

CHAPTER - ONE

INTRODUCTION

1.1 General Background

Language is viewed to be unique asset of human beings. It has made man kind different from other living beings. Language is meant to transmit and interchange ideas, thoughts, information etc. Human beings are therefore, endowed with the credibility of being 'social'. This unique possession pertaining to humans is primarily meant for communication. There are several purposes to learn language. One of them is to make one self capable of living as a well versed social being in the vast world. Whether the world is vast or small depends upon oneself. If one is capable of making contact with the rest of the world through effective communication then one will succeed in meeting what one has learnt language for.

"Language is however, a communal possession, although admittedly an abstract one" (Wardhaugh 1986 p.2). Thus, we can say that a language is a dynamic set of visual, auditory, or tactile symbols of communication and the elements used to manipulate them. Language is the means of human communication which is systematic arrangement of sounds into larger units and makes sense arbitrarily to Richards et al. (1985) whereas Saphir (1991) believes that language is primarily human and non-instinct. Language is produced voluntarily. Chomsky (1957) believes that native speakers have got innate capacity, i.e., LAD (Language Acquisition Device) with which they can understand and form grammatical sentences. Though language is defined differently by different linguists, it is one of the most obligatory and inevitable tool for human communication with which they are able to interact.

Wardhaugh (1997) believes that language is arbitrary or conventional. There is no one to one relationship between forms and meanings except some onomatopoeic words. This happens because of the creation of language. It is not inherent phenomenon of human beings. Finally, we can say that a language is a dynamic set of visual, auditory or tactile symbols of communication and the elements used to manipulate them. Language can refer to the uses of such systems as a general phenomenon. It is considered to be an exclusively human mode of communication, although animals make use of quite sophisticated communicative systems, none of these are known to make use of all of the properties that linguists use to define language.

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 is existed in society, i.e. communication nourishes and develops culture and establishes human relationships. Thus, communication is the social event. In course of transmitting messages people used only face to face interaction in the previous ages. But such a way of communication kept them beyond the world's happenings. Gradually, confounding way of communication developed as writing system. As a result, now we have developed many alternative means of communication. Communication is the exchange of ideas, facts, feeling and impressions from one person to another. To quote Richards et al. (1985, p. 64) it is " ... the exchange of ideas, information etc. between two or more persons ...", a very simple but neither unproblematic nor controversial way of defining communication is to view it as an information process going on between at least two human communicators embedded in a content in a context and a situation. More specifically communication can be defined as "a generic term covering all messages uttered in a context and situation", Berge (1994 p).

English is one of the languages spoken in the world, which is used as a lingua franca and official language in many countries. One in every seven human beings can speak it. More than half of the world's books and three quarters of international mails are in English. Of all languages, English has the largest vocabulary, perhaps as many as two million words and one of the noblest bodies of literature. English is spoken natively in Europe, North America and Australia. These countries are highly developed and influences to the developing countries. So, it is very important to study the English language.

Linguistics is a branch of knowledge or discipline. It is related to language. It is the study of the way in which language works. Linguistics is defined as the scientific study of language. It is scientific in the sense that it investigates language by means of empirically verifiable observations and with reference to some general theory of language structure. Similarly, it has other characteristics which prove that it is a scientific discipline, Crystal (1971,p.77) says "... for any enterprise to qualify as scientific in the usual sense it should display at least three major characteristics which should be in evidence regardless of whether we see linguistics related more to the scientificness of the natural and physical science or to that of the social sciences terminologically varied somewhat these three characteristics are explicitness, systematic ness and objectivity ..."

Linguistics has made a great contribution to the study of several other fields in many ways. The contribution of linguistics to language teaching is one of them. Linguistics has its other branches like clinical linguistics, educational linguistics, psycholinguistics and so forth. When the subjects' findings, methods or theoretical principles are applied to the study of problems from other areas of experience and such some under applied linguistics. So linguistics is concerned with the supply of a particular language as ends in themselves in order to be able to produce complete and accurate description

of them and it also studies language as a means to a further end, in order to be able to obtain information about the nature of language in general.

Therefore, linguistics is the science, which studies the origin, organization, nature and development of language descriptively, historically, comparatively and explicitly and formulates the general rules related to language.

1.1.1 Varieties of Linguistic Codes

Generally speaking, 'code' refers to a set of convention for converting one signaling system into another in communication. It is used as a neutral label for any system of communication involving language. In linguistics, code is a human language, which manifests the forms of the sum total of its varieties. 'Variety', here, in our sense refers to any system of linguistic expression where the use is governed by situational variables. It is usually identifiable at all levels of grammar from sounds towards sentence structures and even speech acts, thus linguistic code refers to a particular language. Every language or linguistic code has its varieties, which are called varieties of linguistic codes. Any linguistic code is seen in the form of different varieties. They are dialect, idiolect and register.

Dialect is a variety of language in terms of diverse regions or diverse social groups. It is a specific form of a given language spoken in a certain locality or geographical area showing sufficient differences from the standard of different literary form of that language as to pronunciation, grammatical construction and idiomatic use of words to be considered a distinct entity yet not sufficiently distinct from other varieties of the language to be regarded as a different language. According to Fishman (1972), dialects are the varieties of language that initially and basically show divergent geographical origin of the speakers. A dialect shows the geographical origin of the

speaker. Through the dialect, one may recognize who the speaker is and which geographical area he/she belongs to.

The dialect unique to an individual is called idiolect. Idiolect is the language system of an individual as expressed by the way he or she speaks or writes within the overall system of particular language. It may include those features either on speech or writing which distinguish one individual from others such as voice, quality, pitch and speech rhythm. Hockett (1916,p.22) says "Generally speaking the totality of speech habits of a single person at a given time constitutes an idiolect". Thus idiolect is the individual's personal variety of the community language system.

Register is the set of language items associated with discrete occupational or special groups. It depends on the professional group of the language.

Whereas dialects are the varieties of language according to users, register are the varieties of language according to use. Register is stylistic - functional varieties of a dialect or language. These may be narrowly defined by reference to subject matter (field of discourse e.g. printed material, written letter, message on tape, etc.) or to level of formality that its style (manner or discourse). Register is therefore, situationally conditioned field of discourse oriented varieties of language. It differs from dialect in the sense that it focuses on the use aspect of language. Regarding this, Hudson (1980,p.45) says, "The term 'register' is widely used in sociolinguistics to refer to varieties according to use in contrast with dialect defined as varieties according to those user." The distinction is needed because the same person may use very different linguistic item to express more or less the same meaning on different occasions and the concept of dialect cannot reasonably be extended to include such variation.

Register difference can be interpreted in terms of the model of acts of identity in much the same way as for dialect difference. Each time we speak

or write we not only locate ourselves in relation to the rest of the society but we also relate our act of communication itself to a complex classificatory scheme of communication behaviour. Halliday et al. (1966, p.90) distinguishes three general types of register according to mode of discourse, style of discourse and field of discourse. 'Mode of discourse' refers to the medium or mode of the language activity and it thus determines or rather correlates with the role played by the language activity in the situation. The primary distinction on this dimension is that into spoken and written language, the two having by and large different situational roles. Thus, mode based register is concerned with the purpose and subject matter of the communication notably by speech or writing which is related with 'how' a communication takes place i.e. whether in written or oral form.

Dimension of register classification i.e. 'style of discourse' refers to the relations among the participants. To the extent that these registers affect and determine features of the language, they suggest a primary distinction between colloquial and polite. This dimension is unlikely ever to yield clearly defined discrete registers. Style based register, which is also called tenor based register is related with 'whom' aspect (i.e. how the speaker views the person addressed).

Another type of register, is 'field of discourse' which refers to what is going on: to the area of operation of the language activity. Under this heading, registers are classified according to the nature of the whole event of which the language activity forms a part. In the type of the situation in which the language activity accounts for practicality the whole of the relevant activity such as an essay, a discussion or an academic seminar, the field of discourse is the subject matter. On this dimension of classification, we can recognize registers such as mathematics, science, personal relations, journalism, commerce and so on.

Regarding the use of different words in different types of register Wardhaugh (2000,p.48) defines registers as "the set of vocabulary items associated with discrete occupational or social groups. Surgeons, pilots, bank managers, sales clerks, jazz fans and pimps employ different registers ..." Ferguson (1994,p.20 in Wardhaugh 2000,p.48) writes that people participating in recurrent communication situation tend to develop similar vocabularies, similar features of intonation and characteristic bits of syntax and phonology in the situations in which they are communicating.

Thus, registers are the special terms of any language which differ according to the situation, mode of language (i.e. oral or written) and field or topic. As I selected the study topic 'Language Used in Cosmetic Products' is related to register because language used in the field of cosmetic products is field based register.

1.1.2 Language Used in Cosmetic Products

Cosmetics in general are all preparations used externally to condition and beautify the body by cleaning, colouring, softening or protecting the skin, hair, nails, lips or eyes. Cosmetics and perfumery are by no means confined to use by women as might be assumed. Grooming aids frequently used by men include powders and lotions, particularly alcohol based after shave lotions, hair tonics often with alcohol.

In other words, cosmetics are substances used to enhance or protect the appearance of the human body. Cosmetics include skincare creams, lotions, powders, perfumes, lipsticks, fingernail and toenail polishes, eye and facial make-up, permanent waves, coloured contact lenses, hair colours, hair sprays and gels, baby products, bath oils, bubble baths, bath salts, butters and many other types of products. Their use is widespread, especially among women in western countries. A subset of cosmetics is called "make-up", which refers primarily to coloured products in tended to alter the user's

appearance. Many manufacturers distinguish between decorative cosmetic and care cosmetics.

The manufacture of cosmetics is currently dominated by a small number of multinational corporations that originated in the early 20th century, but the distribution and sales of cosmetics can be traced among a wide range of different businesses. The U.S FDA (Federal Food Drug and Cosmetic Act) which regulates cosmetics in the United States defines cosmetics as: "intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance without affecting, the body's structure or functions". This broad definition includes, as well, any material intended for use as a component of a cosmetic product.

During the 20th century, the popularity of cosmetics increased rapidly. Especially in the United States, cosmetics are used by girls at an increasingly young age. Many companies have catered to this expanding market by introducing more flavoured lipsticks and glosses, cosmetics packaged in glittery, sparkly packaging and marketing and advertising using young models. The social consequences of younger and younger beautification have had much attention in the media over the last few years.

Except make-up, cosmetics also include skin and health care products. These include creams and lotions to moisturize the face and body, sunscreens to protect the skin from damaging UV radiation, and treatment products to repair or hide skin imperfections (acne, wrinkles, dark circles under eyes, etc.). Cosmetics can also be described by the form of the product, as well as the area for application. Cosmetics can be liquid or cream emulsions; powders, both pressed and loose; dispersions; and anhydrous cream or sticks.

It is estimated that the people of industrialized countries are exposed to an average of over hundred different ingredients from cosmetics each day.

Every day almost each one of us uses approximately ten different cosmetic products including toothpaste, soap, shampoo, hair conditioners, lip balm, body lotion and depending on the sex either shaving products or make-up, eye-shadow, lipsticks, foundations and nail products. There are many categories of cosmetic products. Some categories of cosmetic products are :

Health and Beauty

Hair Dressing

Skin Care

Make-up, etc.

People consume cosmetic products to survive in today's world. Buying cosmetic product is not the end of consuming for consumers. There are many things that come under it. First thing is consumer's awareness about cosmetics. This shows the healthiness of cosmetics, products' manufactured date, expiry date, ingredients of products, nutrition information etc. Another thing is consumers' knowledge about consumer right i.e. how much consumers can raise their voice for buying healthy cosmetics. Such knowledge makes consumers to consume healthy cosmetic products from the market. As cosmetic products are commercial products, people are attracted due to different attractive advertisements 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 seeing they can buy cosmetics from the market. But some type of language which attracts vigorously to consumers like slogans of specific products. These are used only to attract people to sell goods and maintain market position.

Thus, language develops the global intelligibility among the English language users. It is a set of conventional communicative signals used by

humans for communication in a community. Language in this sense is a possession of a social group comprising an indispensable set of rules which permits its member to relate to each other to interact with each other.

1.2 Literature Review

There are some researches on language used in headlines, editorials, banners, caption writings etc. Some of them reviewed as follows:

Bhandari (1999) has conducted a study entitled "A Study on the Use of Tense and Aspects in Nepali-English Newspaper" in her M.Ed. thesis. The data were collected from two dailies and two weeklies and the frequency of tense and aspect was computed analyzed and interpreted. This study has found that non-past and present perfective aspect were more frequent in newspaper.

Shrestha (2000) has carried out a research on "The Language Used in Newspaper Headlines". The study had attempted to analyze newspaper headlines based on their structures, tenses and aspects. This study has concluded that newspaper headline has its own style of writing which differs considerably from general pattern of writing.

Upadhyaya (2003) carried out a research entitled "A Descriptive Study of Brochures". He described brochures physically as well as linguistically and concluded that single background colour and verb less slogans were found most frequently in brochures.

Pokharel (2004) has carried out a research on "English in Broadcast and Print Media". This research has attempted to compare print and broad cast media in terms of sentence, length, contracted form and S-V proximity. The researcher has found that the language of print media is simple and the language of broadcast media is relatively complex.

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

Sharma (2007) has carried out the research entitled 'Language Used in Newspaper Editorials: A Descriptive Study'. The main purpose of this study was to find out the characteristic features of the language used in Nepali - English newspaper editorials in terms of sentence types, voice, tense, aspects, length of editorials, sentence length and style of writing. He used non-probability purposive sampling design with observational tools. The findings of the study were that complex sentences were used maximally in the newspaper published from Nepal and more than half of the total sentences from abroad. Simple and compound sentences were used with limited frequency. Non-past tense was used more frequently in all, covering more than three-fourth of the total sentences. Simple aspect was maximally used and perfective aspect was used highly than passive. Formal writing was everywhere. But, there is lack of other types of study like vocabulary, semantics, etc.

Tiwari (2007) has carried out the research on 'Language used in Economic Journals'. The main purpose of the study was to find out the frequency used in the voice, tense, sentence types, aspect and sentence length. The study was based on the secondary source of data. He applied non-probability random judgmental sampling using observational tool. He selected forty-five

texts from the magazine. 'The Country Economic Review', 'The Economic Journal from the Philippines, Nepal and the USA respectively. He found out that complex sentences were maximally used and simple and compound sentences rarely. Non-past was frequently used rather than the past tense. Active voice was highly used than passive one. Simple aspect was maximally used, perfective was more frequently than progressive. Sentence length from native text was longer than that of non-native.

Poudel (2007) has conducted a research entitled "The English Language Used in Nepali Commercial Products; A Descriptive Study". He has analyzed the English language used in Nepali commercial products in terms of word classes, construction, tense aspects and mood and language functions. He has concluded that nouns, verb less construction, non-past tense and imperative sentence have highest frequency. The language function is also found highly persuading and convincing.

Though the reviewed researches are related with present research no research has been conducted to study language used in cosmetic products.

1.3 Objectives of the study

This study had the following objectives:

- a) To analyze the language used in cosmetic products in terms of
 - i) Vocabulary item
 - ii) Tense
 - iii) Mood
 - iv) Sentence Structure
 - v) Writing style
- b) To point out some pedagogical implications.

1.4 Significance of the Study

It is as small work. It mainly aims to give a general picture of the English language used in the field of cosmetic products. This sort of research has not been carried out in the Department of English Education. So, the research will be valuable for the English Department itself. This study is hoped to be useful as a reference material for related researches and studies. This study will be beneficial to them who are involved in industrial sectors for designing, packaging and labeling information about commercial cosmetic product.

1.5 Definition of Terms

Tense - Tense refers to a verb form used to express a time relation. Morphologically, English has two tense systems. The past tense and non past tense. The past tense refers to past time and non-past tense refer to the present and future time.

Mood - Mood is the mode or method by which a verb is used to express a particular action. There are four types of mood: declarative, interrogative, imperative and probabilities.

Declarative mood - Declarative mood is description of a verb form or a type of sentence or clause which is typically used in the expression of statement that is, a 'declaration' that something is or is not the case. It is the case indicating that the speaker is making a statement that he believes to be true. This mood is unmarked mood. It is indicated by normal form of verb in statements.

Interrogative mood - Interrogative and declarative sentences can have the same form, but the first is uttered with rising intonation (intonation of question), or with addition of question words. The verb in the interrogative sentence gets the meaning of interrogative mood.

Imperative mood - The imperative mood, generally, refers to the term that asks the hearer to perform the action. The imperative mood is the form of the verb issuing direct commands or orders. As the imperative sentences express direct commands, instructions or requests, it is solely restricted to the second person subject.

Probability mood - This probability mood refers to the verbal expression which indicated the uncertainty or probability. In probability, the speaker is not certain about the occurrence of event or state of affairs, he hypothesizes only. So, this mood is hypothetical mood.

Construction/ structure - Construction refers to the overall process of internal organization of grammatical unit. For example, a sentence is made up of morphemes by applying a set of rules. More specifically, it refers to the systematic result of such a process.

Verbless construction - In this type of construction, verb form is absent. There may be a word, noun phrase, an adverbial phrase or clause in the construction.

Finite Construction - A construction which contains a finite verb phrase that is a verb phrase capable of showing tense, mood, aspect and voice.

Non-finite Construction - Mainly three types of non-finite clauses can function as direct object, viz. 'infinite' clause -'ing' clause and 'ed' - participle clause. An infinitive clause may or may not contain the particle 'to' in non-finite construction.

Passive construction - The voice of a verb shows whether it is active or passive. The verb is passive if the subject receives an action.

Subjectless construction - A sentence that does not contain subject of a verb is called subjectless construction.

Vocabulary - Vocabulary implies the English words which are used in different fields.

Cosmetics - Cosmetics are substances used to enhance or protect the appearance of the human body.

CHAPTER - TWO

METHODOLOGY

The researcher had followed the following methodology to carry our research work:

2.1 Source of Data

The researcher has utilized both primary and secondary sources for the collection of data.

2.1.1 Primary Sources

Eighty different labels and wrappings of different cosmetic products were the primary sources of data.

2.1.2 Secondary Sources

The secondary sources of data were the researches which were previously carried out, journals and books related to the topic.

2.2 Sampling procedure

The researcher collected eighty cosmetic product wrappings and labels applying non-random convenient sampling procedure.

2.3 Tools for Data Collection

The main tool for data collection for this study was observation. The researcher collected data and observed the tense, mood, sentence structures, vocabulary item and writing style from the sampling of cosmetic product wrapping labels.

2.4 Process of Data Collection

The Cosmetic product wrappings and labels were collected by visiting different departmental stores and cosmetics shop.

The researcher categorized the cosmetic product as:

- a) Health and Beauty
- b) Hair Dressing
- c) Skin Care/ Body Painting
- d) Make-up
- e) Miscellaneous

The researcher analyzed these product wrapping and labels using observation table.

2.5 Limitations of the Study

This study was limited to the eighty different cosmetic product wrapping and labels.

The cosmetic products found only in Nepal were included in the study.

The analysis of the English language were limited to the tense, mood, sentence structure, vocabulary item and writing style.

The cosmetic products written only in English language were included in the study.

CHAPTER - THREE

ANALYSIS AND INTERPRETATION

This chapter consists of the analysis and interpretation of the data collected from five different types of cosmetics products in the English Language.

This chapter analyses and describes 'The language used in cosmetic products' in terms of tense, mood, vocabulary item, sentence structures and writing style respectively. In this process, the analysis and comparison of the first different items of cosmetic products were included.

3.1 Vocabulary items in Cosmetic Products

The word 'Vocabulary' refers to a word containing in a language having its own identical meaning and have dictionary meaning. In fact in any field, we find some technical words used only in that particular fields. Therefore, the investigator also met words only used in the fields which make one field different from another. Some words were found to be borrowed from other languages, but not found in English. It may be that companies use their local language words to attract people's attention to their products.

Vocabularies are bricks of language. In the absence of bricks, one cannot make his\her building. In the same way, one cannot communicate or use language if s\he lacks vocabularies. Word meaning, word use, word formation and word grammar and the aspects of vocabulary in English language.

In this section, the investigator's concern is of special vocabularies that are found only in specific field. Thus, vocabularies used in cosmetic products and their frequency of Health and Beauty, Hair dressing, skincare\Body painting, Make up and Miscellaneous has been analyzed.

The number of specific words in each and every sentence is listed and analyzed to find out their word class with number of occurrences, then all vocabularies are tabulated mentioning the categories like nouns, verbs, adjectives and adverbs, and frequency of each cosmetic items followed by their cumulative presentation.

The researcher has compared the frequency of occurrences of special vocabularies used in different types of cosmetic products viz. health and beauty, hair dressing, skincare\body painting, make up and miscellaneous item respectively. While analyzing special vocabularies, the researcher has observed eighty labels and wrapping of different types of cosmetics products. The number of special vocabularies found in the above mentioned cosmetic products has been listed below showing their major word class and frequency. The researcher has analyzed eight hundred and fifty six sentences in total to find out the required information, special vocabularies that are found in the five different types of cosmetic products are given in Appendix I.

The researcher has found one hundred and twelve words in total during the analysis of special vocabularies used in the different types of cosmetic products. She has found eighty-two of health and beauty item, eighty five of hair dressing item, seventy-nine of skincare\body painting item, eighty five of make up item and forty nine of miscellaneous item from the eight hundred and fifty six sentences.

It has been found that health and beauty item carries fifty-three, sixteen, eleven and two, hair dressing item carries fifty-five, eighteen, ten and two and skin care item carries fifty-two, fifteen, ten and two; nouns, verbs, adjectives and adverbs respectively. Similarly, the make-up item carries fifty-eight, sixteen, nine and two, and miscellaneous item carries thirty-six, eight, four and one; nouns, verbs, adjectives and adverbs respectively. Out

of one hundred and twelve vocabularies, the researcher has found seventy-nine nouns, twenty verbs, eleven adjectives, and two adverbs. Some nouns like Dabur, TM, directions, ingredients, herbal, perfume, decorating, nutrition, lotion, sunscreen, natural, oil-free, longlasting, color, ml, etc. are found to have been used repeatedly in all the five different items of cosmetic products with highest frequency. In the similar way, verbs like moisten, contains, flavoring, enriched, removes, shake, etc. and adjectives like external use, supple, premium, excellent quality etc. have been used frequently. Likewise, only two adverbs; dermatologically and clinically have been found in all items repeatedly.

3.1.1 Analysis of Special vocabularies Used in Cosmetic Products of Health and Beauty Item

The special vocabularies used in the cosmetic of health and beauty item have been observed carefully to find out the frequency in terms of nouns, verbs, adjectives and adverbs. The total observed sentences of this item are two hundred and twenty six. Here, only the tabulation of nouns verbs, adjectives and adverbs have been done.

Table No. 1

Special Vocabularies Used in Cosmetic Products of Health and Beauty Item

S.N.	Word Class	Total Words
1.	Nouns	53
2.	Verbs	16
3.	Adjectives	11
4.	Adverbs	2
Total		82

The table given above clearly shows that the total number of special vocabularies used in the cosmetic products of health and beauty are only

eighty two. Out of eighty two special vocabularies, fifty three nouns, sixteen verbs, eleven adjectives and two adverbs have been found. Nouns occupy the highest and adverbs occupy the least frequency. Likewise verbs and adjectives stand between them.

3.1.2 Analysis of Special Vocabularies Used in Cosmetic Products of Hair Dressing Item

The special vocabularies used in the cosmetic products of hair dressing have been observed to find out the frequency in terms of nouns, verbs, adjectives and adverbs. The total observed sentences of this item are two hundred and seventy two. Only the tabulation of nouns, verbs, adjectives and adverbs has been done here.

Table No. 2

Special Vocabularies Used in Cosmetic Products of Hair Dressing Item

S.N.	Word Class	Total Words
1.	Nouns	55
2.	Verbs	18
3.	Adjectives	10
4.	Adverbs	2
Total		85

The total number of special vocabularies used in the cosmetic products of hair dressing is only eighty five. Among them, fifty five nouns, eighteen verbs, ten adjectives and two adverbs have been found. Nouns occupy the highest frequency and adverbs occupy the least. Similarly, verbs and adjectives stand between them.

3.1.3 Analysis of Special Vocabularies Used in Cosmetic Products of Skincare\Body painting Item

Here, the researcher has observed the special vocabularies used in the cosmetic products of skin care items to find out the word-class and frequency in terms of nouns, verbs, adjectives and adverbs. The investigator has observed two hundred and twenty seven sentences. Only the tabulation of nouns, verbs, adjectives and adverbs has been done here.

Table No. 3

Special vocabularies used in Cosmetic Products of Skin Care Item

S.N.	Word Class	Total Words
1.	Nouns	52
2.	Verbs	15
3.	Adjectives	10
4.	Adverbs	2
Total		79

The total number of special vocabularies used in the cosmetic products of skin care\body painting items is only seventy nine. Out of these special vocabularies, fifty two nouns, fifteen verbs, ten adjective and two adverbs have been found. Nouns occupy the highest frequency and adverbs occupy the least. Similarly, verbs and adjectives stand between them.

3.1.4 Analysis of Special Vocabularies Used in Cosmetic Products of Make up item

The researcher has observed the special vocabularies used in the cosmetic products of make-up item to find out the word-class and frequency in terms of nouns, verbs, adjectives and adverbs. The researcher has observed one

hundred and six sentences from the label and wrapping of the cosmetic products of make-up items. The tabulation of nouns, verbs, adjectives and adverbs has been done here.

Table No. 4

Special Vocabularies Used in Cosmetic Products of Make-up Item

S.N.	Word Class	Total Words
1.	Nouns	58
2.	Verbs	16
3.	Adjectives	9
4.	Adverbs	2
Total		85

The total number of special vocabularies used in the cosmetic products of make-up items is eighty five. Among them, fifty-eight nouns, sixteen verbs, nine adjectives and two adverbs have been found. Nouns occupy the highest frequency and adverbs occupy the least. In the similar way, verbs and adjectives stand between them.

3.1.5 Analysis of Special Vocabularies Used in Cosmetic Products of Miscellaneous Item

The researcher has observed the special vocabularies used in the cosmetic products of miscellaneous items to find out the frequency in terms of nouns, verbs, adjectives and adverbs. The researcher has observed only twenty five sentences from the labels and wrapping of the cosmetic products of miscellaneous items. The tabulation of nouns, verbs, adjectives and adverbs has been done here .

Table No. 5

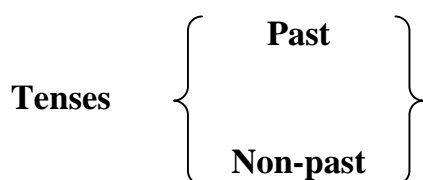
Special Vocabularies Used in Cosmetic Products of Miscellaneous Item

S.N.	Word Class	Total Words
1.	Nouns	36
2.	Verbs	8
3.	Adjectives	4
4.	Adverbs	1
Total		49

The table clearly shows that the total number of special vocabularies used in the cosmetic products of miscellaneous items are only forty nine. Out of these vocabularies, thirty six nouns, eight verbs, four adjectives and one adverb has been found. Nouns occupy the highest frequency and adverbs occupy the least. Like wise, verbs and adverbs stands between Nouns and Adjectives.

3.2 Tense in Cosmetic Products

Tense refers to the relationship between form of the verb and the time of action or state it describes. Morphologically, English has two tense systems. They are as follows.



Generally, the past tense shows the past time where as non-past tense shows the present as well as future time. However, this is not always true. The researcher has found out that both past and non-past tenses are used in the

Cosmetic Products. The study has shown that the non-past tense is used heavily. However, the use of past-tense is not totally neglected.

The researcher has found the following frequency of tenses being used in the five different types of cosmetic products.

The researcher has compared the frequency of occurrences of tense used in different type of Cosmetic product viz health and beauty hair dressing, skincare/body painting, make up and miscellaneous respectively.

Table No. 6

Tense Used in Five Different Types of Cosmetic Products.

Sentence types	Health and Beauty		Hair dressing		Skin care/ body painting		Make up		Miscellaneous		Total	
	Fre	%	Fre	%	Fre	%	Fre	%	Fre	%	Fre	%
Past	3	8.1	2	6.45	6	20	1	12.5	1	33.33	13	11.93
Non-past	34	91.9	29	93.55	24	80	7	87.5	2	66.67	96	88.07
Total	37	100	31	100	30	100	8	100	3	100	109	100

The above table shows that non-past tense is most frequently used in all five Cosmetic products. The non-past tense occupies 88.07 percent in total. The non-past tense covers 91.9 percent, 93.55 percent, 80 percent, 87.5 percent and 66.6 percent in the different Cosmetic products health and beauty, hair dressing, skin care/ body painting, make-up and miscellaneous items respectively.

Similarly the past tense is used least frequently in all the five Cosmetic products. The past tense occupies 11.93 percent in total. The past tense covers 8.1 percent, 6.45 percent, 20 percent, 12.5 percent, 33.33 percent in

the health and beauty, hair dressing, skin care/ body painting, make-up and miscellaneous items respectively.

The aggregate of the non-past tense occupies 88.0% (i.e. 96 out of 109) and the past tense occupies only 11.93%(i.e. 13 out of 109).

3.2.1 Analysis of Tenses Used in Cosmetic Products of Health and Beauty Items

The researcher has observed thirty seven sentences selected from the labels and wrapping of the cosmetic products understudy to find out the frequency of tenses used in the cosmetic products of health and beauty item and the frequencies of tenses found from the study has been shown in the following table:

Table No. 7

Tense in Cosmetic Products of Health and Beauty Item

Tense Types	Frequency	Percent
Non-past	34	91.9
Past	3	8.1
Total	37	100.00

The table clearly shows that the non-past tense has been used with the highest frequency than past tense in cosmetic products of health and beauty item. Out of thirty seven sentences, thirty four have been found in non-past covering 91.9% which is near about total sentences. Only three sentences have been found in the past. The past tense covers 8.1%, which is approximately one twelfth in total.

Some examples of the use of tense, non-past (i-iii) and past (iv-v) in the labels and wrapping of the cosmetic products of health and beauty item are as follows.

- i. Vitamin fluoride system gives stronger teeth (adopted from toothpaste).
- ii. It has a special ingredient which help to prevent pimples (adopted from clean and clear face wash)
- iii. Gulabjal provides exciting ways of all round uses (adopted from Kokila-Gold Rose Water)
- iv. The professional care technology specially developed for normal to dry skin (adopted from Nivea saving cream)
- v. Net wt. 100 ml when packed (adopted from Miracle Rose water)

3.2.2 Analysis of Tenses Used in Cosmetic Products of Hair Dressing Item

The researcher has carefully observed thirty one sentences selected from the labels and wrapping of the cosmetic products understudy to find out the frequency of tense used in the cosmetic products of hair dressing item and the frequencies of tenses found from the study has been shown in the following table.

Table No. 8

Tense in Cosmetic Products of Hair Dressing Item.

Tense Types	Frequency	Percent
Non-past	29	93.55
Past	2	6.45
Total	31	100.00

This table clearly shows that the non-past tense has been used with the highest frequency. Out of thirty one sentences, twenty nine have been found in non-past covering 93.5%. Similarly, only two sentences have been found in the past tense covering 6.45%, which is less than one-sixteenth of the total.

Some examples of use of the tense, non-past (i-iii) and past (iv-v) in the labels and wrapping of the Cosmetic products of hair dressing item are as follows.

- i. Chand Tara natural red henna contains fresh land picked henna leaves blended with exclusive, rare hare care herbs known since centuries to condition, enrich, strengthen and beautify (adopted from Chand Tara Colour).
- ii. Upon each application the active fruit concentrate acts between deep with in and on the surface of your hair (adopted from garnier hair conditioner)
- iii. It fights 5 signs of dandruff to help restore the health of your scalp (adopted from head and shoulder shampoo).
- iv. Net wt. 100 g when packed (adopted from Kala-kola colour)
- v. Enriched within Avocado oil. (adopted from Fem hair removing cream).

3.2.3 Analysis of Tenses Used in Cosmetic Products of Skin care/Body painting Item

The researcher has carefully observed thirty sentences selected from the labels and wrapping of the cosmetic products understudy to find out the frequencies of tenses found from the study has been shown in the table below:

Table No. 9

Tense in Cosmetic Products of Skin Care/ Body Painting Item.

Tense Types	Frequency	Percent
Non-past	24	80
Past	6	20
Total	30	100.00

This table clearly shows that the non-past tense has been used with the highest frequency than the past tense. Out of thirty sentences, twenty sentences have been found in non-past tense covering 80%. Similarly, past tense covers only 20% that is six sentences out of thirty, which is one fifth of the total sentences. The past tense has the least frequency than the non-past tense.

Some examples of use of the tense, non-past (i-iii) and past (iv-vi) in the labels and wrapping of the cosmetic products of skin care/ body painting item are as follows:

- i. Joy honey and almonds cold cream contains generous doses of almond oil and honey along with Vitamin E and sunscreen (adopted from Joy honey and almonds cream).
- ii. Dabur Gulabari Cold Cream with natural rose extracts derives its goodness from dabur gulabari rose water (adopted from Dabur Gulabari Cold Cream).
- iii. Fairever Mantra combines the power of various traditional fairness ingredients using modern science to make four skin visibly fairever, naturally (adopted from fairever-Mantra).

- iv. That's the reason this wonderfully light and fast-absorbing body lotion was made to improve not just the one but all three levels of dryness (adopted from Dove body lotion).
- v. Developed after three years of research in unilever laboratories (adopted from fair and men's active).
- vi. Tested with over two thousand Asian women (adopted from Anti-Marks fairness).

3.2.4 Analysis of Tenses Used in Cosmetic Products of Make-up Item

The researcher has carefully observed eight sentences selected from the labels and wrapping of the cosmetic product understudy to find out the frequency of tenses used in the cosmetic products of make-up items and the frequency of tenses found from the study has been shown in the following table:

Table No. 10
Tense in Cosmetic Products of Make-up Item.

Tense Types	Frequency	Percent
Non-past	7	87.5
Past	1	12.5
Total	8	100.00

This table clearly shows that the non-past tense has been used with the highest frequency rather than the past tense. Out of eight sentences, seven sentences have been found in the non-past tense covering 87.5%, which is near about total sentences.

In the other hand, past tense covers only 12.5% out of hundred which shows that the past tense has the least frequency than the non-past tense.

Some examples of use of the tense, non-past (i-iii) and past (iv) in the labels and wrapping of the cosmetic products of make-up item are as follows.

- i. Ayur herbal Cleansing milk is a natural herbal cleanser which gently lifts away make-up, dirt and other impurities leaving the skin feeling soft, clean and healthy (adopted from Ayur Herbal Cleansing Milk)
- ii. The glorious colour makes your lips shining diamond looking (adopted from Lancome Lip glush)
- iii. It contains no animal, vegetable or mineral oil (adopted from revlon Eye shadow).
- iv. Net weight 100 ml when packed (adopted from Ayur Herbal Cleansing Milk).

3.2.5 Analysis of Tenses Used in Cosmetic Products of Miscellaneous Item

The researcher has observed three sentences selected from the labels and wrapping of the cosmetic products understudy to find out the frequency of tense used in the cosmetic products of miscellaneous item and the frequency of tenses found from the study has been shown in the following table:

Table No. 11

Tense in Cosmetic Products of Miscellaneous item

Tense Types	Frequency	Percent
Non-past	2	66.67
Past	1	33.33
Total	3	100.00

This table given above clearly shows that the non-past tense has been used with the highest frequency than that of past tense in the cosmetic products of miscellaneous item. Out of three sentences, two sentences have been found in non-past covering 66.6%. On the same way, only one sentence has been found in the past tense covering 33.33% which is one third in total.

Some examples of the use of tense, non-past (i) and past (ii) in the labels and wrapping of the cosmetic products of miscellaneous items are as follows.

- i. Each 10 ml contains coconut oil and other ingredients
(adopted from Mediker).
- ii. Net wt. 25 ml when packed (adopted from Glyricine).

3.3 Moods in Cosmetic products

Mood is the mode or method by which a verb is used to express a particular action. The researcher classified the mood into the following types:

1. Declarative mood
2. Imperative mood
3. Interrogative mood
4. Probability mood

Generally, the declarative mood is typically used in the expression of statement that is a declaration whereas the interrogative mood can have the same form, but the first is uttered with rising intonation of question.

Similarly, the imperative mood refers to the term that asks the hearer to perform the action and finally, the probability mood refers to the verbal expressions, which indicates the uncertainty.

The researcher has found that all types of moods are used in the Cosmetic products. The study has shown that the imperative mood is used more frequently where as the probability mood the least frequently.

The researcher has found the following frequency of moods being used in the five different types of Cosmetic products.

The researcher has compared the frequency of occurrence of mood used in different types of cosmetic product viz. health and beauty, hair dressing, skin care/ body painting, make-up and miscellaneous items respectively.

Table No. 12

Moods Used in Five Different Types of Cosmetic Products

Types of Mood	Health and Beauty		Hair dressing		Skin care/ body painting		Make up		Miscellaneous		Total	
	Fre	%	Fre	%	Fre	%	Fre	%	Fre	%	Fre	%
Declarative mood	30	68.2	21	27.3	20	35.71	12	37.5	3	33.33	86	39.44
Imperative mood	14	31.8	48	62.3	32	57.14	14	43.75	5	55.56	113	51.83
Interrogative mood	-	-	6	7.8	4	7.15	4	12.5	-	-	14	6.43
Probability mood	-	-	2	2.6	-	-	2	6.25	1	11.11	5	2.3
Total	49	100	77	100	56	100	32	100	9	100	218	100

The above table clearly depicts that there are altogether two hundred and eighteen sentences showing the grammatical category of mood. There are eighty six declarative mood covering 39.4%, one hundred thirteen imperative mood covering 51.83%, fourteen interrogative mood covering 6.43% and five probability mood covering 2.3% respectively.

Hence, the table shows that the frequency of imperative mood is in the highest position and the frequency of probability mood in the least position.

3.3.1 Analysis of Moods Used in Cosmetic Products of Health and Beauty Item

The researcher has carefully observed forty-four sentences from the labels and wrapping of the health and beauty items of cosmetic products in order to find out the frequency of moods. From the careful study and observation, she has found the following frequency of occurrences of moods.

Table No. 13

Mood in Cosmetic Products of Health and Beauty Item

Types of Moods	Health and Beauty	
	Frequency	Percentage
Declarative mood	30	68.2
Imperative mood	14	31.8
Interrogative mood	-	-
Probability mood	-	-
Total	44	100

The above table clearly shows that the declarative mood has been used with the highest frequency, than that of imperative mood.

Out of forty four sentences, thirty sentences have been found in declarative mood covering 68.2%. Similarly, in the case of imperative mood, fourteen sentences have been found out of forty four sentences covering 31.8%. But the researcher has not found any sentences of imperatives and probability mood in health and beauty items of cosmetic Products.

Some examples of the use of mood, declarative (i-iii) and imperative (iv-vi) of the labels and wrapping of the cosmetic products of health and beauty item are as follows:

- i. Its supershakti foam cleans away germs effectively (adopted from colgate tooth paste).
- ii. Creamy microfoam containing sea minerals and Vitamine Care helps to protect against skin irritations (adopted from Nivea saving cream).
- iii. Gulabjal Containing 'Rooh Gulab' is a specially formulated rose water from the trusted house water laboratory (adopted from Kokila gold rose water).
- iv. Apply a small quantity of purifying Neem face wash and gently work up lather with a circular motion (adopted from Neem face wash).
- v. Do not use when there is a wound, rash or some other skin abnormalities (adopted from Denim Black after shave lotion).
- vi. Brush thoroughly at least twice a day or as directed by a dentist (adopted from close up toothpaste).

3.3.2 Analysis of Moods Used in Cosmetic Products of Hair Dressing Item

The researcher has carefully observed seventy seven sentences selected from the cosmetic products understudy to find out the frequency of mood used in the cosmetic products of hair dressing item and the frequencies of moods found from the study are given below.

Table No. 14

Mood in Cosmetic Products of Hair Dressing Item

Types of Moods	Hair Dressing	
	Frequency	Percentage
Declarative mood	21	27.3
Imperative mood	48	62.3
Interrogative mood	6	7.8
Probability mood	2	2.6
Total	77	100

The above table clearly shows that the imperative mood has been used with the highest frequency than other moods. Out of seventy seven sentences, greater than half sentences that is forty eight sentences covering 62.3% have been found in imperative mood. In the same way, out of seventy seven sentences twenty one sentences have been found in declarative mood with the second highest frequency covering 27.3%. Similarly, six sentences have been found in interrogative mood covering 7.8% and two sentences have been found in probability mood covering 2.6% respectively.

Some examples of the use of mood, declarative (i-iii), imperative (iv-vi), interrogative (vii-ix) and probability (x-xi) in the cosmetic products of hair dressing are as follows.

- i. It's natural formulation along with hibiscus helps in quick absorption while lemon and other active ingredients strengthen roots, there by giving that special shine to your hair with the no oil look (adopted from new dabur special hair oil).
- ii. Imitation of label graphics is a punishable offence (adopted from sunsilk hair shampoo).

- iii. Veet hair removal cream ensures effective hair removal in only three minutes (adopted from veet hair removal cream).
- iv. Mix chand tara colour in luke warm water and keep it aside overnight or for a minimum of three hours (adopted from chand tara hair colour).
- v. Check with your doctor before using if you are on any medication which can affect the skin or if you suffer from any skin related disorder (adopted from veet hair removing cream).
- vi. Rinse well after shampooing and apply the conditioner along the length and to the tips, leave for one-two minutes (adopted from Garnier hair conditioner).
- vii. Any question? Contact Garnier hair care advisor toll free no. 1800-22-3000 (adopted from Garnier hair conditioner).
- viii. Since my skin is sensitive, will a hair removal cream cause irritation? (adopted from Veet hair removal cream).
- ix. Aren't hair removal creams messy and inconvenient to use ? (adopted from fem)
- x. Shampoo may be used only after twenty four hours (adopted from chand tara hair colour)
- xi. This preparation may cause skin irritations in certain persons and should be used only in accordance with advice in the insert. (adopted from Black Henna)

3.3.3 Analysis of Moods Used in Cosmetic Products of Skin care/ Body painting Item

The researcher has carefully observed fifty six sentences from the labels and wrapping of the skin care item of cosmetic products in order to find out the

frequency of moods. From the careful study and observation, the researcher has found the following frequency of occurrences of mood.

Table No. 15

Mood in Cosmetic Products of Skin care/ Body painting Item

Types of Moods	Skin care/ Body painting	
	Frequency	Percentage
Declarative mood	20	35.71
Imperative mood	32	57.14
Interrogative mood	4	7.15
Probability mood	-	-
Total	56	100

The above table clearly shows that the imperative mood has been used with the highest frequency. Out of fifty six sentences, greater than half sentences that is thirty two sentences covering 57.14% have been found in imperative mood. In the same way, out of fifty six sentences, roughly, one third sentences that is only twenty sentences covering 35.71% have been found in the Declarative and only forth sentences have been found in the interrogative mood covering 7.15%, which is less than one fifteenth of the total sentences. But the research has not found any sentences of probability mood in skin care/ body painting item of cosmetic products. Some examples of the use of mood, declarative (i-iii), imperative (iv-vi) and interrogative (vii-ix) of the labels and wrapping of the cosmetic products of skin care/ body painting item are as follows.

- i. Joy Honey and almonds cold cream contains generous doses of almond oil and honey along with vitamins E and sun

screen to nourish your complexion and protect your skin types (adopted from Joy Honey and almond cold cream).

- ii. It includes vitamin and also extract for moisturizing (adopted from loreal body lotion)
- iii. It deserves with the new creamy soft bar from lux (adopted from international lux).
- iv. Gently massage ponds moisturizing cold cream on your face and neck in a upward circular motions twice daily (adopted from ponds creams).
- v. Hold can upright and spray an appropriate amount at a distance of fifteen to twenty five centimeter (adopted from Rira Lilac body spray).
- vi. Use in combination with other products of the range for total fairness (adopted from Fair and Lovely men's active).
- vii. Will the fairness cream work on my skin? (adopted from Fairever Mantra)
- viii. Is fair and lovely men's active the right cream for me? (adopted from Fair and Lovely men's active)
- ix. What will the fairness cream do? (adopted from anti-marks fairness cream)

3.3.4 Analysis of Moods Used in Cosmetic Products of Make up Item

The researcher has carefully observed thirty two sentences from the wrapping and labels of the make-up item of cosmetic products in order to find out the frequency of moods. From the careful study and observations, researcher has found the following frequency of occurrence of mood.

Table No. 16

Mood in Cosmetic Products of Make-up Item

Types of Moods	Make-up	
	Frequency	Percentage
Declarative mood	12	37.5
Imperative mood	14	43.75
Interrogative mood	4	12.5
Probability mood	2	6.25
Total	32	100

The above table clearly shows that the imperative mood has been used with the highest frequency than other moods. Out of thirty two sentences, nearly half sentences that is fourteen sentences covering 43.75% have been found in imperative mood. Similarly, out of thirty two sentence, twelve sentences have been found in declarative mood with the second highest frequency covering 37.5%. In the similar way, four sentences have been found in interrogative mood covering 12.5% and two sentences have been found in probability mood covering 6.25% respectively.

Some examples of the use of mood, declarative (i-iii), imperative (iv-vii), interrogative (viii-ix) and probability (x-xi) in the cosmetic products of make-up item are as follows.

- i. It contains moisturizing foundation for total protection and supper smooth natural finish (adopted from Paris foundation cream).
- ii. Makes your lips shinning diamond looking (adopted from Lancome lip glus).
- iii. It cleans nail enamel quickly and gently (adopted from dream woman nail polish remover).

- iv. Stop using when feeling uncomfortable for skin (adopted from Lancome face powder).
- v. Gently massage in to the skin using circular movements moving from the inside of your face outwards and from the base of your neck to the top (adopted from Garnier face cream).
- vi. Apply with cotton wool or tissue on face and neck with upward and outward movements (adopted from Ayur Herbal cleansing milk).
- vii. Keep away from heat or fire (adopted from Sonata nail polish).
- viii. How do I use Garnier light matte?
- ix. Is Garnier matte right for me? How is it different? (adopted from Garnier face cream)
- x. It may give your skin outstanding moist and radiant effects of making up, more beautiful and healthier looking as well (adopted from Lancome face powder).
- xi. It may be applied as often as required (adopted from Garnier face cream).

3.3.5 Analysis of Moods Used in Cosmetic Products of Miscellaneous Item

The researcher has carefully observed nine sentences selected from the cosmetic products understudy to find out the frequency of mood used in the cosmetic products of miscellaneous item and the frequencies of moods found in the study are given below:

Table No. 17

Mood in Cosmetic Products of Miscellaneous Item

Types of Moods	Miscellaneous	
	Frequency	Percentage
Declarative mood	3	33.33
Imperative mood	5	55.56
Interrogative mood	-	-
Probability mood	1	11.11
Total	9	100

The above table clearly depicts that the imperative mood has been used with the highest frequency than the other moods. Out of nine sentences, greater than half sentences that is five sentences covering 55.56% have been found in imperative mood. In the same way, out of nine sentences only one-third sentences that is three sentences covering 33.33% have been found in declarative mood. Similarly, out of nine sentences, only one sentence has been found in the Probability mood covering 11.11%. But the researcher has not found any sentences of Interrogative mood in miscellaneous item of Cosmetic products.

Some examples of the use of mood, declarative (i-ii), imperative (iii-iv) and probability (v) of the labels and wrapping of the cosmetic products of miscellaneous item are as follows:

- i. Mediker is clinically tested and safe to use (adopted from Mediker).
- ii. Each 10 ml contains coconut oil and other ingredients (adopted from Glycrine)

- iii. Apply mediker like a shampoo to make lather (adopted from mediker).
- iv. Store in a well closed container (adopted from Glycrine)
- v. Does Mediker works on my hair ? (Adopted from mediker)

3.4 Sentence Structure in Cosmetic Products

Here, the structural analysis is done in terms of the types of construction the language is based upon. Construction refers to the overall process and of internal organization of grammatical unit. There are many constructions in English. But the researcher took only five types of constructions used in cosmetic products. The language constructions of cosmetic products are analysed on the basis of the following types.

- i. Finite construction.
- ii. Non-finite construction.
- iii. Verbless construction.
- iv. Subjectless construction.
- v. Passive construction.

(The constructions are based on Arts and Arts 1986)

The researcher has found the following frequency of constructions being used in the five different types of cosmetic products.

The researcher has compared the frequency of occurrences of constructions used in different types of cosmetic products viz. Health and Beauty, Hair Dressing, Skin Care, Make-up, Miscellaneous respectively.

Table No. 18

Constructions used in five different types of cosmetic products

Sentence types	Health and Beauty		Hair dressing		Skin care/ body painting		Make up		Miscellaneous		Total	
	Fre	%	Fre	%	Fre	%	Fre	%	Fre	%	Fre	%
Finite	27	18.62	27	16.46	20	14.18	7	10.60	2	15.38	83	15.69
Non-finite	5	3.45	3	1.83	6	4.26	5	7.58	-	-	19	3.59
Verbless	52	35.86	44	26.83	60	42.56	22	33.33	4	30.77	182	34.40
Subjectless	37	25.52	63	38.47	32	22.69	14	21.21	5	38.46	151	28.54
Passive	24	16.55	27	16.46	23	16.31	18	27.27	2	15.38	94	17.77
Total	145	100	164	100	141	100	66	100	13	100	529	100

The above table clearly depicts that there are altogether five hundred and twenty nine sentences, showing the constructions. Among them, eighty three finite constructions covering 15.69%, nineteen non-finite constructions covering 3.59%, one hundred and eighty two verbless construction covering 34.4%, One hundred and fifty one subjectless constructions covering 28.54% and ninety four passive constructions covering 17.7% respectively.

Hence, the table shows that the frequency of verbless construction is in the highest position and the frequency of non-finite construction in the least position. In the similar way, subjectless, passive and finite constructions stand between them.

3.4.1 Analysis of Constructions Used in Cosmetic Products of Health and Beauty Item

The researcher has observed one hundred and forty five sentences selected from the labels and wrapping of the cosmetic products understudy to find

out the frequency of constructions used in the cosmetic products of health and beauty item and the frequencies of construction found from the research has been shown in the following table:

Table No. 19

Constructions in Cosmetic Products of Health and Beauty Item

Types of Construction	Health and Beauty	
	Frequency	Percent
Finite construction	27	18.62
Non-finite construction.	5	3.45
Verbless construction.	52	35.86
Subjectless construction.	37	25.52
Passive construction	24	16.55
Total	145	100.00

The table clearly shows that the verbless construction has been used with the highest frequency than other constructions. Out of one hundred and forty five sentences, nearly one third sentences that is fifty two sentences covering 35.86% have been found in verbless construction. Similarly, the subjectless construction occupies the second highest frequency with thirty seven sentences covering 25.52%.

In the case of finite construction and passive constructions, twenty seven and twenty four sentences have been found covering 18.62% and 16.55% respectively. Like wise, the nonfinite construction has the least frequency of occurrences covering only 3.45%. Following are some examples of the use of construction, Finite (i-iii) Non finite (iv), verbless (v-vii), Subjectless (viii-ix) and Passive (x) in the cosmetic products of Health and Beauty item.

- i. Its advanced supershakti formula is clinically proven to make your teeth stronger than ever before (adopted from Colgate toothpaste).
- ii. It contains an emollient ingredient (adopted from Gatsby after shave lotion).
- iii. Gulabjal provides exciting ways of all round uses (adopted from Rose water).
- iv. Creamy micro-foam containing sea minerals and vitamin care helps to protect against skin irritations (adopted from Nivea Shaving Cream).
- v. Washing preparation with organic surface active agents (adopted from clean and clear face wash).
- vi. Fresher breath, stronger teeth (adopted from colgate toothpaste).
- vii. No harmful chemicals (adopted from Neem face wash).
- viii. Keeps dental problem away with the goodness of laung, pudina and timur (adopted from Dabur Red toothpaste).
- ix. Apply on arms, legs and all over your body (adopted from Nivea).
- x. Made in Nepal by Dabur Nepal Pvt. Ltd. (adopted from Dabur Red tooth paste).
- xi. Miracle Gulabari is made with the natural Essence Rose (adopted from Miracle Rose Water).

3.4.2 Analysis of Constructions Used in Cosmetic Products of Hair Dressing Item

The researcher has carefully observed one hundred and sixtyfour sentences selected from the labels and wrapping of the cosmetic products understudy to find out the frequency of constructions used in cosmetics products of hair dressing item and the frequencies of constructions found from the research has been show in the following table.

Table No. 20

Constructions in Cosmetic Products of Hair Dressing Item

Types of Construction	Hairdressing	
	Frequency	Percent
Finite construction	27	16.46
Non-finite construction.	3	1.83
Verbless construction.	44	26.83
Subjectless construction.	63	38.42
Passive construction	27	16.46
Total	164	100.00

The table clearly shows that the subjectless construction has been used with the highest frequency than other constructions. Out of one hundred and sixty four sentences, nearly, one third sentences that is sixty three sentences covering 38.42% have been found in subjectless construction. Similarly , the verbless construction occupies the second highest frequency with forty four sentences covering 26.83%. In the case of finite construction and passive construction, both stand in the similar position. But the non finite construction has the least frequency of occurrences covering only 1.83%.

Some examples of the use of construction, Finite(i-iii) Non finite (iv), verbless (v-vii), Subjectless (viii-x) and Passive (xi-xii) in the cosmetic products of Hair dressing item as follows.

- i. Rejoice anti dandruff shampoo gives you smooth hair (adopted from Rejoice shampoo).
- ii. Hair care Black Henna makes colouring easy (adopted from Black Henna).
- iii. Silk-n-shine makes hair tangle free soft and silky (adopted from silk-n-shine Hair colour).
- iv. An innovative combination of active ingredients naturally present in fruit to add strength and shine to your hair. (Adopted from Garnier Hair Conditioner).
- v. For natural shine (adopted from New Dabur Special Hair Oil).
- vi. Jasmin black with reetha extracts (adopted from Sunsilk hair shampoo).
- vii. 100% pure Pakistani mahendi (adopted from Kalakola hair colour).
- viii. Use daily for healthy and beautiful hair (adopted from parachute Jashmine hair oil).
- ix. Pure, rich, natural cultivated henna (adopted from Black Henna).
- x. Mix curd or egg with the colour for extra nutrition and shine (adopted from chand tara hair colour)
- xi. Marketed by Unilever Nepal Ltd. (adopted from clinic all clear hair oil).
- xii. Should not be used for dying eyelashes and eye brows (adopted from super vasmal hair colour)

3.4.3 Analysis of Constructions Used in Cosmetic Products of Skin Care Item

The researcher has carefully observed one hundred and forty one sentence selected from labels and wrappings of the cosmetic products under study to find out the frequency of constructions used in cosmetic products of skincare item and the frequencies of construction found from the research has been shown in the following table:

Table No. 21

Constructions in Cosmetic Products of Skin care Item

Types of Construction	Skincare	
	Frequency	Percent
Finite construction	20	14.18
Non-finite construction.	6	4.26
Verbless construction.	60	42.56
Subjectless construction.	32	22.69
Passive construction	23	16.31
Total	141	100.00

The above table clearly shows that the verbless construction has been used with the highest frequency than other constructions. Out of one hundred and forty one sentences, sixty sentences covering 42.56% have been found in this construction. Similarly, the subjectless construction occupies the second highest frequency with thirty two sentence covering 22.69%. In the case of passive and finite constructions, twenty three and twenty sentences have been found covering 16.31% and 14.18% respectively. In the same way the non finite construction has the least frequency of occurrences covering only four point two six percent.

Some examples of the use of construction, finite(i-iii), non finite (iv), verbless (v-vii), subjectless (viii-x) and passive (xi-xii) in the cosmetic products of Skincare item as follows.

- i. This product does not contain chlorofluro carbon gas (adopted from Rira Lilac body spray).
- ii. The bar feels like dollop of cream in your hand. (adopted from International Lux)
- iii. It is free from additional colour and chemical. (adopted from Special Apsara Mehendi Cone)
- iv. Transparant pears is the gentle way to keep skin looking healthy and glowing. (adopted from Pears shop)
- v. Hydrofresh beauty body lotion. (adopted from Dove body lotion)
- vi. New! with skin care ingredients. (adopted from Naina gold)
- vii. Rajasthan! Premium Taj Henna. (adopted from Taj Henna)
- viii. Do not use when smoking or near flame. (adopted from Rira Lilac body spray)
- ix. Use in combination with other products of the range for total fairness. (adopted from Fair and Lovely men's active).
- x. Store in cool and dry place. (adopted from Fair and Lovely men's active).
- xi. Made in India by Joy Beauty Care Pvt. Ltd. (adopted from Joy Honey and Almonds Cold Cream).
- xii. Bio-fresh cold cream is specially formulated to protect dry-skin against effect of cold. (adopted from Bio-fresh herbal cold cream).

3.4.4 Analysis of Constructions Used in Cosmetic Products of Make-up Item

The researcher has observed sixty six sentences selected from labels and wrapping of the cosmetic products understudy to find out the frequency of constructions used in cosmetic products of make-up item and the frequencies of construction found from the research has been shown in the following table:

Table No. 22
Constructions in Cosmetic Products of Make up Item

Types of Construction	Make-up	
	Frequency	Percent
Finite construction	7	10.60
Non-finite construction.	5	7.58
Verbless construction.	22	33.33
Subjectless construction.	14	21.21
Passive construction	18	27.27
Total	66	100.00

The table clearly shows that the verbless construction has been used with the highest frequency than other constructions. Out of sixty six sentences, one third sentences that is twenty two sentences covering 33% have been found in the verbless construction. Similarly, the passive construction occupies the second highest frequency with eighteen sentences covering 27.27%. In the case of subjectless and finite constructions, fourteen and seven sentences have been found covering 21.21% and 10.6% respectively. Like wise, the non-finite construction has the least frequency of occurrences covering only seven point five eight percent.

Some examples of the use of construction, finite(i-iii) non finite (iv), verb less (v-vii), subject less (viii-ix) and passive (x-xi) in the cosmetic products of Make-up item as follows.

- i. It cleans enamel quickly and gently. (adopted from Dream Women Nail Police remover)
- ii. The powder product of this quality is very thin. (adopted from Lancome face powder)
- iii. All you see in you- not your make up! (adopted from Revlon eye shadow)
- iv. A stable formulation conceived to give a nince manicure for all types of nail enamel (adopted from New Ella nail polish)
- v. With aloe vera for all skin type (adopted from Ayur Herbal Cleansing milk)
- vi. Ultra shinny lip gloss. (adopted from Lancome Lipgloss)
- vii. For general purpose (adopted from Ahsan nail polish remover)
- viii. Apply everyday after washing your face with Garnier light face wash (adopted from Garnier face cream)
- ix. Sweep sponge application lightly across make up. (adopted from Loreal foundation cream)
- x. Made in USA. (adopted from Mascara)
- xi. Marketed by Laxme Lever ... (adopted from Face powder)

3.4.5 Analysis of Constructions Used in Cosmetic Products of Miscellaneous Item

The researcher has observed thirteen sentences selected from labels and wrappings of the cosmetic products under study to find out the frequency of constructions used in cosmetic products of miscellaneous item and the frequencies of constructions found from the research has been shown in the following table:

Table No. 23

Constructions in Cosmetic Products of Miscellaneous Item

Types of Construction	Miscellaneous	
	Frequency	Percent
Finite construction	2	15.38
Non-finite construction.	-	-
Verbless construction.	4	30.77
Subjectless construction.	5	38.46
Passive construction	2	15.38
Total	13	100.00

The table clearly shows that the subjectless construction has been used with the highest frequency than other constructions. Out of thirteen sentences, nearly one third sentences that is five sentences covering 38.46% have been found in the subjectless construction. Similarly, the verbless construction occupies the second highest frequency with four sentences covering 30.7%. In the case of finite and passive constructions, both stand in the similar position with two sentences out of thirteen covering 15.38%. However, the

researcher has not found non-finite constructions during the research of constructions in miscellaneous item of the cosmetics products.

Some examples of the use of construction, finite (i), verbless (ii), subjectless (iii) and passive (iv) in the cosmetic products of miscellaneous item as follows.

- i. Each 10 ml contains coconut oil and other ingredients. (adopted from Medikar)
- ii. Owners of the trade-mark - Marico. (adopted from Mediker)
- iii. Store in a well closed container. (adopted from Glycerine)
- iv. Mediker is clinically tested and safe to use. (adopted from Mediker)

3.5 Writing Styles in the Cosmetic products

In this section, the researcher's concern is of writing styles that are found in different items of cosmetic products. Different products have their own writing styles. Similarly, cosmetic products have also their own writing styles. The styles of writing found in the collected cosmetic products are classified in the following four types.

Bold

Italic

Artistic

Multiple

Among these styles of writing, multiple style refers to mix-styles of these classification. The styles of writing used in the cosmetic products and their frequency of health and beauty, hair dressing, skincare, make up and miscellaneous items have been analyzed by the researcher respectively.

The number of styles of writing in each and every cosmetic items are observed and analyzed to find out their frequencies.

The researcher has compared the frequency of occurrences of writing style used in different types of cosmetic products viz health and beauty, hair dressing, skincare/body painting, makeup and miscellaneous items respectively.

Table No. 24

Writing Style Used in Five Different types of Cosmetic Products

Style of Writing	Health and Beauty		Hair dressing		Skin care/ body painting		Make up		Miscellaneous		Total	
	Fre	%	Fre	%	Fre	%	Fre	%	Fre	%	Fre	%
Bold	4	30.77	8	42.10	9	40.9	10	41.66	1	50	32	40
Italic	1	7.70	2	10.53	4	18.18	6	25.00	1	50	14	17.5
Artistic	2	15.38	5	26.32	7	31.82	4	16.67	-	-	18	22.5
Multiple	6	46.15	4	21.05	2	9.09	4	16.67	-	-	16	20
Total	13	100	19	100	22	100	24	100	2	100	80	100

The above table clearly shows that there are altogether eighty items having different styles of writing in labels and wrappings of the cosmetic products. Out of eighty items, thirty two have been found in the bold style covering 40% with the highest frequency then others. Similarly, the artistic style occupies the second highest frequency covering 22.5%. In the same way multiple and Italic style has the least frequency of occurrences covering 20% and 17.5% respectively.

3.5.1 Analysis of Writing Styles Used in Cosmetic Products of Health and Beauty Item

The researcher has carefully observed thirteen different items selected from the labels and wrappings of health and beauty products under study to find out the frequency of writing style. The frequency of writing style found from the research has been shown in the following table:

Table No. 25

Writing Style in Cosmetic Products of Health and Beauty Item

Style of Writing	Health and Beauty	
	Frequency	Percentage
Bold	4	30.77
Italic	1	7.70
Artistic	2	15.38
Multiple	6	46.15
Total	13	100

The table given above clearly shows that multiple writing style has been used with the highest frequency than other styles. Among thirteen styles, nearly half that is six styles covering 46.15% have been found in the multiple style of writing. In the similar way, the bold style of writing occupies the second highest frequency covering 30.77%. But artistic and italic styles of writing have the least frequency of occurrence covering 15.38% and 7.7% respectively.

3.5.2 Analysis of Writing Styles Used in Cosmetic Products of Hair Dressing Item

The researcher has observed nineteen different items selected from the labels and wrappings of hair dressing products under study to find out the frequency of writing style. The frequencies of writing style found from the research has been shown in the following table:

Table No. 26

Writing Style in Cosmetic Products of Hair Dressing item

Style of Writing	Hair Dressing	
	Frequency	Percentage
Bold	8	42.10
Italic	2	10.53
Artistic	5	26.32
Multiple	4	21.05
Total	19	100

The table given above clearly shows that bold writing style has been used with the highest frequency than other styles. Out of nineteen styles, eight styles covering 42.1% have been found in this style. Similarly, artistic style of writing occupies the second highest frequency covering 26.32%. But multiple and italic styles of writing have the least frequency of occurrences covering 1.05% and 10.53% respectively.

3.5.3 Analysis of Writing Styles Used in Cosmetic Products of Skin care/ Body painting Item

The researcher has observed twenty two different items selected from the labels and wrappings of skin care products under study to find out the

frequency of writing style. The frequency of writing style found from the research has been shown in the following table:

Table No. 27

Writing Style in Cosmetic Products of Skin care Item

Style of Writing	Skin care/ Body painting	
	Frequency	Percentage
Bold	9	40.9
Italic	4	18.18
Artistic	7	31.82
Multiple	2	9.09
Total	22	100

The table given above clearly shows that bold and artistic style of writing has been used with the highest frequencies than remaining styles. Out of twenty two styles, nine and seven styles covering 40.9% and 31.82% have been found in the bold and artistic styles respectively. In the case of italic styles of writing, it occupies only four styles covering 18.18%. But the multiple styles of writing has the least frequency of occurrences covering only 9.09%.

3.5.4 Analysis of Writing Styles Used in Cosmetic Products of Make-up Item

The researcher has observed twenty four different items selected from the labels and wrappings of make-up products understudy to find out the frequency of writing style. The frequencies of writing style found from the research has been shown in the following table:

Table No. 28

Writing Style in Cosmetic products of Make-up item

Style of Writing	Make-up	
	Frequency	Percentage
Bold	10	41.66
Italic	6	25.00
Artistic	4	16.67
Multiple	4	16.67
Total	24	100

The table given above clearly shows that bold and italic style of writing has been used with the highest frequencies than remaining styles. Out of twenty four styles, ten and six styles covering 41.66% and 25% have been found in the bold and italic styles respectively. But the artistic and multiple styles of writing stand in the similar position with four styles covering 16.67%.

3.5.5 Analysis of Writing Styles Used in Cosmetic Products of Miscellaneous Item

The researcher has observed two different items selected from the labels and wrappings of miscellaneous products understudy to find out the frequency of writing styles. The frequencies of writing style found from the research has been shown in the following table:

Table No. 29

Writing Style in Cosmetic Products of Miscellaneous Item

Style of Writing	Miscellaneous	
	Frequency	Percentage
Bold	1	50
Italic	1	50
Artistic	-	-
Multiple	-	-
Total	2	100

The table given above clearly shows that only bold and italic styles of writing have been used in the miscellaneous item. But the researcher has not found any frequencies during the research in style of writing in the miscellaneous item of the Cosmetic product.

CHAPTER - FOUR

FINDINGS AND RECOMMENDATIONS

After performing the analysis and interpretation of data from different items of cosmetic products, it is important to draw findings based under the result of statistical computation. In this chapter investigator tried to make conclusions splitting into findings and recommendations for pedagogical implications.

4.1 Findings

On the basis of analysis and interpretation of the data, the findings of the research can be summarized as follows:

4.1.1 Vocabulary

The researcher found one hundred and twelve special vocabulary items in different items of cosmetic products. In terms of word-class, most of the words are found as nouns. Verbs, adjectives and adverbs are also found in the least number in comparison to nouns. Out of total special vocabulary, she found seventy nine nouns, twenty verbs, eleven adjectives and two adverbs in terms of word-class.

4.1.2 Tense

The researcher found that the non-past tense is highly used in comparison to the past tense. The sentences used in the non-past covers 91.9 percent, 93.55 percent, 80 percent, 87.5 percent and 66.67 percent and the past tense covers 8.1 percent, 6.45 percent, 20 percent, 12.5 percent and 33.33 percent respectively in the different items of cosmetic products.

4.1.3 Mood

The researcher found the frequency of the imperative mood in the highest position while the frequency of the probability mood was found in the least position. The sentences used in imperative, declarative, interrogative and probability mood covers 51.83 percent, 39.44 percent, 6.43 percent and 2.3 percent respectively. However, there is no use of interrogative mood in the health and beauty and miscellaneous item and no use of probability mood in the health and beauty and skin care item.

4.1.4 Sentence Structure

Regarding the findings of sentences constructions in aggregate, the researcher found the frequency of the verbless constructions in the highest position while the frequency of the non-finite construction was found in the least position. Similarly, she found the frequency of subjectless, passive and finite constructions in the second, third and fourth position respectively.

4.1.5 Writing Style

Regarding the styles of writing in aggregate, bold style of writing is found more often to that of other styles.

Similarly, artistic and multiple styles of writing are found in the second and third position respectively and the italic style of writing is found in the least position. However, in the case of health and beauty item of cosmetic product, she found the multiple style of writing in the highest frequency than that of other styles.

4.2 Recommendations for Pedagogical Implications

Although this is a descriptive study, a few recommendations for pedagogical implications have been presented as follows:

- a. Many abbreviated forms were found in the label and wrapping of the cosmetic products. They were confusing. So, the wrapping and label writers should use minimum abbreviated forms as far as possible.
- b. Sentences with many print mistakes were found in wrappings and labels of cosmetic products. Such type of mistakes may make users confused and user's do not get the points well. Therefore, labels and wrapping writers should use only the correct language.
- c. In some cosmetic products, they had only used their trade name. They did not have any descriptions and instruction to users. So they should use appropriate description and instructions for cosmetic users.
- d. The researcher has found that wrappings and labels of cosmetic products have their own styles and patterns of writing. Thus, they do not follow the general patterns of writing. Therefore, it is recommended for the language teachers that they should make their students familiar with the language used in cosmetic products.
- e. Syllabi should introduce students the most frequently used structures in cosmetic products. So they get practice on them and get the sentences used in the labels and wrappings of cosmetic products easily in their real life.

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