# ENGLISH USED IN MEDICINE MARKETING

**A Thesis Submitted to the Department of English Language Education, University Campus, Kirtipur**
**In Partial Fulfilment for the Master's Degree in English Language Education**

**By**
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**Faculty of Education**
**Tribhuvan University**
**Kirtipur, Kathmandu, Nepal**
**2008**

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**T.U. Regd. No. : 9-2-50-1623-2000**
**Campus Roll No.: 549/2060**
**Date of Approval of the Thesis Proposal : 2063-10-25**

2nd Year Exam Roll No. : 280227/062 Date of Submission : 2064-10-18

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# RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Mr. Hari Raj Atreya** has worked and completed this thesis entitled **"English Used in Medicine Marketing"** under my guidance and supervision.

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# DEDICATION

**To my Parents**

# ACKNOWLEDGEMENTS

I would like to express my sincere thanks to the **Department of English Language Education** for providing me an opportunity to conduct a research on "English Used in Medicine Marketing."

I am extremely happy to express my sincere gratitude to my thesis supervisor **Mrs. Madhu Neupane,** Lecturer, Department of English Language Education, T.U. for her continuous guidance, enlightening ideas, invaluable and comprehensive suggestions, inspiration, help and co-operation to prepare this thesis in this form.

I would like to express my acknowledgement to **Dr. Chandreshwar Mishra,** Reader and Head of the Department of English Language Education for providing suggestions, encouragement and co-operation to initiate and complete this work.

I owe a debt of profound gratitude to **Dr. Jai Raj Awasthi,** Professor, Department of English Education for his contribution of continuous guidance, regular inspiration and enthusiastic encouragement both to complete this research and in my academic life.

I am deeply indebted to **Dr. Tirth Raj Khaniya,** Professor, Department of English Language Education, University Campus, Kirtipur, for his encouragement and co-operation during my study.

Similarly, I am much indebted to **Professor Dr. Govinda Raj Bhattarai,** Department of English Language Education and Assistant Dean, Faculty of Education for his co-operation and kind help during my study.

I am equally indebted to **Dr. Anjana Bhattarai, Dr. Balmukunda Bhandari, Mr. Vishnu Singh Rai, Mr. Ram Ekwal Singh, Mr. Prem**

**Bahadur Phyak, Mrs. Hima Rawal, Mr. Bhesh Raj Pokhrel, Mrs. Saraswati Dawadi** and **Mr. Balkrishna Sharma** for their direct and indirect academic support and kind help and encouragement.

I am very grateful to **Dr. D.B. Rokka,** Reader, Tribuvan University Ayurveda Campus for his academic encouragement and kind cooperation for collecting data for the study. I am also grateful to **Rajen Chhetri,** RSM, Solumiks Herbaceuticals, for his encouragement and cooperation and equally grateful to all the **Medical Representatives** and **Doctors** of Kathmandu valley who cooperated and helped me while collecting the data for the study. I am thankful to **Mr. Pitambar Paudel, Mr. Nanda Ram Pokhrel, Mr. Pushkar Gautam, Mr. Krishna Prasad Pokharel** and **Ramnath Neupane** for their kind help and valuable suggestions to my study. I would like to express my particular thanks to my younger brother **Mr. Narayan Atreya** who helped me to collect materials, create appropriate environment and constantly to encourage me to carry out this research work successfully.

Last but not the least, my thanks go to **Mrs. Madhavi Khanal,** Librarian, Department of English Education for her kind help and co-operation for the study and **Mr. Durka Man Maharjan,** Proprietor of Durka Computer System, Kirtipur, Naya Bazar for typing my thesis on time. I would like to offer my thanks to all friends and well-wishers who encouraged and helped me during my study.

**Hari Raj Atreya**

# ABSTRACT

The research entitled 'English Used in Medicine Marketing' is an attempt to find out the sentence patterns and functions of language used in medicine marketing. In order to do so, the researcher collected the data from both primary and secondary sources. The primary sources were the medical representatives of Kathmandu Valley. The sample population consisted of 30 different medical representatives who were selected by using stratified judgmental sampling procedure. The researcher took 10 representatives while detailing orthopaedic products, 7 while detailing paediatric products, 7 while detailing gynaecological products and 6 while detailing general products. The data were analyzed and interpreted by using simple statistical tool such as percentage to find out the sentence patterns and language functions. On the basis of the collected data, the language functions and sentence patterns were determined.

The findings of the research show that the language used by marketers is fixed, such as S-P-PC (A) and S-P-IO-DO (A), patterns are more commonly used. Similarly, language functions such as socializing, imparting and seeking factual information are more common. On the whole, the overall language seems some how different from other types of language.

The study consist of four chapters, which are given below:

The first chapter deals with the introduction. It consists of general background of the study, review of the related literature, objectives of the study, significance of the study and definitions of the specific terms.

The second chapter deals with the methodology adopted for the study. It encompasses sources of data, population of the study, sampling procedures, tools for data collection, process of data collection and the limitations of the study.

The third chapter deals with the analysis and interpretation of the data which is done in terms of language functions and sentence patterns. Percentage along with different tables and figures were used as statistical tools while analyzing and interpreting the data.

The last chapter deals with the findings and recommendations. On the basis of the analysis and interpretation, some significant findings are enlisted. On the basis of these findings, some recommendations for pedagogical implications and further researches are made. This chapter is followed by reference and appendices.

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# ABBREVIATIONS

| | |
|---|---|
| BD | : Bi Times in a Day |
| BID | : Bi Times in a Day |
| CDPL | : Chemi Drugs Private Limited |
| Dr. | : Doctor |
| DS | : Double Strength |
| DT | : Disposable Tablets |
| eg. | : Exempli gratia / for example |
| etc. | : Etcetera |
| GMP | : Good Manufacturing Practice |
| i.e. | : That is to say |
| Mg | : Milligram |
| ML | : Milliliter |
| MR | : Medical Representatives |
| OA | : Osteo Arthritis |
| PCN | : Pharmaceutical Company of Nepal |
| RA | : Rheumatoid Arthritis |
| TDS | : Three Times in a Day |
| TID | : Three Times in a Day |
| TUTH | : Tribhuvan University Teaching Hospital |
| URTI | : Upper Respiratory Track Infection |
| viz. | : Namely |
| WHO | : World Health Organization |