

CHAPTER ONE

INTRODUCTION

1.1 General Background

Language is the system of human communication which consists of structured arrangements of sounds into larger units. It is particular to human communication. It is, indeed, in highest degree likely that language is an instrument originally put to use lower than the conceptual plane and that thought arises as a refined interpretation of its content. Languages are more to us than systems of thought transference. Language in particular is the most fluid of mediums. Language is the medium of literature as marble or bronze or clay is the materials of the sculptor. Every language has its distinctive peculiarities, the innate formal limitations and possibilities.

Most of the activities of the world are carried on through language such as transmitting human civilization, thoughts, literature, political and diplomatic activities, human achievements and many more. In the present age of globalization, the knowledge found in one corner of the world needs to be accessible to every people living in other corner of the world. So, it is essential to every individual to get mastery over language to survive in the society.

Language is the most widely used means of communication which is common to all and only human beings. It is the unique gift that helps to share ideas, feelings, thoughts, desires, emotions, experiences among human beings. Every human being possesses at least one language in order to make a purposeful communication with other people. So language is an inseparable part of human communication. Language is the system of human communication which consists of structured

arrangement of sounds for their written representation into larger units e.g. morphemes, words, phrases, sentences, utterances, etc (Richards et al. 1999:196). Crystal (2003:255) writes "Language at its most specific level refers to the concrete act of speaking writing or singing in a given situation-the notion of a parole or performance... a particular variety or level of speech/writing may also be referred as language". Hornby (2000:721) defines language as "the system of communication in speech and writing that is used by people of a particular country."

Language is a set of structurally related elements for encoding and decoding of the message. It is also a voluntary vocal system of human communication. There are many languages spoken in the world. Among them English is the most prestigious and important language. Most of the books, newspapers, journals and magazines in the world are published in this language. English is not only one of the languages spoken in UN but also an international language so functions as lingua franca all over the world.. It has its dominance over almost all other languages in the world.

"Language is a unique gift given to any human being which distinguishes him from animals. Language is purely human and non instinctive method of communicating ideas, emotions and desires by means of system of voluntarily produced symbols. These symbols are in the first instances auditory and they are produced by the so called organs of speech. There is no discernible instinctive basis in human speech as such, however, much instinctive expressions and the natural environment may serve as a stimulus for the development of certain elements of speech, however much instinctive tendencies, motor and other may give a predetermined range or animal communication, if "communication" it may be called as is brought about by involuntary, instinctive cries is not, in our sense, language at all."(Sapir, 1971: 8)

Though there are different definitions given by different linguists, we find none of them comprehensive and wholly satisfactory by itself.

Some languages are usually not spoken in exactly the same way from one part of a country to the other. Differences in the way a language is spoken by different people are described in terms of field, mode and tenor based register. According to the field of work and purpose, the use of the language differs. Especially in NGOs and INGOs as well as in governmental offices the formal type of language is used.

As language is a medium of communication. It is used for two purposes: General and specific. As general purpose it is used to accomplish basic needs to communication which can be achieved through general language proficiency. Language used for specific purpose is a programme of instruction in which the content and aims of the language use are fixed by specific needs of particular group of language users. Particularly, English language contains unfathomable knowledge of modern civilization.

English is necessary in Nepal for general as well as specific purposes and is considered as one of the important factors in the process of modernization because of its place in the international communication. Anyone who can communicate in English can be in touch with national and international people without leaving his home.

Highlighting the global use of English Stevns (1987:56) mentions that "English is used by more people than any other language on the earth, although its mother tongue speakers make up only a quarter of the total".

1.1.1 Use of English in Nepal

English, an international language, is widely used in Nepal for a long time. However, it was formally included in to the educational field with the establishment of Durbar High School in 1954 by Janga Bahadur Rana. Then in 1919, it was included in the higher education with the establishment of Tri-Chandra College. English has occupied its vital position in the field of education in Nepal. For long it has also been prescribed as a compulsory subject from primary to Bachelor's level.

Due to a number of facts the English language is flourished in both rural and urban areas of Nepal in the present days. Nepal has established its diplomatic relations with several countries. It has been connected with different NGOs, INGOs. Besides, Nepal is going to establish itself as one of the most important tourist centers of the world. So, English is needed as a medium of communication. Most of the developmental works in the field of science and technology as well as in other fields have been introduced and described in English. English is also needed to be aware of the world's latest news. It has occupied its vital position also in the field of mass communication. A great deal of journals, news papers and magazines are being published in English. Most of the private institutions have accepted English as medium of instruction. By this fact we can say that English has occupied great position in Nepal.

1.1.1.1 Target Language Situation

English as an international language has been used in different sectors along with the teaching and learning. It has been the most popular language in Nepal as well. Most of the Nepalese people are studying English language for different purposes. We find the use of English in tourism sectors, business sectors, broadcasting media, governmental and

non-governmental organizations and even in governmental offices. So it has been a basic need to know the target language in Nepal. According to the census 2001 English is spoken by 1037 people in Nepal. It can be used by most of the educated people in Nepal because it is taught at schools and campuses as a compulsory subject. The attraction of Nepalese people has increased in English language because of wide range of scope and its use in different sectors. A working knowledge of English has become a requirement in a number of fields, occupations and professions such as medicine.

1.1.1.2 Mass Media

Mass media include electronic and print media that are used to convey or send message to the mass. Mass communication is made possible by the use of mass media. The print media have a very old history which includes books, magazines, and newspapers under it. On the other hand radio, television, cinemas are included under the electronic media. Bhattarai and Bhattarai (2055:16) mention “mass media are tools or instruments of communication that permit us to record and transmit information and experiences rapidly to a large scattered and heterogeneous audience. In fact mass media has revolutionized our personal as well as social life.”

The mass media play a crucial role in almost all aspects of daily life in these days because mass media can virtually reach distant corner of the nation where interpersonal communication becomes difficult.. In 'global village', as Marshall McLuhan would term contemporary world, media are the largest focus of leisure time interest, providing the shared 'cultural environment' for most people and more so than any other single institution. They have been considered as the driving forces behind the cultural globalization. Since the world is believed on the process of

'cultural globalization' with the media as the driving forces, a question of politics immediately raises. It is not simply a question of unequal distribution that some countries having more access to and control over media but also such access and control of some countries can undermine others culture. The most fundamental question of society, concerning the distribution and exercise of power, turn on the understanding of the connection between international power relations and the media.

I. Types of Mass Media

Generally speaking, we can divide mass media or media of mass communication into two types: print media e.g. newspaper, journals, pamphlets, books and electronic media e.g. radio, T.V. films, cinema. Print media make use of print symbols to communicate message to receivers. Electronic media, on the other hand, make use of human voice with the help of electronic waves. The basic difference between print media and electronic media is that the former are designed for eyes while the latter are designed for the ears and in some cases eyes, too. In this sense, the term electronic media are supplementary to the print media. Although the distinction is no longer clear cut today because a best seller (fiction, book) can be read through electronic media. In the same way, movies and news bulletins can also be read through print media.

a. Electronic Media

The term electronic refers to the things or results produced or operated by a flow of electrons. Electronic media include radio, television, cinema, cable, and internet. According to Bhattarai (2002:45), "The electronic media is also called telemetric media because two words 'telecommunications and information' are clipped and made telemetric".

Radio is an old electronic medium whereas television supported by computer network is known as 'new media'. In the production of electronic media several kinds of technology involve in the transmission of a message. Cables or satellite are utilized and the electronic technology helps in miniaturization, storage, retrieval, display and control of messages.

b. Radio and News Broadcast

Radio makes the beginning of new era. Radio added a fresh dimension of communication. Primarily, it was seen as an entertainment medium but gradually it became powerful medium of communication.

Hornby (1996:958) defines radio as "the process of sending and receiving message through the air by electromagnetic waves." According to Bhattarai (2002:47), "Radio has been called the adaptable medium which can tune itself to the time." For more than a number of years radio has been providing service to the people. With radio even the illiterate people could hear the news before it comes into print. It provides thrill or excitement. It has become the cheapest and commonest medium. Radio captures the imagination of people medium to the people to Nepal. It informs people about the immediate environment and world events. It also reflects their aspirations and provides a means to their expression.

Radio is unique in its popularity and in its ability to reach the listeners while they do different things. Radio Nepal is a national wide channel. Its one of the main purposes is to broadcast news in Nepali as well as in English, Sanskrit, Newari, Maithili, and Hindi. Besides, it has its own regional programmes in which local programmes and languages get priority.

There are two forms of broadcasting. The amplitude-modulated or AM and the frequency-modulated or FM. AM has a longer range than FM so this makes it less subject to distortion and fading over long distances. Radio Nepal broadcasts its programmes both in FM and AM. These programmes can be listened to in different frequencies of short wave and medium wave.

The language used in broadcast differs from the language of other media. Broadcast scripts are written to be heard rather than read. To quote D' Souza (1997:230), "A story is read and heard only once. If the listener is confused by a particular complex sentence, he is out of luck. He can't ask the news reader to repeat some confusing point. The listener has to be able to understand the story the first time: there's no chance to repeat". Radio scripts must tell the whole story, except for portions filled by tape recorded materials related to the news development.

Different scholars have defined news differently. According to Menchar (1979:72), "News has been defined as a break in the normal flow of events an action or statement so important or unusual that it is worth sharing with others." It is said that when a dog bites a man that is not news when a man bites a dog that is news. To quote James and Brown (1976:143) "Anything you didn't know yesterday; whatever interests the reader; that makes tomorrow history today; any change in the status quo and the status quo itself, a timely factual report of events, ideas and situation that interests the public is news." News is any event, idea or opinion that is timely that interests or affects a large number of people in a community and that is capable of being understood by them. According to Bell (1991), "Within the media, news is the primary language genre. It fills pages of the daily newspaper and hours of radio and television time." In conclusion, we can say that something that is new is news.

1.1.1.3 Business

Business has been proved as a main source of the economic gain of the country. The development of the nation is not possible until and unless a country performs well in the sector of the business. So, business is one of the important aspects of the development. For the development of the business and trade, English language has a great role. Since it is an international language, it has been used as a means to communication. All the business firms, organizations and other places use English as a main media in official use as well as for correspondence. Among various sectors in business, English language has been most common in hotels, travels and tourisms, and many more. In hotels, English has been made a main means of communication with the clients. Because all the people in the world communicate in English and without which there would be problem to share the ideas and convey message. So, if they do not understand what the clients say, it will create problem in business and create misunderstanding among people. It has been the common language in hotels and other places.

Travel and Tourism

Nepal is a country lying between China on the North and India on the South East and west. It is a landlocked country. It is on the collision zone between two plates, so large mountain ranges are formed in the creasing including the Pahar Hill region and the Mountain region, both with large altitudes and populated valleys. Mountaineers with ambitions to travel, view and climb the spectacular slopes come in their ten thousands. 39% of the GDP comes from agriculture; 76% of people use it as their principle employment. Services (which would include tourism) equal 42% and industry 21%. The lack of natural resources means that

agriculture is the main primary industry, while tourism probably the main tertiary. Main exports are clothing, leather, jute goods and grain.

There are lots of places to visit in Nepal. That is why people often term Nepal as "a place where there are more temples than houses". Similarly because of Gods and Goddesses we term it as a place where the number of gods and goddess is more than the population of people. Nepal has been tourists' paradise for many years. A country of amazing attractions, both natural and man-made, it offers a memorable experience for every visitor. Nepal is the home to the world's highest mountains, including Sagarmatha (Mt. Everest 88 48m). Enchantment is everywhere, be it on the shoulders of high mountains, or terraced farmlands meticulously carved like stairways on the hill sides, or cascading mountain rivulets and rushing rivers, or in forests full of wildlife, flowers and bird song. In Nepal, there is something for everybody: tourist, trekker, river rafter, wildlife enthusiast, poet, artist, writer, and scholar. English language is most because Nepal has been proved as the centre for the tourism where many tourists come from all around the world.

From the natural beauty of Nepal, people can increase their income. To facilitate the foreigners we should have good command over English language. There are possibilities to raise the economic level of Nepalese if we make the people aware of the world about the beauty of Nepal.

In the present time people even talk and send messages through electronic media i.e. email and internet for the business purpose. Writing letter has also been a tradition to enhance the business of any organizations. It has been common in many business firms for ordering

the goods, information about the increase of price, confirmation of delivery and many more.

1.1.2 Letter Writing

Letter is defined as a written or printed message on paper and usually put in an envelope and sent to somebody.

Collins Cobuild English Language Dictionary defines letter as message which is written down on a piece of paper and which you send to someone usually in an envelope and by post.

Letter is printed or written text on paper to send message. Letter is a means of communication. Letter is medium of communication between two people, two institution or two countries of the world, letter keeps people in touch.

Letter writing is an art which helps in making success friendship and love, business and trade successful. But as we seek to express different emotions while corresponding with friends, business acquaintances, colleagues, bosses and dignitaries; there arises the need for learning socially approved layouts, recognized modes of experience and styles. In letters of two friends, the real charm lies in taking the addressee in confidence, but in business civility is more important than intimacy, whereas in strictly official drafting formality counts and love letters must be comforting and inspiring. In this modern era, people are very much practiced in communicating and corresponding through the use of internet. Some of the business correspondences mostly in developing and under developed countries are still done through the use of business letters.

1.1.2.1 Types of Letter

On the basis of the purpose letters are generally categorized into two types.

- a. Informal letter
 - Personal letter
- b. Formal letters
 - Official letter
 - Business letter
 - Letter of application
 - Letter of reference and recommendation
 - Letter to the editor

a. Informal Letter

Personal Letter Personal letters are informal letters. They refer to letters written to friends and relatives; they are usually full of news and are written in a chatty or conversational and easy style.

b. Formal Letter

i. Official Letter A letter that is written by a person to office, by an office to another office or an office to a person is official letter.

ii. Letter of Application This letter is written when someone wishes to get a job. It is a kind of official and formal letter. A job application must be written in polite language. It should include the purpose of writing, personal description education.

iii. Letters of Reference and Recommendation When a person or an office writes to another office about someone is reference or recommendation.

iv. Letter to Editor When people want to inform or they want to complain, they write to newspaper addressing the editor, such a letter is called letter to editor.

v. Business Letter Among the different types of formal letters, business letter is one which has been used for the means of communication and correspondence of message and information. Business letters are written for a particular purpose. Its aim is to transact some particular business. The letter we write to a sports goods firm asking for information about their product and the reply they send us is business letters. Business letters are written by one business firm to another or by a business firm to government department. According to Swami (1993) the characteristics of good business letters are as follows:

- A business letter must be courteous and considerate.
- A business letter should be precise and clear.
- A business letter must be complete.
- A business letter must be brief.

In spite of wide spread developments in communication technology, business letters are still widely used in the world as a main channel of business correspondence. However to achieve desirable results in communicating through business letters, the communicators should deal with two major functions of language termed by Brown and Yule (1983:2) as "interaction and transactional functions". It means that a business letter, in addition to being scrutinized from the semantic and syntactic viewpoints should also be acceptable in respect to socio cultural aspects.

Concerning the interactional function of written language, Widdowson (1984) believes that written discourse like spoken utterance

represents an interactive process of negotiation but in spoken discourse this process is typically overt and reciprocal, in written discourse it is covert and non reciprocal.

Parts of Business Letters

A business letter is more formal than a personal letter. It should have a margin of at least one inch on all four edges. It is always written on 8 1/2" x 11" (or metric equivalent) unlined stationery. There are six parts to a business letter.

Heading

This contains the return address (usually two or three lines) with the dates on the last line. Some times it may be necessary to include a line after the address and before the dates for a phone number, fax number, E-mail address or something similar. Often a line is skipped between the address and date. That should always be done if the heading is next to the left margin. It is not necessary to type the return address if you are using stationery with the return address already imprinted. The date is always necessary.

The Inside Address

This is the address of the person whom we are sending a letter to. We need to make it as complete as possible. We also need to include titles and names if we know them. This is always in the left margin. If an 8 1/2" x 11" paper is folded in thirds to fit in a standard 9" business envelope, the inside address can appear through the window in the envelope. An inside address also helps the recipient route the letter properly and can help should the envelope be damaged and the address

become unreadable. We skip a line after the heading before the inside address. Skip another line after the inside address before the greeting.

The Greeting

It is also called salutation. The greeting in a business letter is always formal. It normally begins with the word “Dear” and always includes the person’s last name. It normally has a title. We need to use a first name only if the title is unclear. For example- if we are writing to someone named “Leslie” but do not know whether the person is male or female. The greeting in a business letter always ends in a colon.

The Body

The body is written as text. A business letter is never hand written. Depending on the letter style we choose, paragraph may be indented or block. Regardless of format, skip a line between paragraphs. We skip a line between the greeting and the body.

The Complimentary Close

This short and polite closing ends with a comma. It is either at the left margin or its left edge is in the center, depending in the style business letters used by different firms and organizations. It begins at the same column the heading does. The block style is becoming more widely used because there is no indenting to bother within the whole letter.

The Signature Line

It is necessary to skip two lines and type out the name to be signed. This customarily includes a middle initial, but does not have to. Women may indicate how they wish to be addressed by placing Miss, Mrs., Ms. or similar title in parentheses before their name. The signature line may

include a second line for a title, if appropriate. The term “By direction” in the second line means that a superior is authorizing the signer. The signature should start directly above the first letter of the signature line in the space between the close and the signature line. Business letters should not contain postscripts.

Some organizations and companies may have formats that vary slightly.

1.1.3 Discourse and Discourse Analysis

Discourse can be defined as a stretch of language consisting of several sentences which are perceived as being related, not only in terms of the ideas they share but also in terms of the jobs they perform with in the discourse that is in terms of their functions.

Defining discourse Cook, (1989:7) writes "Discourse treats the rules of grammar as a resource, confirming to them when it needs to, but departing from them when it does not. It sometimes does the same with conventional meanings too". It is the use of language in speech and writing in order to produce meaning. Language that is studied in order to see how different parts of a text are connected is discourse.

Discourse refers to larger units of language such as paragraphs, conversations and interviews. A general term, for example, of language use, i.e. language which has been produced as a result of an act of communication.

A discourse is a behavioural unit which has a pre-theoretical status in linguistic. Discourse involves how bits of language contribute to the making of complete texts. It involves explaining the relationship between the linguistics patterns of complete text and the social context in which

they function. It involves considering higher order operation of language at the interface of cultural and ideological meaning and returning to the lower order forms of language which are often crucial to the patterning of such meanings. Language learning is also a dynamic process in which learning how to produce and understand texts and their variation is crucial. Elaborating Cook, Crystal (2003: 141) mentions that "discourse is a term used in linguistics to refer to a continuous stretch of (especially spoken) language larger than a sentence but, with this broad notion, several different applications may be found. In its most general sense "a discourse is a behavioral unit which has a pre-theoretical status in linguistics. It is a set of utterances which constitute any recognizable speech event (no reference being made to its linguistic structuring if any) e.g. a conversation, a joke, a sermon, an interview".

So discourse refers to the interpretation of communicative events in context. It is a series of conversation in context.

Discourse Analysis is defined as the study of how sentences in spoken and written form larger meaningful units such as paragraph, conversation, interview etc.

Brown and Yule (1983:1) define discourse analysis as "the analysis of language in use. As such, it cannot be restricted to the description of language form independent of the purpose or functions which those forms are designed to serve in human affairs. ...the discourse analyst is committed to an investigation of what that language is used for." Clarifying this Cook (1989: VIII) writes "discourse analysis examines how stretches of language, considered in their full textual, social and psychological context, become meaningful and unified".

Several linguists have attempted to discover linguistic regularities or behavioural analysis, using grammatical, phonological and semantic criteria.

Discourse analysis aims at making a subjective or behavioural explanation of the sentences negotiated through interactive process. In certain linguistic studies, discourse analysis has been labelled as text linguistics.

Thakur (2002:3 cited in Mishra 2005:2) defines discourse analysis as the study of how sentences are organized into larger units, like paragraphs". The relationship between one sentence and other is highly complex phenomenon. The organization of words into phrases, clauses and sentences is very highly different from that of the way sentences are inter connected to form a text.

It deals with linguistic units of higher than sentence level and provides insight and directions into discourse units.

Richards et al. (1999:111) raise some burning issues on the analysis of discourse which are mentioned below.

- how the choice of articles, pronouns and tenses affect the structure of the discourse - cohesion.
- the relationship between utterances in a discourse - coherence.
- the moves made by speakers to introduce new topic, change the topic or assert a higher role relationship to the other participants.

1.1.3.1 The Moves and Steps

A move can be thought of as part of a text, which achieves a particular purpose within the text. It is a unit (in discourse analysis) of discourse which may be smaller than an utterance. For example: *That's*

right, Jessica, and can you give me another example? would consist of two moves: (a) *That's right, Jessica*, which gives the teacher's reaction to a correct answer by the student and (b) *Can you give me another example?* which attempts to elicit another response from the student (Richards et al; 1999:238). Each move is taken to embody a number of constituent elements called steps. Coulthard and Mongomeery (1981:55) write "Non-syntactic and syntactic contributions can be seen as combining with one another in structural patterns to form moves. There are two types of move, syntactic and non-syntactic: a well formed non-syntactic move consists of at least one non-syntactic contribution: a well formed syntactic move consists of one and only one syntactic plus (optionally) non-syntactic contributions before and /or after. Thus the form of a syntactic move can be notationally represented as (fⁿ) h (fⁿ), where f refers to the element of structure frame, which must be realized by non-syntactic contributions if present, and h refers to the element of structure head which is obligatory and must be realized by syntactic contribution (sentence)."

1.1.2.2 The Use of Politeness Strategy

The most influential theory of politeness phenomena is that of Brown and Levinson (1987) who describe as interactional model consisting of two dimensions of "face": one positive and the other negative. Positive face reflects the need to be accepted and to 'belong'. Using positive politeness strategies, the speaker seeks to reinforce the addressee's positive face by showing the addressee that the two of them are cooperators with common goals and expectations. Negative face reflects the desire for independence, to be able to act freely and unimpeded by others. Respect is indicated with negative politeness

strategies by showing that the speaker does not intend to limit the addressee's freedom of action (Brown and Levinson, 1987 as cited in Arwani 2006).

i. Positive Politeness Strategies:

A speaker uses positive politeness strategies to emphasize the shared goals and common ground between the speaker and addressee. These strategies are most effective when both the speaker and the addressee see themselves as equals or as colleagues. The risk in using positive strategies is that the addressee may not view the speaker as belonging to the addressee's group and may take offence. The directness of the speaker and also a sense of optimism are strategies of positive politeness. (Upton and Conner, 2001 as cited in Arwani, 2006).

Directness and optimism are the basic two politeness strategies which are used in letters. Directness is addressed using the phrases like 'kindly + (action verb)' and 'Please + (action verb)'. Optimism is considered a positive politeness strategy because it connects with the addresser's desire to have his or her needs met. It also demonstrates that the speaker is trying to minimize the distance between the speaker and addressee by showing that they have common goals. Optimism is expressed through the phrase 'look forward to' and the word 'hope'.

ii. Negative Politeness Strategies:

Negative politeness strategies are intended to reinforce the speakers' respect for the addressee, showing that speaker acknowledges that addressee's independence and freedom of action (Brown and Levinson, 1987 as cited in Arwani 2006). These negative politeness strategies can be indicated through indirectness of speech and modals. Indirectness is considered as a negative politeness strategy to show respect for the

addressee. Modals that qualify statements have the effect of softening the idea being communicated. Indirectness is a negative politeness strategy that shows the respect for the addressee. Modals that qualify statements have the effect of softening the idea being communicated. The use of qualifying modals in the corpus can be seen as a negative politeness strategy. These types of modals fall under a category of modals called “social interactional” because modal choice depends, to a large extent, on the speaker’s perception of the social situation in which he or she interacts. The use of qualifying modals in the corpus can be seen as a negative politeness strategy. Modals that frequently serve to qualify statements include: would, could, may, might, shall, and should.

1.2 Review of the Related Literature

No research has been done analyzing the discourse of business letters in our context but some of the researches have been carried out in the field of discourse up to now by different researchers which are mentioned below.

Sinclair and Couthard (1978) have carried out their dissertation on 'Classroom Discourse'. They have propounded the theoretical model of classroom discourse.

Brown and Yule (1983) have carried out research on 'Discourse Analysis'. They tried to examine how humans use language to communicate and in particular, how addressers construct linguistic messages for addressees and how addressees work on linguistic messages in order to interpret them. They have found some of the ingredients which would be required to construct an account of how people use language to communicate with each other. They viewed that the speaker is at the centre of the process of communication. It is speakers who have topics,

presuppositions and who assign information structure and who make reference. The hearers interpret and draw inference as well.

Couthead (1977:xiii) mentions that learners need to become analysts of discourse themselves and in confronting a foreign language we should help them by encouraging a use of existing discursial awareness in their mother tongue while providing them with a workable modal of analysis for the organizing of the data. He further adds that the rules of the discourse are not items to be learned like some incremental list of words structures or even simulated events where one rehearses what one has seen or heard.

Shah (2003) carried out a study on 'An Analytical Study of Classroom Discourse' and he found out the types and function of each exchanges, moves and acts used in classroom discourse. The teacher initiated the discourse most of the time and classroom was generally dominated by the teacher. Some adjacency pairs were found out in the classroom discourse, e.g. asking-answering, directing-reacting, describing- acknowledging. The occurrence of bidding was found with nominating and cueing in opening move.

Arvani (2006) mentions in his research article "A Discourse Analysis of Business Letters Written by Iranians and Native Speakers" that business follow up letters include the similarities in discourse features such as lexical density, patterns of movement and steps and politeness strategies used in letters written by Iranians and native speakers.

Since the above mentioned researches have been carried out in relation to discourse analysis my research is partly related to them but mainly from different from they because this research focuses on the

discourse aspects of the business correspondence made by Nepalese people.

1.3 Objectives of the Study

This study has the following objectives:

1. to analyze moves and steps in business letters,
2. to analyze politeness strategies in business letters,
3. to suggest some pedagogical implications.

1.4 Significance of the Study

The study is significant to all the stakeholders and practitioners involved in the field of English language teaching and learning. It will also be significant to those who are interested in the field of discourse analysis and business management. It will equally be significant base for those who are interested in conducting further researches in the area of discourse.

1.5 Definition of Specific Terms

Business Letter: a formal letter written for business purpose

Discourse: communication in speech or writing

Formal Letter: official or public letters usually written in fixed styles and formats.

Informal Letter: letters written to friends and relatives; usually full of news and are written in a chatty or conversational and easy style.

Letter: a written message from one person to another, usually put in an envelope and sent by the post.

Modal Verb: a verb, such as 'can', 'might' and 'must', that is used with another verb to express an idea such as possibility that is not expressed by the main verb of a sentence.

Move: a unit of discourse which may be smaller than an utterance.

Optimism: the tendency to be hopeful and to emphasize the good part of a situation rather than the bad part; the belief that good things will happen in the future.

Politeness: behaving in a way that is socially correct and shows awareness of and caring for other people's feelings.

Strategy: a detailed plan for achieving success in situations such as war, politics, business, industry or sport, or the skill of planning for such situations.

CHAPTER TWO

METHODOLOGY

To achieve the objectives the following methodology was adopted.

2.1 Source of Data

The researcher collected the required data only from the secondary sources.

2.1.1 Primary Sources

The researcher did not use the primary sources of data.

2.1.2 Secondary Sources

The researcher studied and consulted the useful researches, and books viz. Brown and Yule (1983), Coulthard (1985), Carthy and Carter (1994) Sinclair et al. (1987), Richards et al. (1999), journals, theses and other materials available in internet which have close relevance with the present study. The researcher used business letters which were collected from different business houses basically hotels and business firms.

2.2 Population of the Study

The total population of the study was all the business letters used for the business purposes.

2.3 Sampling Procedure

The researcher collected business letters from different business areas as business firm, factories. He selected thirty two letters using non-random sampling.

2.4 Tools for Data Collection

The researcher used a check list to assess the frequency of moves and steps in letters (Appendix-I).

2.4 Limitations of the Study

The study was limited to-

- a. the analysis of only business follow up letters,
- b. analyze moves, steps and politeness strategies of business letters,
- c. only on business letters of hotels, travel agencies and business firms,
- d. thirty two business correspondence.

CHAPTER THREE

ANALYSIS AND INTERPRETATION

This section deals with the analysis and interpretation of the data collected from secondary sources only. The main focus of the study was to examine the moves and steps followed in the business correspondence used by the business firms. Along with this, the researcher tried to find out the positive and negative politeness strategies used in the business correspondence. For this research purpose, the researcher selected 32 business letters. The discourse used in these selected letters is analyzed as below.

3.1 The Analysis of Moves and Steps in Business Letters

The analysis of business letters were analyzed to find out moves and steps. Arwani (2006) mentions three types of moves namely: establishing links, soliciting information and promoting further contact. The detail analysis of the moves and steps used in the business letters in corpus are as follows:

3.1.1 Establishing a Link

This move may be realized in one or two steps. In the corpus study some instances of the steps were found. The table below shows the detail of it.

Table: 1 Link Establishment

S.N.	Steps	Occurrences	Percentage
1	referring to previous contact	15	46.87
2	acknowledging pieces of information	10	31.25

In the corpus, out of 32 letters, 15 were found ‘referring to the previous contacts’ step and 10 were found ‘acknowledging pieces of information’ which encompasses 46.87 and 31.25 percentage respectively. The rate of occurrence of the step ‘referring to the previous contact’ is higher than that of ‘acknowledging pieces of information’.

For example:

Step 1: Referring to the previous contact

- a. Our conference that was held at your hotel was extremely successful.
- b. As was stated in our letter dated 13th July 2006, we should be receiving our financing by 10th August 2006.

Step 2: Acknowledging the pieces of information

- a. Thank you for the hospitality you extended to our son during the vacation.
- b. I had to say thank you for your help.

3.1.2 Soliciting information

It is the second move found in the corpus letters. This move is established by four steps. The following table shows the different steps found in the business letters under study.

Table: 2 Information Solicitations

S.N.	Steps	Occurrence	Percentage
1	Requesting	20	62.5
2	Specifying transactions	5	15.63
3	Service details	4	12.5
4	Specifying products	2	6.25

An analysis of corpus showed that the occurrence rate of step one, step two, step three and step four were 62.5, 6.25, 12.5 and 15.62 percent respectively. Among them requesting was the step that has high rate of occurrence in the business letters.

For example:

Step 1: Requesting

- Please complete the form and return it to us in the enclosed envelop.
- Please accept our congratulation on your new promotion.

Step 2: Specifying product

- Due to the increase in raw material cost, we must unfortunately raise the cost of our merchandise to you.

Step 3: Service detail

- Reinstallation and reprogramming charges (Rs. 250/- x8 ports)-----Rs.2000/-
- Wiring and cabling charges (Rs. 500/- x 8 ports) -----Rs. 4000/-

Step 4: Specifying transaction

- Please turn over the damaged goods to the driver at the time of delivery.
- We have avoided raising our prices for as long as possible but we can no longer prolong the inevitable. We have enclosed our new price list for your review which goes into effect on 17th August 2006.

3.1.3 Promoting Further Information

Promoting further information is another move used in the business letters. This move includes two steps. The following table shows the

different steps included within promoting further information and their use.

Table: 3 Promotion of Further Information

S.N.	Steps	Occurrences	Percentage
1	Expressing expectation of reply	22	68.75
2	Attention	5	15.63

The table shows that ‘expressing expectation of reply’ was highly used in the corpus business letters than that of ‘attention’. The study of letters in the corpus revealed that 68.75 percent and 15.63 percent are found the use of these steps respectively.

For example:

Step 1: Expressing expectation of reply

- We will be looking forward to serving you in the near future.
- Thanking you and looking forward to an affirmative answer to your earliest convenience.
- We will look forward to hearing from you and hope that you will offer us the opportunity to help you plan your next vacation or business trip.

Step 2: Attention

- We hope that you will be able to find another solution to your problem.
- We wish to thank you for your valued account and know that you will understand the necessity for this price increase.

3.2 The Use of Positive and Negative Politeness Strategies

According to Brown and Levinson, (1987:74) politeness strategies are developed in order to save the hearers' "face." Face refers to the

respect that an individual has for him or herself, and maintaining that "self-esteem" in public or in private situations. Usually you try to avoid embarrassing the other person, or making them feel uncomfortable. Face Threatening Acts (FTA's) are acts that infringe on the hearers' need to maintain his/her self esteem, and be respected. Politeness strategies are developed for the main purpose of dealing with these FTA's. There are two types of politeness strategies: Positive politeness and Negative politeness strategies.

3.2.1 Positive Politeness Strategies

Positive politeness strategies are used to emphasize the shared goals and common ground between the speaker and addressee. This can be expressed in two different ways:

3.2.1.1 Directness

Directness is expressions used in the business correspondence. They are generally started with 'Kindly + [action verb....]' and 'Please + [action verb....]' both of which give the impression of commands, although politely. The following table shows the use of direct expression as polite form.

Table: 4 Use of Directness

S.N	Form	Occurrence	Percentage
1	Please + [action verb....]	12	37.5
2	Kindly + [action verb....]	0	0

The above table clearly shows that the use of 'please + action verb...' structure was very common to all and has been used in a large number of business letters under study. 'Please + action verb...' was used

as a positive politeness strategy in business correspondence. The second structure ‘kindly + action verb...’ was not found in the corpus.

For example:

- Please advise my secretary of your intent in the matter.....
- Please call me at 01-4-492796 in order to set up a convenient time for me to come and see you.

3.2.1.2 Optimism

It is also considered as the positive politeness strategies because it connects with the addresser’s desire to have his or her needs meet. Optimism was expressed through the use of the phrase ‘look forward to’ and the words ‘hope’, ‘wish’ and ‘hopefully’. The following table shows the use of these words and phrases in the corpus to express positive politeness.

Table: 5 Occurrence of optimism words

S.N.	Words or Phrases	Occurrence	Percentage
1	Look forward to	6	18.75
2	Hope	6	18.75
3	Wish	2	6.25
4	Hopefully	1	3.13

From the table presented above it is clear that the phrase ‘look forward to’ and the word ‘hope’ were used with high rate of occurrences than the words ‘wish’ and ‘hopefully’. In the corpus of the study, ‘look forward to’ and ‘hope’ were used by 18.75 percent each and rest two words were used 6.25 and 3.13 percent respectively.

For example:

- We will be looking forward to serving you in the near future.

- We will look forward to hearing from you and hope that you will afford us the opportunity.....
- Hope that all is well.
- We hope that you will be able to find another solution to your problem.
- We wish to thank you for your valued account and know that you will understand the necessity for this price increase.

3.2.2 Negative Politeness Strategies

The main focus for using this strategy is to assume that you may be imposing on the hearers, and intruding on their space. Therefore, it automatically assumes that there might be some social distance or awkwardness in the situation. These negative politeness strategies can be indicated through indirectness of speech and use of modals.

3.2.2.1 Indirectness of Speech

Indirectness is considered as a negative politeness strategy to show respect for the addressee. Sentences that begin with the words other than “I”, “You’ or ‘My” have a sense of indirectness. The following examples show how different structures are used to express negative politeness strategies.

For example:

- If you decide to keep this book after ten days, we will bill you for the purchase.
- We hope that you will be able to find another solution to your problem.
- If we may be of further assistance please contact this office at your convenience.

3.2.2.2 Use of Modals

The use of qualifying modals in the corpus can be seen as a negative politeness strategy. Modals that frequently serve to qualify statements include: would, could, may, might, shall, should. The following table shows the number of occurrence of qualifying modals in the business correspondence.

Table: 6 Occurrence of qualifying modals

Qualifying Modals	No. of Occurrence
Will	27
Would	6
Shall	5
May	3
Must	3
Can	3
Could	1
Might	1
Should	1

From the table it is revealed that the use of qualifying modal will, would, shall are found mostly used in the business letters which showed the negative politeness. Among them will was the most frequently used one.

For example:

- We hope that you will be able to find another solution to your problem.
- We will be looking forward to serving you in the near future.

CHAPTER FOUR

FINDINGS AND RECOMMENDATIONS

On the basis of the analysis and interpretation the following findings and recommendations are derived.

4.1 Findings

- a) From the study it is found that the use of moves and step in business letters varies according to the purpose they are used for.
- b) The use of 'referring to the previous contact' step was more than the 'acknowledging the pieces of information' on the establishing a link move.
- c) Requesting and specifying transaction details steps were frequently used in the corpus of business letters
- d) Most of the letters were found written expecting for the further contact.
- e) The use of '**please + action verb...**' structure was found to address directness but the use of '**kindly + action verb...**' structure was not used in the corpus
- f) To express positive politeness in the letters, the use of '*look forward to*' was more used than those of *hope*, *hopefully* and *wish*.
- g) The uses of direct linguistic structures were more than that of indirect linguistic structures.
- h) The uses of modals were found more to express negative politeness in the letters.

4.2 Recommendations

The researcher, on the basis of findings, has attempted to forward some suggestions and recommendations which are as follows:

- a. Teachers should try to raise learners' awareness of the power principle and the solidarity principle between interlocutors.
- b. The study of the use of politeness strategies and moves and steps in business writings will be proved as a bridge between the linguistic skills of learners and their professional knowledge goals.
- c. The study of discourse of business letters enhances the learners to get the writing strategies of different types of business correspondence for various purposes. So, it is suggested to include these things in the course content.
- d. The curriculum designer should include the language of business letters in the school curriculum so that students can get more knowledge about it.
- e. As the business letter writing is a social activity, the description of it within sociolinguistic framework of can provide useful evidence for EFL and ESP researchers and teachers.
- f. The teachers of mass media, discourse studies should be well informed about the discourse structure and sentence structures of business letters so that they will provide the correct information to their students.
- g. The syllabus should pursue complex aims beside those of teaching linguistic structures to learners.

- h. To address different aspects of the writing skills, basically business correspondence writing, English course designers need to place an emphasis on presenting intersectional aspects of language into their syllabi.

Conclusion

In order to reveal the pragmatic discourse features of business letters written by the business personnel, the use of positive and negative politeness strategies in letters was investigated. This part of the study showed that the business letters were written by using more formal and direct linguistic structures. All the teachers, students, textbook writers, syllabus and curriculum designers should be made aware about the use of authentic materials such as business letters in the teaching and learning process so that it will enhance the learners writing competency.

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APPENDIX I

Check List

A. Moves/Steps

Moves	Steps	Yes		No
		Frequently	Some times	
Establishing link	a. referring to previous contact			
	b. acknowledging further information			
	Soliciting information	a. requesting		
	b. specifying product			
	c. service details			
	d. specifying transaction details			
Promoting further information	a expressing expectation of reply			
	b. attention			

B. Politeness Strategies

Negative Politeness Strategies	a. Indirectness			
	b. Modals			
Positive Politeness Strategies	a. Directness			
	b. Optimism			