

# **LANGUAGE USED IN COSMETIC PRODUCTS**

**A Thesis submitted to the Department of English Education in Partial  
Fulfilment for the Master's Degree in Education  
(Specialization in English Education)**

**Submitted by**

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Kathmandu, Nepal**

**2008**

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**LANGUAGE USED IN COSMETIC PRODUCTS**

**By : Rekha Dhakal**

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## **DECLARATION**

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

Date:

Rekha Dhakal

## **RECOMMENDATION FOR ACCEPTANCE**

This is to certify that **Miss Rekha Dhakal** has prepared the thesis entitled "**Language Used In Cosmetic Products**" under my guidance and supervision.

I recommend this thesis for acceptance

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Date :

# **DEDICATION**

**Dedicated**

**To**

**my parents and teachers**



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**Date :**

**Rekha Dhakal**

## **ABSTRACT**

The main purpose of the thesis entitled " Language Used in Cosmetic Products" was to describe and analyze the language used in labels and wrappings of the cosmetic products in terms of their vocabulary items, tenses, moods, sentence structures and writing styles. The data for the study were collected from labels and wrappings of cosmetic products viz. Health and Beauty Item, Skincare/Body painting Item, Hair Dressing Item, Make-up and Miscellaneous. The language used in those products was studied in detail. Observation was the tool used for data collection. Findings of the study reveal that under tenses 'non-past' tense is used more frequently than past tense. The researcher found that frequency of 'Imperative Mood' is the highest position and 'Probability Mood' is in the least position than 'declarative and interrogative Moods. Similarly, under special vocabularies, 'nouns' have been used maximally and only two adverbs have been found among one hundred and twelve special vocabularies. Likewise, 'verbless construction' was found in the highest frequency whereas 'non-finite construction' was found in the least position. Similarly, 'bold' styles of writing was found in the highest frequency than other styles.

This thesis consists of four chapters. The first chapter deals with general background of the study, varieties of linguistic code, introduction to cosmetics, review of related literature, objectives, significance of the study, and definition of terms used in the study. In the second chapter, it includes the methodology applied in the study. It comprises sources of data, sampling procedure, tools of data collection, process of data collection and some important limitations of the study. Similarly, the third chapter displays analysis and interpretation of the collected data for the study using simple statistical tools like average and percentage. The comparison has been made, mainly between the five different types of cosmetic products in terms of frequency. The last chapter of this thesis presents the findings and some recommendations based on the analysis and interpretation of the available data. Lastly, the references and appendices along with some samples of cosmetic products have been included.

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## ABBREVIATIONS AND SYMBOLS

Freq	Frequency
i.e.	That is to say (Latin id est)
OUP	Oxford University Press
e.g.	Exempli gratia, for example
Avg.	Average
Viz	This is to say; in other words
T.U.	Tribhuvan University
S.N.	Serial Number
No.	Number
TM	Trade Mark
MI	Millitire
FOE	Faculty of Education
etc	et cetra
Sub.	Subject
wt.	weight
g	gram
Pvt.	Private
Ltd.	Limited
Mfg	Manufactured
MRP	Maximum Retail Price
Dermo	Dermatology
UV	Ultra Violet
%	Percent

