.

Chaudhary (2008) has carried out a research entitled "A Descriptive Study of Graffiti used in Nepal". He conducted this study mainly to meet the following three objectives (i) to find out the types of graffiti used in Nepal. (ii) to analyze the language of graffiti in terms of sentences structure, tense aspect, voice, mood and para-orthographic, and

(iii) to suggest some pedagogical implication. After the completion of his study, he concluded his research work with the following findings:

- i. All types of graffities are found in Nepal
- ii. Only assertive and imperative sentences are found to be used in graffiti
- iii. There is no use of passive voice, progressive aspect
- iv. The use of punctuation is not found
- v. Most of the constructions are found in embossed and bold type with colourful writing and
- vi. The para-orthographic meaning was difficult to infer due to the wide range of guessing possibility.

1.3 Objectives of the Study

The objectives of the present study were as follows:

- a. to describe and analyze the language structures used in the newspaper zodiac signs.
- b. to examine the word classes used in newspaper zodiac signs.
- c. to find out the communicative functions served by zodiac signs.
- d. to suggest some pedagogical implications.

1.4 Significance of the Study

This study can be regarded as a reference material for their forthcoming research. This study will be fruitful for the linguists and language teachers as well as students to see how language plays an important role in all types of expressions and functions. Without the use of proper language, information as well as message cannot be transformed.

Since zodiac sign occupies considerable space in Newspapers it is also interesting column for the readers. As a result, it plays a vital role in

life of the people. This study is very significant for the people who are doing research in the field of Astrology as well as anthropology and linguistics.

1.5 Definition of the Technical Terms

Astrology: Study of the movements of planets.

Zodiac sign : The imaginary area in the sky in which the sun, the moon and the planets appear to lie which has been divided into equal twelve parts with special names and symbols.

Structures : Structures refer to only sentence level structures.

Vocabulary : Vocabulary implies the words used in English Newspaper zodiac signs which is divided into major and minor word classes.

Major words : Major words refer to open word classes that consist of noun, verb, adverb and adjectives.

Minor words : Minor words refer to closed word classes that include preposition, articles, conjunctions, pronouns, numerals, quantifiers and interjections.

Functions : The linguistic expression that serves a communicative purpose in a given context.

CHAPTER TWO

METHODOLOGY

The researcher has adopted the following methodology to carry out this research work.

2.1 Sources of Data

Primary source of data were not at all feasible for this study. The researcher had adopted only secondary sources of data.

2.1.1 Secondary Sources of Data

The secondary sources of data were the first sentences collected from the 12 zodiac signs of 'The Kathmandu Post' and 'The Himalayan Times'.

Along with these, the researcher also used English grammar related books, magazines, articles and internet materials etc. to validate the collected data.

2.2 Population of the Study

The total population of the study was all the initial sentences collected from 'The Kathmandu Post' and 'The Himalayan Times'.

2.3 Sampling Procedure

The researcher had adopted non-random judgemental, sampling procedure for the collection of data.

2.4 Tools for Data Collection

The researcher used a check list for the collection of data.

2.5 Procedure of Data Collection

Forty Newspaper zodiac sign of English Newspaper of Nepal from The Kathmandu Post and The Himalayan Times were used as the tools

source material for data collection. In order to present a clear and scientific document analysis as well as linguistic analysis, the researcher prepared a checklist and rating scale. And then he read all the collected data and kept the record of the related contents that he required.

2.6 Limitations of the Study

The study had the following limitations:

- i. This study was limited to newspaper zodiac signs given in the national daily newspapers The Kathmandu Post and The Himalayan Times.
- ii. This study was limited to forty newspaper zodiac signs from the above mentioned two newspapers.
- iii. The number of sample structures used in the newspaper zodiac signs of the national daily newspaper were limited to 120 (60 from THT and 60 from KTP).
- iv. The linguistic analysis of the language used in Newspaper zodiac signs was limited to only sentence types, vocabulary and language functions.

CHAPTER THREE

ANALYSIS AND INTERPRETATION

This chapter provides a descriptive analysis of the language used in newspaper zodiac sign in terms of sentence structure, word class and language function. The researcher analyzed only secondary data collected from The Kathmandu Post and The Himalayan Times. In this study, the researcher included only first sentence of each zodiac sign from both newspaper, namely; The Kathmandu Post and The Himalayan Times.

This study has included three types of sentences on the basis of the structural classification such as :

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

3.1 Sample of Sentence Structure According to 12 Zodiac Signs

Sentence structures had been analyzed observing 120 sentences encompassing 12 zodiac signs from The Kathmandu Post and The Himalayan Times. The information can be presented in the following table.

Table 1

Types of Sentences

S.N.	Types of Sentence	TKP	THT	T.F	Percentage
1	Simple sentence	15	19	34	28.33
2	Compound sentence	30	19	49	40.83
3	Complex sentence	15	22	37	30.83
Total		60	60	120	100

The table above reveals that in The Kathmandu Post simple and complex sentences have the equal Frequency whereas compound sentences are the most frequent.

Similarly, in The Himalayan Times simple and compound sentence are found equally frequent whereas complex sentences are the most frequent. Thus, the table shows that the compound sentences are found to be most frequent whereas simple and complex sentences are equal to some extent.

Lastly, all the sentences type have been analyzed and given in Appendix - I.

Some examples are given below, here:

i. Aries

: Your strong Instincts guide you.

: Someone has been all talk but when it comes to action, forget about it.

: Your mind easily goes on overload though it might be the best not to share everything.

ii. Taurus

: Absorb information.

: You are strong and directed.

: You nail what is going on.

iii. Gemini

: Mercury enters your sign.

: Take charge and enjoy.

: Know when not to make plans or finalize an agreement.

iv. Cancer

: Your imagination wonders.

: Take off for adventure and excitement.

: Use today as if there is no tomorrow and get as much done as possible.

v. Leo

: Someone clearly wants to run the show.

: The toughest thing in the world is beating someone with your surprise and mental strength, the largest thing in the world is being strong enough to be valuable.

vi. Virgo

: A partner might stir the pot.

: You add a subtle flourish to your words but there is no feeding the frills your imagination as to others statements and situations.

: Understand that you might not make a difference today.

vii. Libra:

: Care does it.

: Get as much as done as you can before you call it a day.

: Expresses could go way overload if you are not careful.

viii. Scorpio

: Your smile is a sure winner.

: Normally you are impervious to someone obeys coabby need, but a few passing comments from a friend get under your skin.

: When it comes to the relationships you are thinking about what you truly want at appeared to what you have thought you wanted

takes your time before drawing any conclusions and try to keep your source of humour.

ix. Sagittarius

: Use your imagination constructively.

: Stay close to home or choose to spend time with family.

: Keep yourself together in spite of a situation that might weight quite heavily on your mind and heart.

x. Capricorn

: Shake off than funk.

: Emphasize the possibility rather than say 'No'.

: When a problem aries you'll have the band.

xi. Aquarius

: to check on a purchase with care.

: Examine possibility with an eye to growth and possibly a more rewarding day to day life.

: Know when to back off.

xii. Pisces

: you must not be stagnant today.

:Rein in your expense and you will be much happier.

: If you are spending a lot of time with some who is almost easily similar to you, the situation could become staid.

3.2 Analysis of Vocabulary

Vocabularies were analyzed classifying into two classes i.e. major word class and minor word class which can be presented in the following table.

Table 2
Analysis of Vocabulary

S.N.	Types of Word Class	TKP	THT	T.F	Percentage
1	Major Words Class	433	320	753	58.87
2	Minor Words Class	317	209	526	41.12
Total		810	529	1279	100

The above table shows that the number of the occurrence of major and minor word classes in The Kathmandu Post (TKP) is 433 and 317 respectively. In the same way, the occurrence of major and minor word classes in The Himalayan Times is 320 and 209 respectively. The major words are the most frequent in both The Kathmandu Post and The Himalayan Times. The above table indicates that the entire percentage of both major and minor word classes is different i.e. major word class (58.87%) and minor word class, (41.12%) respectively.

As the above table shows, all the major and minor word classes are enlisted in appendix II.

Some examples are given below:

Aries: Someone has all talk, but when it comes to action - forget about it.

Major Word Class	Minor Word Class
Someone, has, been, talk, comes, action, forget about it,	all, but, when, it, to

Taurus: Events that would halt another person in his tracks simply what your appetite for more.

Major Word Class	Minor Word Class
events, would, halt, person, tracks, simply, appetite, more	that, another, in, his, what, your, for

Gemini: Gather your energy and get your job, project or errands done.

Major Word Class	Minor Word Class
gather, energy, get, job, project, errands, done	your, and, you, or

Cancer: Your imagination wonders.

Major Word Class	Minor Word Class
imaginations, wonders	your

Leo: Someone clearly wants to run the show.

Major Word Class	Minor Word Class
someone, clearly, wants, run, show	to, the

Virgo: A partner might stir the pot.

Major Word Class	Minor Word Class
partner, might, pot, stir	A, the

Libra: Even love needs regular maintenance

Major Word Class	Minor Word Class
even, love, needs, regular, maintenance	not found

Scorpio: Stay grounded no matter how quickly a certain someone wants to take off into orbit.

Major Word Class	Minor Word Class
Someone, stay, grounded, wants, no matter, orbit, quickly, certain	to, into, how

Sagittarius: Use your imagination constructively.

Major Word Class	Minor Word Class
use, imagination, constructively	your

Aquarius: Who know you had eaten you.

Major Word Class	Minor Word Class
know, had, eat	who, you, in, you

Pisces: You are a major flow in some one's reasoning.

Major Word Class	Minor Word Class
major, someone, reasoning	you, a, in are

3.3 Analysis of Language Functions

In this study the researcher had analyzed the functions of language being confined to 12 functions i.e. requesting, ordering, prohibiting, suggesting, instructing, asking, persuading, advising, warning, threatening, complaining and predicting only which can be presented in the following table.

Table 3
Analysis of Language Function

S.N.	Types of Language Functions	TKP	THT	Total	Percent
1	Requesting	-	-	-	-
2	Ordering	-	-	-	-
3	Prohibition	-	-	-	-
4	Suggesting	18	30	48	40
5	Instructing	-	-	-	-
6	Asking	7	-	7	5.8
7	Persuasion	5	6	11	9.1
8	Advising	-	-	-	-
9	Warning	6	10	16	13.33
10	Threatening	-	-	-	-
11	Complaining	2	-	2	1.6
12	Predicting	22	14	36	30
	Total	60	60	120	100

A. The Kathmandu Post

- i. Requesting : This type of sentence is not found.
- ii. Ordering: This type of sentence is not found.
- iii. Prohibiting: This type of sentence is not found.
- iv. Suggesting: Eighteen sentences are found.
- v. Instructing: This type of sentence is not found.
- vi. Asking: Only seven sentences are found.
- vii. Persuasion: Five sentences are found.
- viii. Advicing : This type of sentence is not found.
- ix. Warning: Six sentences are found.
- x. Threatening : This type of sentence is not found.
- xi. Complaining: Two sentences are found.
- xii. Prediction: Twenty two sentences are found.

B. The Himalayan Times

- i. Requesting : This type of sentence is not found.
- ii. Ordering: this type of sentence is not found.
- iii. Prohibiting: This type of sentence is not found.
- iv. Suggesting: Thirty sentences are found.
- v. Instructing: No sentence of this type found.
- vi. Asking: No sentence of this type found.
- vii. Persuading: Only six sentences are found.
- viii. Advice : No sentence of this type found.
- ix. Warning: Only ten sentences are found.
- x. Threatening : No sentence of this type found.
- xi. Complaining: No sentence of this type found.
- xii. Prediction: Fourteen sentences are found.

The table 3 reveals, the language functions namely; suggesting, asking, persuading, warning, complaining and predicting are found in The Kathmandu Post (TKP). Among them predicting is the most frequent and complaining is the least. In the same way, suggesting, persuading, warning and predicting are language functions found in The Himalayan Times (THT). Among them suggesting is found the most frequent and persuading is the least. Requesting, ordering, prohibiting, instructing, advising and threatening, are the language functions. That are not found in both The Himalayan Times and the Kathmandu Post. Similarly, asking is found in The Kathmandu Post but not in The Himalayan Times.

This shows that suggesting is the most frequently found function in both Newspapers i.e. The Kathmandu Post and The Himalayan Times .

Some examples of the analysis of the language functions are given below.

Aries

Persuasion: It's time to broaden your interests.

Prediction: Your strong instincts guide you.

Taurus

Suggestion: Absorb information

Prediction: A relative or friend makes you an offer you can refuse, it's just that good.

Gemini

Suggestion: Take charge and enjoy

Warning: Words are more important than deeds right now.

Cancer

Suggestion: Use today as if there is no tomorrow and get as much done as possible.

Prediction: You are feeling lovely, loquacious and extremely gregarious.

Leo

Warning: You have a bad urge to go surfing

Prediction: Someone clearly wants to run the show.

Virgo

Suggestion: Change your creativity through conversation and detachment.

Warning: Don't overstate your care or also it seems like you are trying to justify your actions.

Libra

Prediction: The stars emphatic your need for privacy and a search for inner peace.

Warning: Expresses could go way overload if you are not careful.

Scorpio

Prediction : Your smile is a sure winner.

Suggestion : Stay granding no matter how quickly a certain someone wants to take off into orbit.

Sagittarius

Warning: What works for everyone else is not going to work for you.

Suggestion: Take your time with errands, a project or enjoying hobby.

Capricorn

Suggestion: Fancy means and ridiculous diet don't keep a person young.

Prediction: When a problem arises, you will have the bound.

Aquarius

Asking: Who know you had eat in you.

Suggestion : Do check on a purchase with care.

Pisces

Predicting : Today astrological evenings make it a perfect time to get out theme and mixed it up.

Warning : You must not be stagnant today.

CHAPTER FOUR

FINDINGS AND RECOMMENDATIONS

4.1 Findings

The following findings are found from the analysis of the language used in newspaper zodiac sign, which are as follows:

- i. Three types of sentences are found in the language used in newspaper zodiac sign. Here, in this study, compound sentences are found the most frequently occurred. It covers 40.83 percent nearly half of the total percentages and complex and compound have proportional distribution i.e. 30.88 percent and 28.33 percent respectively.
- ii. Very complex types of sentence structures are found in newspaper zodiac signs.
- iii. Rhythmic languages are found to be used i.e. use of figures of speech that make language interesting e.g. you are like a boulder, strong and powerful.
- iv. Punctuations are found systematically and the frequency of full stops and questions marks are found high.
- v. The use of incomplete sentence structure is not found.
- vi. Both major and minor word classes are found in zodiac signs. There is no vast difference in their occurrence. They are very approximate having 58.87 percent and 41.12 percent major and minor respectively.
- vii. Within major word class, nouns and verbs are found the most frequent in comparison to adjectives and adverbs.
- viii. Only limited language functions are found in the language of zodiac signs. Such as: suggesting 40 percent, predicting 30 percent, warning 13.13 percent persuading 9.1 percent, asking 5.8 percent and complaining 1.6 percent in a decreasing order. It means, suggesting is in the highest position and complaining is in the

lowest position whereas requesting, ordering, prohibiting, instructing, advising and threatening were found nil in both The Kathmandu Post and The Himalayan Times.

- ix. Deviated forms of language are found.
- x. Typical (local) type of language is used.

4.2 Recommendations

On the basis of the findings, following recommendations have been made.

- i. Since zodiac sign is one of the crucial parts of the general mass media in the life of adults, it is recommended to implement newspaper reading in the academic curriculum from the secondary level.
- ii. Language of zodiac signs is difficult to understand. So its language could be simplified with more examples in the school supplementary section.
- iii. Astrology is really one of the means for pre-cautioning the people about forthcoming natural disasters, such as: Landslide, flooding, Tsunami, Earth quack, Strom etc. and the things to happen in the future. So, genuine information about astrology should be imparted to the people through newspaper.

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APPENDICES

Appendix - I

Sentences drawn for the Analysis

A. The Himalayan Times

Sentence Type

I. Simple Sentences

1. With the first day of may you could feel the promise of things to come.
2. Your strong instincts guide you.
3. you are like a boulder, strong and powerful.
4. Absorb information.
5. Mercury enters your sing.
6. Meetings add to your success.
7. Your imagination wonders.
8. Others want you to shoulder the responsibility.
9. Someone clearly wants to run the
11. The spotlight is on you.
12. Others want to claim their power.
13. Your smile is a sure winner,
14. Others might seem to be overly sure of them selves.
15. Use your imagination constructively.
16. Dance to a new tune.
17. Express yourself with a card, letter or a toten gift.
18. Do check on a purchase with care.
19. Know when to back off.
20. You must not be stagnant today.

II. Compound Sentence

1. Others and somewhat of a mysterious aura.
2. you are strong and directed.
3. Gather your energy and get your job, project or errands done.
4. The change and enjoy the time light.
5. Take off for adventure and excitement.
6. Knowing which side your bread is buttered one might be instrumental to success.
7. You add a certain flourish to your words, but there is no telling the frills your imagination adds to others statements and situations.
8. Others know you time and attention and they let you know it in no uncertain terms.
9. Change your creativity through coversation and detachment.
10. Someone you care about can not be everything, you would like him or her to be.
11. You have a way that energises people and helps them loosen up.
12. Stay close to home or choose to spend time with family.
13. Take you time with errands, a project or enjoying a hobby.
14. Say what you think and mean what you say.
15. True to form, you will want to verify, think and discuss a strategy for greater finalcial security.
16. Examine possibilities with an eye to growth and possibly a more rewarding day to day life.
18. You might be able to point to new possibilities and take the high road.
19. you feel invigorated and believe that right now anything is possible.
20. Rein in your expense and you will be much happier.

21. You have a lot to say but somehow there is a loophole in your thinking.

III. Complex Sentences

1. Your mind easily goes on overload though it might be best not to share everything.
2. Note what you are feeling.
3. What you want might seem out of reach.
4. You nail what is going on.
5. Know when ;;not to make plans or finalize an agreement.
6. If nervous or overwrought, the challenge remains to pull back and take in the big picture.
7. Use today as if there is no tomorrow and get as much done as possible.
8. Solutions come forward that might surprise even you.
9. Though taming your mind could be difficult, try to funnel your thoughts into a creative, fulfilling issues.
10. Understand that you might not make a Expenses could go way overboard if you are not careful.
12. Get as much done as you can before you call it a day.
13. Early does it.
14. If you allow your creativity of flourish, you will come to right answers.
15. Plunge into work with the attitude that there is no tomorrow.
16. Keep yourself together in spite of a situation that might weigh quite heavily on your mind and heart.
17. your choice might feel limited, especially as you would like to expand, be more creative and perhaps follow a path to a dream.
18. When a problem arises, you will have the band.

19. Emphasize the possibility rather than say 'no'.

B. The Kathmandu Post

Sentence types

I. Simple Sentences

1. It's time to broaden your interest.
2. A relative or friend makes you an offer you can't refuse, it's just that good.
3. Words are more important than deeds right now morning.
4. It's time to get your groove on
5. you have a mad urge to go Surfing.
6. Toss around a few ideas.
7. Getting a handle on a few details how makes you life much earlier in the long run.
8. Even love needs regular maintenance.
9. A small victory is all you need to give confidence or much needed boost.
10. Access that authentic self
11. Shake of that funk.
13. The harder you try to make something happen, the more elusive it will be
14. You are a major flow in someone's rearing.
15. This seems to be another situation you outrized expectations have created.
16. Some people are always asking why we ?

II. Compound Sentence

1. Someone's been all talk, but when it comes to action - fuhget aboutit.

2. Matters of appearance and unkeep take on a spiritual cast.
3. Yes, you are a love magnet but its important to place yourself in the right retting so you don't attract a bunch of buds.
4. It's always a good idea to keep your ears open and your lips shut, specially during tricky times like there.
5. Surrender the wheel to the universe and you-might find that your destination is a lot more fun.
6. You just love playing devit's advocate and you are great at it.
7. Certainties are all well and good but too many to them just take all the fun out of living.
8. you are feeling lovely, toquocloud and extremely gregarious.
9. Remember hom much fun you had playing office or house as a kid.
10. Go on, discover your inner child
11. You know how goldfish can grow inflinitely large it takes out of a bowl and put in a lake.
12. The toughest thing in the world isn't beating some one with your superior or mental strength, the toughest thing in the world is being strong enough to be vulnerable.
13. Wait one minute didn't you boss promiss you that plum project.
14. Don't over state your care or else it'll seem like you are trying to justify your actions.
15. A recipe for success is almost the same as the recipe for disaster but with one key added ingredients a positive outlook.
16. The universe says its time to put up or shut up.
17. Are you spending time with this person because you genuinely enjoy his/her company or are you mostly enjoying how much they like you.
18. The stars emphasize yur need for privacy and a searchdh for inner peace.

19. Your empathy wins hearts and minds, specially among powerful types who could get your project well on the way to take off.
20. Something seems all wrong on the surface but deep down you are reusing that this situation might actually be life changing in all the right ways.
21. Ormally you are impervious to someone else's corabby mood, but a few passing comments from a friend get under your skin.
22. you are about getting out and having a good time.
23. you know you can handle the situation but micro managing types might be inclined to hover over your shoulder.
24. Sometimes you gotta do something bad just to remind yourself how very good you are.
25. There is no way things won't work out especially on your watch.
26. Fancy creams and rediculous diets don't keep a person young.
27. Multiple e-mainls text messages and phone calls will definitely not further your communication - afforts or clarify the issue at hand.
28. A loved one and you aren't on the same page.
29. Todays astrological energies make it a perfect time to get out there and mixed it up.

III. Complex Sentence

1. You know just what you have to do get this enterprize of the ground.
2. It's easy to start judging yourself by the world's standard but it is ultimately unsatisfying like eating a whole bunch of cookies and then wondering why you body feel so lousy.
3. Events that would halt another person in his tracks simply what your appetite for more.
4. Put an end to any false starts: this helps you realize how much you have grown.

5. An innocuous statement can be a loaded weapon if its said in the presence of a certain kind of person.
6. it's totally understandable that you need some alone time, so stop apologizing.
7. Some morning you bounce out of bed, ready for action .. or ready to create it is necessary.
8. You might find more in common with another culture than you think, so let yourself explore any options that presents themselves.
9. When it comes to relationships, you are thinking about what you truly want as oppose to what you have thought, you wanted take your time before drawing any conclusions, and try to keep your sense of humour.
10. Stay grounded no matter how quickly a certain someone wants to take off into orbit.
11. Stay grounded no matter how quickly a certain someone wants to take off into orbit.
11. you already have everything you need to make this situation start working for you so stop searching for answers.
12. What works for everyone else isn't going, to work for you.
13. Don't throw something away because once past does not work.

B. The Kathmandu Post

1. Major Word Class

Noun	Verb	Adverb	Adjective
actions, interesu, world, bounch, cookies, baby, matters, appearance, events, persons, tracts, appetite, yes, magnet, place, bunch, buds, idea, ears, lips, times, false, friend, surrender, wheel, universe, destination, fans, devils, innocuous, statement, weeper, presence, kind, persons, words, deeds, certainties, fun, lovely, fun, office, house, kids, child, goldfish, bowl, thing, world, someone, mental, strength, thing, world, morning, bounce, bed, ready, time, groove, minute, project, actions success, disaster, key, ingre, dients, positive, outlook, universe, time, time, person, company, ideas, detail, life, stars, privacy, peace, common, heaurts, minds, types, project,	hasbeen, talk, comes, know, have, do, get, interprize, is, broadened, is, start, eating, judging, feel, unkeep, take, cast, would, moove, are, love, retting, doubt, attract, is, keep, open, shut, like, put, end, starts, helps, realize, have, realize, have, grown, makes, offer, can't refur, is, might, find is, love, playing, advocate, are, can be, is, said, is, need, stop, appologizing, are, are, are, living, are, feeling, remember, had, playing, go, discover, know, had, can, grow, take, put, take, is, beating, surprises, is, being, be, create, is, get, wait, did, promise, plum, have, urge, go, surfing, don't, overstate, care, will, seem, like, are, trying, justifying, is, recipe, added, says, is, put up, shut u, are, spending, enjoy, are, enjoying, like, toss, getting, handle, makes, run, emphasize, need, search, mind, find, presents, wins, could, get, take, love, needs, seems, are, re-using, might, be,	just, time, so, simply, so, always, especially, during, there, just, just, totally, so, now, how, infinitely, some, elre, almost, same, genuinely, mostly, how how arround, elre, slowly, gradually, normally, often, extremely, now, then, always, never, earlier, another, specially, well, even, down, actually, right, truly, no, how, quickly, normally, elderly, mood, already, how, very, there, no indefinitely, outside, easily, always, today, there	grand, early, whole, won dring, lourly, spiritual, half, another, important, right, good, tricky, much, relative, good, lot, move, great, loaded, ertain, understand, able some, alone, more, important, right, logualous, gregarious, much, inner, large, toughest, toughest, toughest strong, enough, vulve, rable, necessary, made, much, few, few, much, long, inner, more, options, empasthy, powerful, wrong, deep, grounded, certain, small, much, needed, best, impervious, few, authentic, good, micro, bad, good, ridiculous, better, futher, bad, good, red, danger, easy, difficult, popular, nice, worse, cold, green, not, big, broader, more, another, lot, almost,

<p>way, regular, mainten, nance, so mething, surface, situation, life, ways, time, consiusion, sevse, humour, matter, someone, orbit, victory, confidence, someone, friend, skin, access, time, situation, types, shoulder, everything, situation, start, everyone, something, funcks, way, things something, way, past, farey, creams, diets, persons, young, questions, place, world, aims, emails, depts, messages, phone, communication, effects, issues, hand, something, ellurive, same, page, major, someone, situation, expectation, name, time, someone, situation, people, perfect, time.</p>	<p>changing, comes, are, thinking, want, oppose, have, though, wonted, take, drowing, try, keep, stai, wants, take, is, need, give, are, passing, commits, get, are, getting, having, know, can, handle, managing, might, be, inclined, hover, have, need, make, working, stop, searching, answers, works, it't, going, work, sometimes, gotta, do, remind, are, shake, is, won't, work, especially, watch, don't does, wonk, don't keep, knew, had, eat, are, takeling, comes, leads, retting, identifying, call, will, clarify, try, make, happen, will, be, loved, are, see, reasoning, seems, be, created, are, spending, is, could, becomes, strained, are, asking, evergies, makes, get, mixed.</p>		<p>similar, astrological</p>
Total 128	205	40	60

ii. Minor Worlds Class

S.N.	Preposition	F. of O. Frequency	Article	F.O	Pronoun	For of OC	Conjunctive	Fre. of O
1	With	7	The	15	What	2	Though	2
2	Of	19	A	22	Which	1	and	20
3	To	30	An	14	You	10	But	3
4	On	13			Yourself	1	Or	7
5	Out	11			Your	2	That	4
6	For	13					If	4
7	In	17						
8	As	1						
9	Into	2						
10	Through	1						
11	About	1						
12	Up	1						
13	From	1						

Appendix III

A. The Himalayan Times

1. Language Functions

Request: Not found

Order : Not found

Prohibition : Not found

Suggestions: Your mind easily goes on overlod though it might be best not to share everything.

- Note what you are feeling.
- You nail what is going on.
- Absorb information
- Gather your energy and get your job, project or errands done.
- Mercury enters your sign.
- Know when not to make plans or finalise an agreement
- If nervous or overwrought, the challenge remains to pull back and take in the big picture.
- Take off for adventure and excitement.
- use today as if there is no tomorrow and get as much done as possible.
- Knowing which side your bread is buttered on might be instrumental to success.
- Though taming your mind could be difficult try to funnel your thoughts through into a creative fulfilling issues.
- Others want your time and attention and they let you know it in no uncertain terms.
- Change your creativity through conversation and detachment.
- Get as much done as you can before you call it day.

- Early does it.
- If you allow your creativity to flourish you will come to right answers.
- Plunge into work with the attitude that there is no tomorrow.
- Keep yourself together in spite of a situation that might weigh quite heavily on your mind and heart.
- Stay close to home or choose to spend time with family.
- Take your time with errands, a project or enjoying a hobby.
- Emphasise the possibilities rather than say 'no'
- Say what you think and mean what you say.
- Dance to a new tune.
- Examine possibilities with an eye to growth and possibly a more rewarding day to day life.
- Express yourself with a card, letter or a token gift.
- Spontaneously, you head in the right direction mentally and possibly physically.
- Rein in your expense and you will be much happier.
- Know when to back off.
- use your imagination constructively.

Instruction : Not found

Asking : Not found

Persuasion

- you are like a boulder, strong and powerful.
- You are strong and directed.
- Someone clearly wants to run the show.
- Your smile is a sure winner.
- you might be able to point to new possibility and take the high road.

- You feel invigorated and believe that right now anything is possible.

Advice: Not found

Warning :

- What you want might seem out of reach
- Take charge and enjoy the limelight
- The spotlight is on you.
- You add a certain flourish to your words but there is no telling the frills you imagination adds to other statements and situations.
- Expenses could go way overboard if you are not careful.
- Someone you care about cannot be everything, you would like him or her to be.
- Understand that you might not make a difference today.
- Do check on a purchase with care.
- You must not be stagnant today.
- You have a lot to say but somehow there is loophol in your thinking.

Threatening: Not found

Complaining : Not found

Prediction

- With the first day of may you could feel the promise of things to come.
- Your strong instincts guide you.
- Others and somewhat of a mysterious aura.
- Meetings add to your success.
- your imagination wandess.
- Others want you to shoulder the responsibility.
- Solutions come forward that might surprise even you.
- A partner might stir the pot.

- Others want to claim their power.
- You have a way that energises people and helps them loosen up.
- Others might seem to be overly sure of themselves.
- Your choice might feel limited, especially as you would like to expand, be more creative and perhaps follow a path to a dream.
- When a problem arises, you will have the band.
- True to form, you will want to verify, think, and discuss a strategy for greater financial security.

B. The Kathmandu Post

Language functions

Request : Not found

Order : Not found

Prohibition : Not found

Suggestion

- You know just what you have to do get this enterprize the ground.
- Events that would halt another persons in his tracts simply what you appetite for more.
- Yes, you are a love magnet, but its important to place yourself in the might retting so you doubt attract a bunch of buds.
- It's always a good idea to keep your ears open and your lips shut, specially, during tricky times like there.
- Put on end to any false starts, this helps you realize how much you have grown.
- Surrender the wheel to the universe and you might find that your destination is a lot more fun.
- It's totally understable that you need some alone time, so stop appologizing.
- It's time to get your groovee on.
- Don't over state your care or else, it'll seem like you are trying to justify your accions.
- A recipe for success is almost the same as the recipe for disaster, but with one key added ingredient. a positive outlook.
- Toss around a few ideas.
- You might find were in common with another culture than you think, so let yourself explore anyoptions that presents themselves.
- Even tone needs regular maintenance.

- Stay grounded no matter how quickly a certain someone wants to take off into orbit.
- A small victory is all you need to give confidence a much needed boost.
- Access that authentic self.
- You already have everything you need to make this situation start working for you so stop searching for answers.
- Shake of that funk.

Instruction: not found

Asking

- Remember how much fun you had playing office or house as a kid
- You know how goldfish can grow infinitely large if taken out of a bowl and put in a lake ?
- What one minute didn't you boss promise you that plum project.
- Are you spending time with this person because you genuinely you enjoy his/her company or are you mostly enjoying how much they like you ?
- Getting a handle on a few details how makes your life much easier in the long run.
- Who know you had eat in you ?
- Some people are always asking, why we ?

Persuasion

- It's time to broaden your interests.
- You just level playing devil's advocate and you are great at it.
- You are feeling lovely, loquacious and extremely gregarious.
- Go on, discover your inner child.
- You are tackling big questions about your place in this world, which heads you to rethink your aims when it comes to identity.

Advice : Not found

Warning

- Words are more important than deeds right now.
- Certainties are all well and good, but too many of them just take all the fun out of living.
- You have a mad urge to surfing.
- The universe says it's time to put up or shut up.
- Sometimes you gotta do something bad just to remind yourself how very good you are.
- Don't throw something away because one part does not work.

Threatening : Not found

Complaining

- Someone's been all talk, when it comes to actions, fuhgetaboutit.
- It's easy to start judging yourself by the world's standards, but it is ultimately unsatisfying like eating a whole bunch of cookies and then wondering why your body feel no lousy.

Prediction

- Matters of appearance and unkeep take on a spiritual cast.
- A relative of friend makes you an offer you can't refuse, it's just that good.
- An innocuous statement can be a loaded weapon if it's said in the presence of a certain kind of person.
- The toughest thing in the world it's beating someone with your superior or mental strength; the toughest thing in the world is being strong enough to be vulnerable.
- Some morning you bounce out of bed ready for action - or ready to create it is necessary.
- The stars emphasise your mood for privacy and a search for inner peace.

- You empathy wins hearts and minds, specially among powerful types who could get your project well on the way to take off.
- Something seems all wrong on the surface but deep down you are resing that this situation might actually be life changing in all the right ways.
- When it covers to relationships, you are thinking about what you truly want as oppose to what you have thought, you wanted take your time before, drawing any cons siousions and try to keep your sense of humour.
- Normally you are impervious to someone else's corabby mood, but a few pasing comments from a friend get under your skill.
- You are about getting out and having a good time.
- You know you can handle the situation, but micro managing types might be included to hover over your shoulder.
- What works for everyone else isn't going to work for you.
- There is no way things won't work out especially on your etch.
- Fancy creams and ridiculous diets don't keep a person young.
- Multiple - emails text messages and phone calls will definitely not further your communication efforts or clarrify the issues at hand.
- The harder you try to make something happen the more allusire it will be.
- A loved one and you aren't one the same page.
- You see a major flow in someone's reasoning.
- This seems to be another situation your outsized expectation have created.
- If you are spending a lot of time with some one who is almost easily similar to you, the situation could become strained.
- Todays astrological energis make it a perfect time to get out there and mixed it up.

Vocabularies Drawn for Analysis

A. The Himalayan Times

i. Major Word Class

Noun	Verb	Adverb	Adjective
Day, things, every thing, instincts, others, somewhat, aura, boulder, energy, job, project, errands, mercury, sign, imagination, challenge, big, picture, adventure, excitement, shoulder, responsibility, gift, side, bread, success, solution, someone, funnel, thoughts, issues, words, frills, imagination, statement, situation, difference, time, attention, dreams, partner, pot, creativitul, conservation, detachment, expenses, way, day, power, someone, every things, winner, creativity, right, answer, way, people, looser, attitudes, together, situation, heart, home, time, family, errands, project, hobby, use, imagination, choice, day, life, card, letter, gift, care, direction, point, new, possibility,	may, could, feel, promise, come, mind, goes, overlad, might, be, share, guide, note, are, feeling, want, might, seem, reach, nail, is, going, are, like, gather, get, done, enters, take, charge, enjoy, wonders, overw, rough, remains, pullback, take, take off, want, use, is, done, knowing, is, buttered, might, be, come, might, surprise, wants, run, show, taming, mind, could, be different, try, fulfilling, add, flourish, is, telling, adds, understand, might, not, make, want, let, know, might, stir, change, could go, overland, are, get, done, call, does, want, claim, care, cannot, be could, like, be, smile, is, sure, all, ow, flourish, will come, have, ener, gises, helps, plunge, work, is, might, seem, be, sure, keep, mind, might, weight, study, close, choose, spend, take, enjoying, might, feel, limited, would, like, expand, be,	easily, today, no, tomorrow, forward, even, clearly, there, no, today, no, no, tommorrow, overly, heavily, constructively, especially, as, rewardly, spon, tarevusly, mentally, possibly, phyrically, now, today, there, just, before, then, after, meanwhile, Extremely, slowly, there, gomorrow, quick, fully, early, wisely, very, almost,	best, strong, msterious, strong, powerful, nervous, much, possible, instrumental, creative, certain, uncertain, careful, as much as, easy, quite, more, able, high, much, happier, good, splendid, worse, bitter, weak, less, endless, speechless,

road, noun, any things, possible, stagnant, lot, somehow, loophole,	express, taken, do, check, purchase, might, be, take, feel, invigorated, believe, is, verb, be, run, will, be have, say, is, thinking		
91	148	52	29