

DISCOURSE ANALYSIS OF BUSINESS LETTERS

**A Thesis Submitted to the Department of English Education
University Campus, Kirtipur, Kathmandu
In Partial Fulfilment for the Master's Degree in education
(Specialization in English Education)**

**Submitted by
Deepak Bhandari**

N.650

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

*Dedicated to My parents
who devoted their whole life to enlighten me*

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Deepak Bhandari

ABSTRACT

The present research study entitled "**Discourse Analysis of Business Letters**" aims at finding out the moves and steps of business correspondence as well as politeness strategies used in business letters. From the analysis it is found that the use of politeness strategies was common in business letters. The three types of moves and steps were found being used namely: establishing link, soliciting information and promoting further contacts.

The entire thesis is divided into four chapters. The first chapter deals with the introduction part which mainly consist with the general background, history of advertising, types of advertising, discourse of advertising, discourse structure of advertising and such others.

The second chapter deals with the methodology used in the study. The sources of data, sample population and sampling procedure, tools for data collection, data collection procedures are included in this chapter.

Chapter three is the main part of the study which includes analysis and interpretation of the data. The data is discussed descriptively, occasionally taking help of simple statistical tools like mean and percentage.

The last chapter encompasses with the findings and recommendations made after the analysis of the data and conclusion of the study are also included within it.

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LIST OF ABBREVIATIONS

f	frame
h	head
NGOs,	Non-Governmental Organizations
INGOs	International Non-Governmental Organizations
etc.	et cetera
GDP	Gross Domestic Product