

CHAPTER - ONE

INTRODUCTION

1.1 General Background

Language is a means of communication. It is extremely complex and highly versatile code for human communication. Communication is a process of transmitting and exchanging ideas, emotions, thoughts, feelings, likes, dislikes, etc. from one person to another. To quote Richards, et al. (1985: 64). "Communication is the exchange of ideas, information, etc. between two or more persons. In an act of communication, there is usually at least one speaker or sender, a message which is transmitted, and a person for whom this message is intended (receiver). The study of communication is central to socio-linguistics, psycholinguistics and information theory." The other means of communications like olfactory., gustatory, tactile, etc. are also taken as a system of communication but not as developed as language is.

The world is changeable and language, being a social phenomenon as well as living one, cannot certainly be exception to it. There was drastic change towards the view of language after the Second World War (1945). English is accepted as an international language of technology and commerce.

1.1.1 Mass Media

Being an international language, English is being widely used in mass media. Mass media are the tools and instruments for communication that permit us to record and transmit information and experiences rapidly to large, scattered and heterogeneous audience, as such they extend our ability to talk to each other by helping us to overcome barriers caused by time and space. Obviously, mass media directly or indirectly direct our personal as well as social lives. It is mass media which are expanding and correlating our knowledge with globalization.

Etymologically, mass media consist of two words 'mass' and 'media' which means 'large group of people' and 'media of communication' respectively.

To define mass media, different scholars have put forward their definitions. Some of them are given below:

According to Defleur and Denis (1992, as quoted in Neupane, 2006) mass media are "devices for moving message across distance or time to accomplish mass communication."

Similarly D. Souza (1971, as quoted in Neupane, 2006) says "Mass media as the name suggests are media which reach the mass spread over a vast area simultaneously."

By above definitions, we can conclude that mass media are the various means of communicating information to people. Radio, television, newspaper, etc. are the examples of mass media.

1.1.2 Role of Mass Media in the Present Day World

Mass media play a major role in creating a feasible climate for the modern concept of democratic governance in a country. Mass media channels are especially effective when combined with interpersonal channels in modern media forms as well as traditional mass media. Mass media include electronic and print media that are used to convey or send messages to the mass. Mass communication is made possible by the use of mass media. Books, newspapers, magazines, radio, television, cinema, etc. are the examples of mass media. Interpersonal channels are those which involve face to face message and transmission between two or more individuals. Andrew (1991, as quoted in Neupane, 2006) enhances the importance of mass media by saying that in democratic society, independent media serve to educate the public/electorate about issues regarding government and corporate entities.

Mass media have been playing a vital role in the present day world. Mass media make it possible to deliver the same message simultaneously to a vast and diversified audience, scattered far and wide. We depend on technological innovation for entertainment, information or instruction. In fact, the mass media have revolutionized our personal as well as social life. We are more capable of expanding our communication through mass media and thus enabled to overcome the barriers caused by time and space. As mass media has different functions in the present day world, they are used for different purposes. Among the various functions

of mass media, advertising is one of the most important functions. Here, in this study, the researcher has co-related the word advertising with the means of communication between medical representatives and doctors to promote and sale their products.

1.1.3 Marketing

Marketing is indeed an ancient art; it has been practised in one form or the other since the day of Adam and Eve. Its emergence as a management discipline, however, is of relatively ancient origin. Marketing is a phenomenon brought about by the pressures of mass production and increased spending power. To quote Ramaswamy and Nankumar (1999: 63) "A business cannot succeed by supplying products and services that are not properly designed to serve the needs of customers". So, there is essence of marketing to communicate to the customers. To quote Hornby (2005 : 940) marketing is "the activity of presenting, advertising and selling a company's product in the best possible way." Marketing is the act or process of selling products through advertising and sale promotion. However, advertising and sale promotion represent only parts of marketing. Marketing consist of creating, promoting and delivering products to satisfy human and social needs. Marketing is concerned not only with attracting customers, but also with retaining customers by winning their loyalty. It aims to develop long-term mutually satisfying relationship with the customers. To quote Kotler (1989: 3) marketing is "a societal process by which individuals and groups

go on creating, offering and freely exchanging products and services of value with others."

Thus, marketing is an essential part of management discipline which focuses on selling of the products of a company in the best possible and feasible way to the customers.

1.1.4 Medicine

Medicine is defined as the study and treatment of diseases and injuries. No one can be far beyond from medicine. Every human being as well as other creatures are directly or indirectly using the medicines and simply, we can say that the medicines are the life saving drugs which save our life from different diseases and injuries, and give us longer life. There are various ways of the absorption of medicine in our body. Some medicines are directly injected in our body through vein and some are taken orally and they have to go through digestion process for their absorption it. And some medicines are locally applied in the affected area.

1.1.5 Medical Representatives

Representatives are the persons who have been chosen to speak or vote for somebody or something. They represent the whole group, company or any institution. And medical representatives are those persons who directly or indirectly advertise and promote medicine. They promote the products by giving different research papers to the doctors or by giving some oral description about medicine to the doctors. They frequently visit the doctors, sometimes to provide them with the samples and

sometimes just to remind them of the old products. But the main thing is that they advertise or promote medicine when they visit the doctors so that we can say that they are the means of advertising and promoting the sale of medicines. Not only that the medical representatives take feedback from the doctors and they forward it to the company so they are the means of communication between company and doctors.

1.1.6 Sentence Patterns

The 'word' pattern refers to the regular way in which something happens or is done. And also a regular arrangement of lines, shape, colours, etc. as a design on material or objects. In general sense, pattern is a systematic arrangement of units. The term has been used to refer specifically to any neatness of arrangement that can be demonstrated in any sequence of relationship, that ought to be regular and symmetrical.

Here, in this study, sentence pattern means the systematic arrangement of the sentence units, that may be functional or categorical. Different linguists have given different sentence patterns. According to Todd (1991: 270), (Adjunct)(Subject) Predicate (Object) (Complement) and (Adjunct) are the units of sentence patterns. He has mentioned them as (A) (S) P (O) (C) (A). It shows that all other units are optional except the predicate. These units of sentence pattern can be combined to form different sentence patterns.

The common sentence patterns are exemplified below:

P	=	Go.
PA	=	Go quickly.
SP	=	John slept.
SPA	=	John slept quickly.
PO	=	Eat your breakfast.
SPO	=	John ate his breakfast.
SPOA	=	John ate his breakfast quickly.
SPC	=	John is a fool.
ASPC	=	At times John is fool.
SPOC	=	John called his brother a fool.
SAPOC	=	John often called his brother a fool.

But, in this research the researcher based his work on Arts and Arts (1986: 144) classification which is illustrated here.

- (i) Subject-Predicator (Adverbial)
e.g. Lions roar.
- (ii) Subject - Predicator - Subject Attribute - (Adverbial)
e.g. Your boss is a nice fellow.
- (iii) Subject - Predicator - Direct Object - (Adverbial)
e.g. Shakespeare wrote Hamlet.
- (iv) Subject-Predicator-Predicator Complement-(Adverbial)
e.g. The boy resembles his father.
- (v) Subject-Predicator-Indirect Object-Direct Object-(Adverbial)
e.g. Mary lent her boy friend five pounds.

(vi) Subject-Predicator-Beneficial Object-Direct Object-
(Adverbial)

e.g. She made herself a cup of tea.

(vii) Subject-Predicator-Direct Object-Object Attribute-
(Adverbial)

e.g. He called his father a monkey.

(viii) Subject-Predicator-Direct Object-Predicator
Complement- (Adverbial)

e.g. You cannot compare John with Mary.

Above examples of sentence patterns show that adverbials are optional. Though they are mentioned in sentence final position, they are movable i.e. they can come to initial, middle as well as final positions and can be realized more than once.

Furthermore, Arts and Arts (1986: 80) have classified the sentences into simple, complex and compound on the basis of their form. This has also been illustrated here.

(a) The Simple Sentence

A simple sentence can be defined as a sentence in which none of the functions is realized by a clause. In other words, a simple sentence does not contain an embedded sentence as realization of one of its functions. On the other hand, a simple sentence is an independent sentence which is capable of occurring on its own. For example: John is a Bachelor.

B) The Compound Sentence

A compound sentence is the one in which two or more sentences have been co-ordinated. Each of the conjoins is independent since there is no question of embedding. According to Arts and Arts (1986: 87), a sentence can be compound sentence if there are the conjoins of following types:

Compound sentence	Simple sentence + Simple sentence
	Simple sentence + Complex sentence
	Complex sentence + Complex sentence

Above patterns are illustrated with examples.

a) Simple + Simple

Oil is now more expensive and that will affect our economy.

b) Simple + Complex/ Complex + Simple

I know that he feels depressed but has he taken his pills ?

c) Complex + Complex

We would prefer him not to go or do you think it is necessary.

C) The Complex Sentences

Sentences in which one or more sentence functions are realized by a clause (finite or non-finite) are complex. A sentence or clause that contains one or more clauses is called a superordinate clause. For example: That the baby is ill is obvious.

1.1.7 Language Function

In simple words, a language function refers to the purpose for which a piece of language is used. For example, 'requesting' is the purpose for which the language item like 'could you please open the door ?' is used. In other words, we can say that language functions are simply the category of human behaviour in terms of language. We utter many utterances to serve different communicative functions of language. Different scholars have given different types of language functions, some of them are also cited here.

Jakobson (1960, as quoted in Pokhrel, 2007) has classified language functions into six categories:

- i) Emotive function
- ii) Conative function
- iii) Referential function
- iv) Phatic function
- v) Metalingual function
- vi) Poetic function

Austin's (1962, as quoted in Pokhrel, 2007) has classified language functions into two categories

- i) Constative function
- ii) performative function

But, here, in this study, the researcher will identify the language functions of the utterances on the basis of Van EK's (1976: 45) classification of language functions:

- (i) Imparting and seeking factual information.

- (ii) Expressing and finding out intellectual attitudes.
- (iii) Expressing and finding out emotional attitudes.
- (iv) Expressing and finding out moral attitudes.
- (v) Getting things done (suasion)
- (vi) Socializing

(i) Imparting and seeking factual information

In this type of language function, a piece of utterance is used to get factual information from the receiver. Identifying, reporting, correcting and asking come under imparting and seeking factual information. For example.

- J He is Ram.
- J He told her to open the door.
- J No, he is in Kathmandu.
- J What's your plan ?

(ii) Expressing and finding out intellectual attitudes

Here, a piece of utterance is used to get intellectual attitude of somebody. Agreement, disagreement, accepting, denying, taking permission, offering or inviting, asking/stating whether one knows or not, asking/stating whether one remembers or forgotten, expressing/inquiring whether something is considered possible or impossible, expressing/inquiring logical conclusion, certainty, obligation, seeking permission types of expression are used for expressing and finding out intellectual attitude. For example,

- J I agree.
- J I don't think so

) No problem

) I'm sorry.

(iii) Expressing and finding out emotional attitudes

In this type of language function, a piece of utterance is used to communicate the emotional attitude. Expressing likes, dislikes, surprise hope, fear, sympathy, pleasure, performance, gratitude, intention, want and desire are the types of expressions which come under expressing and finding out emotional attitude. For example:

) Ramesh makes me sick.

) Excellent !

) I want to help you.

) Hope to see again.

(iv) Expressing and finding out moral attitudes

Here, a piece of utterance is used to express moral attitude. Apologizing, giving approval and disapproval, regretting, granting forgiveness and showing indifference are types of expressions which come under expressing and finding out moral attitudes. For examples:

) We apologize for the late departure of this flight.

) Sure, tomorrow, I'll be there at party.

(v) Getting things done (suasion)

In this type of expression, a piece of utterance is used to make somebody do something for the betterment. Suggesting,

requesting, warning, inviting other to do something, advising, instructing or directing to do something and requesting assistance are the types of expressions which come under getting things done.

For examples:

- J May I open the window ?
- J Why don't you go to hospital ?
- J Mind your head !

(vi) Socializing

Here, a piece of utterance is used to meet and spend time with people in a friendly way and they are the expressions which we will behave in our society. Greeting, thanking, welcoming, introducing, taking leave, attracting attention, purposing a toast and congratulating are types of expressions which are used in socializing functions. For examples:

- J Good morning.
- J Thank you.
- J Welcome to Nepal !

1.2 Review of the Related Literature

Though there is the great importance of mass media in present day world, a very few studies are conducted in this sector in our department of English Language Education. Some of the studies conducted are reviewed here.

Pathak (1979) has carried out a research on 'An Investigation to the English for Specific Purpose Course for the Student of Medicine at

Certificate Level'. His study shows that ESP was relevant in our country to teach English at certificate level and the objectives were relevant.

Bhandari (1999) has studied the 'Use of Tense and Aspect in Nepali English Newspaper.' She did her study on two dailies: The Rising Nepal and The Kathmandu Post and the same number of weeklies. Her study shows that the non past tense is used more frequently than the past in both the papers in general.

Subedi (2001) has studied the 'Language of Signboards' in terms of structures, tense, voice and aspects and physical features of different types of signboards. His study shows that the verbless constructions in the language of signboards are advertising, directional and passive constructions are found most frequently in the language of instructional signboards.

Pokhrel (2004) has carried out the research on 'English Used in Broadcast and Print Media'. His study shows that the language of broadcast media is simple in comparison to print media.

Neupane (2006) has carried out a study entitled 'Language Used in Notices'. His study shows that verbless constructions and requesting functions are frequently used in notices.

Till now, no research has been carried out particularly on language of marketing. So, the researcher is interested to analyze the language used in medicine marketing in terms of sentence patterns and language functions.

1.3 Objectives of the Study

The objectives of the present study are as follows:

- (i) To find out the sentence patterns used in the language of medicine marketing.
- (ii) To find out main language functions used in medicine marketing.
- (iii) To point out some pedagogical implications.

1.4 Significance of the Study

This study will be useful to the researchers who want to undertake researches on mass media in near future. It equally serves as a good source material for language teaching and learning. It will be helpful to those who are in medicine marketing profession and to the students of journalism and mass communication. Not only this, the study will equally be useful for journalists, editors, publishers and other people who are directly or indirectly involved in mass-media.

1.5 Definition of Specific Terms

While carrying out this study, the researcher has used the following terms frequently and those terms are defined as follows:

Mass Media : Mass media are the tools or instruments of communication which permit us to record and transmit information and experiences rapidly to large scattered and heterogeneous audience.

Marketing : Marketing is the activity of presenting, advertising and selling a company's products in the best possible way and the way of supplying products and services.

Medicine : Medicine refers to the study and treatment of diseases and injuries. Simply, they are the life saving and preventing drugs.

Construction : Here the term construction refers to overall process of internal organization of grammatical unit.

CHAPTER - TWO

METHODOLOGY

The following methodology was adopted to conduct this study.

2.1 Sources of Data

The researcher collected data from both primary and secondary sources.

2.1.1 Primary Sources

The medical representatives were the primary sources of the data.

2.1.2 Secondary Sources

The researcher consulted different books, journals, magazines, theses, internets and other materials as the secondary sources of data. Some of the secondary sources are mentioned below:

- i. Dictionary: Oxford Advanced Learner's Dictionary (7th edition).
- ii. Books: Van Ek (1976), Todd (1991), Kumar (1996) Aarts and Aarts (1986)

2.2 Sampling Procedures

The total sample population consisted of 30 medical representatives from Kathmandu valley. The researcher used

stratified judgmental sampling procedure to sample the population. The researcher took 10 representatives while detailing orthopaedic products, 7 paediatric products, 7 gynaecological products, and 6 general products. The researcher visited Bir Hospital, Kanti Child Hospital, Tribhuvan University Teaching Hospital, Tribhuvan University Naradevi Hospital and different clinics inside Kathmandu valley.

2.3 Research Tool

The observation was used as a research tool for data collection. The researcher recorded the voices of medical representatives while detailing different medical products.

2.4 Process of Data Collection

The researcher visited different hospitals and clinics inside Kathmandu Valley and met the medical representatives. Then, he asked for permission to record their voices while detailing different medical products. And he transcribed the recorded voices into orthographic form.

2.5 Limitations of the Study

This study had following limitations:

- (i) This study was limited to Kathmandu valley.
- (ii) This study included only 30 representatives from different sectors.
- (iii) This study only focused on sentence patterns and language functions of collected data.

CHAPTER - THREE

ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation of the data. The data were analyzed and interpreted to find out the sentence patterns and the language functions used in medicine marketing.

The researcher, analyzed the whole data by classifying them into the following four sectors:

- J Orthopaedic Products
- J Paediatric Products
- J Gynaecological Products
- J General Products

3.1 Types of Sentence Patterns

Under this, the researcher has analyzed the sentence patterns used by medical representatives in whole and while detailing orthopaedic, paediatric, gynaecological and general products separately.

3.1.1 The Overall Analysis of Sentence Patterns Used in Language of Medicine Marketing

Here, the researcher has classified the whole sentence patterns of collected data including all the products detailings.

Table No. 1
The Overall Analysis of Sentence Patterns Used in Language
of Medicine Marketing

S.N.	Sentence patterns	Frequency	Percentage	Remarks
1	S-P-PC (A)	52	47.27	
2	S-P-IO-DO (A)	21	19.09	
3	S-P-SA (A)	22	20	
4	S-P-DO (A)	15	13.63	
	Total	110	100	

The above table shows that there were 4 different patterns used in the language of medicine marketing. Among them, 52 (47.27%) were in S-P-PC (A) pattern and 22 (20%) were in the pattern of S-P-IO-DO (A). 21 (19.09%) were in S-P-SA (A) patterns whereas 15 (13.63%) were in S-P-DO (A) sentence pattern.

This table also shows that S-P-PC (A) was the most frequent sentence pattern whereas S - P - Do (A) was the least used sentence pattern.

3.1.2 Types of Sentence Pattern Used while Detailing Orthopaedic Products

Firstly, the researcher classified the uttered sentences into simple, compound and complex and analyzed their sentence patterns separately.

a) The Simple Sentence

Here, the researcher went through the whole data and found only four different sentence patterns of simple sentences. Some examples of simple sentence are cited here but complete detailing is given in Appendix-A.

i) S-P-SA (A)

Dif also has faster onset of action.

ii) S-P-PC (A)

Dr. similarly we do have dif 50 and Dif 100.

iii) S-P-IO-DO (A)

Dr. Alive offers you Decal tablets.

iv) S-P-DO (A)

So Dr. please kindly prescribe Decal.

Table No. 2a

Patterns of Simple Sentences Used while Detailing Orthopaedic Products

S.N.	Sentence patterns	Frequency	Percentage	Remarks
1	S-P-DO (A)	5	13.88	
2	S-P-IO-DO (A)	6	16.66	
3	S-P-SA (A)	6	16.66	
4	S-P-PC (A)	19	52.77	
	Total	36	100%	

The above table displays that 4 types of sentence patterns were used. Among them, 19 (52.77%) were in the patterns of S-P-

PC (A), and 6 (16.66%) were in the patterns of S-P-IO-DO (A) and S-P-SA (A). Similarly, 5 (13.88%) were in S-P-DO (A) sentence pattern.

Above table also displays that the S-P-PC (A) sentence pattern was widely used one whereas S-P-DO (A) was the least used one.

(b) The Compound Sentence

Here, the researcher went through the data and found simple + simple (...simple) and simple + complex/complex + simple sentence patterns of compound sentence. Some examples of compound sentences are cited here but detail is given in Appendix (A).

Dr. Size Decal is smaller so easy to swallow for the patients and price is economic just 3 rupees to the patients.

Dr. Myostaal provides 83% transdermal penetration and gives very good result in inner pain.

Table No. 2b

Patterns of Compound Sentences Used while Detailing Orthopaedic Products

S.N.	Sentence	Sentence patterns	Frequency	Percentage	Remarks
1	Simple + Simple	S-P - DO (A) + S - P - DO (A)	1	20	
2	Simple + Complex or Complex + Simple	S - P - SA (A) + S - P - SA (A)	1	20	
		S-P-PC (A) + S - P - PC (A)	1	20	
		S-P-DO (A) + S - P - PC (A)	1	20	
		S-P-SA (A) + S - P - SA (A)	1	20	
		Total	5	100	

The above table shows that the simple + simple (...) and simple + complex/complex + simple patterns were used while detailing the orthopaedic products. Among them simple + complex/complex + simple was the most frequent which constituted (1+1+1+1) = 4 (80%) whereas simple + simple (...) pattern was the least used which only constituted 1 (20%).

C) The Complex Sentence

Here, the researcher went through the data and found the following complex sentences and their sentence patterns. Some of them are cited here but detail is given in Appendix (A).

a. S - P - SA (A)

As you know, Gromocef O is the most economic brand of Cefixime, now available in the market.

b. S-P-PC (A)

As you know Dr. we have Myostaal gel or liniment, a time tested and trusted antiarthrititis.

c. S-P-IO-DO (A)

So, Dr. for quick relief of pain, please prescribe our Q-Nim tablets to take care of quick relief of pain so humbly requesting to our Q-Nim Dr.

Table No. 2c

Patterns of Complex Sentences Used while Detailing Orthopaedic Products

S.N.	Sentence patterns	Frequency	Percentage	Remarks
1	S - P - SA (A)	4	44.44	
2	S - P - PC (A)	4	44.44	
3	S - P - IO - DO (A)	1	11.11	
	Total	9	100	

The above table shows that there were three different patterns of complex sentences used in detailing of orthopaedic products. Among them, S-P-SA (A) and S-P-PC (A) sentence patterns were most frequent, both of them constituted 4 (44.44%) and S-P-IO-DO (A) pattern was the least used pattern which constituted 1 (11.11%).

D) Others

Besides these sentences, while going through the data, the researcher found other formulaic phrases, verbless constructions and others but all those are not mentioned here. They are given in detail in Appendix (A). Some examples are cited here.

-) Dr. Warm regard from state Karidox private Limited.
-) Good day, Dr.

3.1.3 Types of Sentence Pattern Used while Detailing Paediatric Products

The researcher classified the uttered sentences into simple, complex and compound sentences and analyzed their sentence patterns separately.

a) The Simple Sentence

Here the research went through the data and found only four types of sentence patterns of simple sentences and some of them are cited here but detail is given in Appendix (B).

i) S - P - PC (A)

Similarly, we have 'Honicof' very safe and effective cough syrup to the children.

ii) S - P - IO - DO (A)

Dr. please prescribe our Enjex.

iii) S - P - DO (A)

Dr. please prescribe Axil.

Table No. 3a

Patterns of Simple Sentences Used while Detailing Paediatric Products

S.N.	Sentence patterns	Frequency	Percentage	Remarks
1	S - P - PC (A)	8	50	
2	S - P - IO - DO (A)	6	37.5	
3	S -P - DO (A)	2	12.5	
	Total	16	100	

Above table displays that there were 3 sentence patterns. Among them, 8 (50%) sentences were in S - P - PC (A) pattern, 6 (37.5%) were in S - P - IO - DO (A) pattern and 2 (12.5%) were in S - P - DO (A) pattern.

Above table also shows that the S - P - PC (A) pattern was the most one whereas S - P - DO (A) was the least widely used one.

b. The Compound Sentence

While going through the data, the researcher only found simple + simple (.....) and simple + complex/complex + simple sentence pattern. Some examples are cited here but the detail is given in Appendix (B).

Nirocil builds up immunity and checks from viral infection.

As you know Dr., we have Enjex capsule as well as syrup, especially a digestive enzyme and additionally improves appetite to the patient

Table No. 3b
Patterns of Compound Sentences Used While Detailing Paediatric Products

S.N.	Sentence	Sentence patterns	Frequency	Percentage	Remarks
1	Simple + Simple	S-P - DO (A) + S - P - DO (A)	2	50	
2	Simple + Complex or Complex + Simple	S - P - PC (A) + S - P - PC (A)	1	25	
		S-P-SA (A) + S - P - DO (A)	1	25	
		Total	4	100	

The above table shows that the simple + simple (.....) and simple + complex / complex + simple patterns were used in paediatric detailing. Among them, simple + complex/ complex + simple was the most frequent which constituted (1+1) = 2 (50%) whereas simple + simple was the least frequent which only constituted 1 (25%).

c) The Complex Sentence

While going through the data, the researcher found the following complex sentences and their sentence patterns used while detailing paediatric products. Some of them are cited here but detail is given in Appendix 'B'.

(a) S - P - PC (A)

Mam, as you know, it consists of 'calisbassilum clostrombetoism' along calctobasis.

(b) S - P - SA (A)

As you know Dr., Tonex is 'tonic' for any kind of patients.

(c) S - P - IO - DO (A)

Dr., to improve appetite in your child patient, please prescribe our A-tive.

Table No. 3c

Patterns of Complex Sentences Used while Detailing Paediatric Products

S.N.	Sentence patterns	Frequency	Percentage	Remarks
1	S - P - PC (A)	4	57.14	
2	S -P - SA (A)	2	28.57	
3	S - P - IO - DO (A)	1	14.28	
	Total	7	100	

The above table shows that there were 3 patterns used in detailing of paediatric products. Among them, S-P-PC (A) was the most frequent which constituted 4 (57.14%) whereas S-P-IO-DO (A) was the least used pattern which constituted 1 (14.28%).

d) Others

Besides these, while going through the data the researcher found different formulaic phrases and other incomplete sentences, they are given in detail in Appendix (B). Two examples are given here:

Dr. Best regard from growel Pharmaceuticals.

Dr. Best regard from Medopharm.

3.1.4 Types of Sentence Patterns Used while Detailing Gnaecological Products

The researcher classified the uttered sentences into simple, complex and compound sentences and analyzed their patterns separately.

a. The Simple Sentence

Here researcher went through the data and found only three types of sentence pattern of simple sentences which are illustrated here with examples but detail is given in Appendix (C). .

i) S - P - SA (A)

Dr. Solumiks is a WHO, GMP certified as well as ISO 9001 certified company.

ii) S - P - PC (A)

Dr. we have 'vita-fe' syrup as well as capsule.

iii) S - P - IO - DO (A)

Please kindly prescribe our M-2 Tone, a non hormonal therapy to irregular cycle.

Table No. 4a

Patterns of Simple Sentences Used while Detailing Gyanaecological Products

S.N.	Sentence pattern	Frequency	Percentage	Remarks
1	S - P - PC (A)	5	38.46	
2	S - P - IO - DO (A)	5	38.46	
3	S - P - SA (A)	3	23.07	
	Total	13	100	

Above table displays that 3 different sentence patterns were used. Among them, 5 (38.46%) sentences were in S - P - PC (A), 5 (38.46%) were S - P - IO - DO (A) pattern and 3 (23.07%) were in S - D - SA (A) pattern.

Above table also displays that S - P - PC (A) and S -P - IO - DO (A) sentence patterns were more frequent than S - P - SA (A) sentence pattern.

b. The Compound Sentence

While going through the data, the researcher found only simple + complex / simple + complex sentence patterns. An example from the data is cited here but the detail is given in Appendix (C).

Please recommend Lumital tablets because Lumital controls excessive vaginal discharge, reduces local irritation and itching and Lumital reduces inflammation and combacts infection Madam

and Lumital also restore normal tissue regeneration, therefore in Leucorrhoea please recommend Lumital.

Table No. 4b

Pattern of Compound Sentences Used while Detailing Gynaecological Products

S.N.	Sentence	Sentence patterns	Frequency	Percentage	Remarks
1	Simple + Complex or Complex + Simple	S - P - PC (A) + S - P - SA (A)	1	50	
		S-P-DO (A) + S - P - SA (A)	1	50	
		Total	2	100	

This table shows that the simple + complex / complex + simple patterns was the one and only used sentence pattern.

c. The Complex Sentence

While going through data, the researcher found the following sentence patterns of complex sentences. Some examples are cited here but detail is given in Appendix (C).

(a) S - P - PC (A)

Dr. as you know, we have M-2 Tore tablets as well as syrup.

(b) S - P - SA (A)

As you know, Dr. this is the best combination of Amoxicillin.

Table No. 4c

Patterns of Complex Sentences Used while Detailing Gynaecological Products

S.N.	Sentence patterns	Frequency	Percentage	Remarks
1	S - P - PC (A)	4	80	
2	S -P - SA (A)	1	20	
	Total	5	100	

The above table shows that there were 2 patterns used while detailing of gynaecological products. Between them, S-P-PC (A) constituted 4 (80%) which was the highest frequency whereas S-P-SA (A) constituted 1 (20%) which was the lowest frequency.

d. Others

Besides these patterns, while going through the data the researcher found various phrases. Some of them are mentioned here but detail is given in Appendix (C).

- Dose one tablet TDS or 10 ml TDS.
- Dr. sincere regard from PCN.

3.1.5 Types of Sentences Patterns Used while Detailing General Products

The researcher first classified the sentences into simple, complex and compound and analyzed their sentence pattern separately.

a) The Simple Sentence

Here, the researcher went through the data and found only four different types of sentence patterns while detailing general products. Some examples are cited here but detail is given in Appendix (D).

i) S - P - DO (A)

Live 52 protects hepatic parachyma

ii) S - P - SA (A)

Dr. Pantazole is available in 20 and 40 mg.

iii) S - P - PC (A)

Dr. we have 'ciflex' a brand of ciprofloxacin an antibiotic.

iv) S - P - IO - DO (A)

Dr. please prescribe our lomoplex complex.

Table No. 5.a

Patterns of Simple Sentences Used while Detailing General Products

S.N.	Sentence patterns	Frequency	Percentage	Remarks
1	S -P - DO (A)	6	30	
2	S - P - SA (A)	5	25	
3	S - P - PC (A)	6	30	
4	S - P - IO - DO (A)	3	15	
	Total	20	100	

The above table displays that 6 (30%) of the sentences were in S - P - DO (A) pattern, 6 (30%) were in S - P - PC (A) sentence patterns, 5 (25%) were in s - P - SA (A) sentence pattern, and 3 (15%) were in S - P-IO-DO (A) sentence patterns.

The table also displays that S - P - DO (A) and S - P - PC (A) were the most frequent patterns, whereas S - P - IO - DO (A) was the least used sentence pattern.

b) The Compound Sentence

While going through the data the researcher found only simple + simple (.....) and simple + complex / complex + simple

sentence patterns. Some example are cited here but detail is given in Appendix (D).

Liv 52 promotes hepato cellular regeneration and liv 52 progresses the loss of functional activity of cell membrane.

We have 'cihorium intybus' that is called 'Kasni' which has hepatoprotective property and moreover we have 'Kasa Marda' and 'Mandur Vasma' also there is.

Table No. 5b

Patterns of Compound Sentences Used while Detailing Paediatric Products

S.N.	Sentence	Sentence patterns	Frequency	Percentage	Remarks
1	Simple + Simple	S-P - DO (A) + S - P - DO (A)	1	20	
		S - P - PC (A) + S - P - PC (A)	1	20	
		S-P (A) + S - P (A)	1	20	
2	Simple + Complex or Complex + Simple	S-P-PC (A) - S - P - PC (A)	1	20	
		S-P-PC (A) - S - P - DO (A)	1	20	
		Total	5	100	

The above table shows that both simple + simple (...) and simple + complex / complex + simple patterns were used in general products detailings. Between these two patterns, simple + simple constituted $(1+1+1) = 3$ (60%), which was the highest frequency, whereas simple + complex / complex + simple constituted $(1+1) = 2$ (40%), which was the least used pattern.

c) The Complex Sentence

The researcher found the following patterns of complex sentences while going through the data. Some of them are cited here but detail is given in Appendix 'D'.

(a) S - P - DO (A)

Dr. you well know doctors 'Sumox' provides the broad spectrum of microbial activities with high safely profile.

(b) S - P - PC (A)

As you know Dr., we have Decold anticold tablets as well as syrup.

Table No. 5c

Patterns of Complex Sentences Used while Detailing General Products

S.N.	Sentence patterns	Frequency	Percentage	Remarks
1	S - P - PC (A)	2	50	
2	S -P - DO (A)	2	50	
	Total	4	100	

The above table shows that there were two patterns [S - P - PC (A) and S - P - DO (A)] used while detailing about general products. Each of them constituted 2 (50%) which shows that they were equally used.

d) Others

Besides these structures, the researcher found different phrases, verbless constructions which are given in Appendix (D) but some examples are cited here.

- Dr. best regard from Synergy Seagoll.
- Sure ----- Sure.
- Adults also doctors.

3.2 Language Functions

The researcher divided the whole data into four different sectors (orthopaedic, paediatric, gynaecological and general) and analyzed the language functions used in whole and individually.

3.2.1 The Overall Analysis Language Functions Used in Medicine Marketing

Here, the researcher classified the language functions of all the exponents used in the language of medicine marketing.

Table No. 6
The Overall Analysis of Language Functions Used in Language of
Medicine Marketing

S.N.	Language function	Frequency	Percentage	Remarks
1	Imparting and seeking factual information	71	28	
2	Expressing and finding out intellectual attitudes	4	1.6	
3	Expressing finding out emotional attitudes	9	3.6	
4	Getting things done	63	25.2	
5	Socializing	103	41.2	
	Total	250	100	

The above table shows that there were 250 exponents. Among them, imparting and seeking factual information constituted 71 (28%), expressing and finding out intellectual attitude constituted 4 (1.6%), expressing and finding out emotional

attitude constituted 9 (3.6%), getting things done constituted 63 (25.2%) and socializing constituted 103 (41.2%).

3.2.2 Types of Language Functions Used while Detailing Orthopaedic Products

The researcher went through the data and found only five types of language functions, some examples are cited here but the detail is given in Appendix (A)

- 1) Imparting and seeking factual information.
Any sample Dr. ?
- 2) Expressing and finding out intellectual attitude.
Dr. Alive offers you Decal tablets.
- 3) Getting things done (Suasion)
Dr. sincerely requesting to just a single product Nivarak Tel.
- 4) Expressing and finding out emotional attitudes
Dr. hopping your valuable support more.
- 5) Socializing
Thank you doctor.

Table No. 7

Language Functions Used while Detailing Orthopaedic Products

S.N.	Language function	Frequency	Percentage	Remarks
1	Imparting and seeking factual information	16	21.05	
2	Expressing and finding out intellectual attitudes	2	2.63	
3	Getting things done	24	31.53	
4	Expressing and finding out emotional attitude	4	5.26	
5	Socializing	30	39.47	
	Total	76	100	

The above table shows that there were 76 exponents. Among them, 30 (39.47%) were in socializing function, 24 (31.57%) were in getting things done, 16 (21.05%) were in imparting and seeking factual information, 4 (5.26%) were in expressing and finding out emotional attitudes and 2 (2.63%) were in expressing and finding out intellectual attitudes.

Besides this, socializing was the most frequent language function whereas expressing and finding out intellectual attitudes was the least used language function.

3.2.3 Types of Language Functions Used while Detailing Paediatric Products

The researcher went through the data and found only five types of language functions; some examples are cited here but detail is given in Appendix (B).

- 1) Imparting and seeking factual information.
Dr. Nirocil contains philentthesis nevrari.
- 2) Expressing and finding out intellectual attitude.
We offer you 'Axil' cough syrup.
- 3) Getting things done (Suasion)
Dr. sincerely requesting to our Nirocil.
- 4) Expressing and finding out emotional attitudes
Dr. hoping at least 2-3 prescriptions in a day.
- 5) Socializing
Thank you doctor.

Table No. 8

Language Functions Used while Detailing Paediatric Products

S.N.	Language function	Frequency	Percentage	Remarks
1	Imparting and seeking factual information	15	27.27	
2	Expressing finding out intellectual attitudes	1	1.8	
3	Expressing and finding out emotional attitude	2	3.63	
4	Getting things done	15	27.27	
5	Socializing	22	40	
	Total	55	100	

The above table shows that there are 55 pieces of utterances. Among them, 22 (40%) were in socializing function, 15 (27.27%) were in imparting and seeking factual information and getting things done, 2 (3.63%) were in expressing and finding out emotional attitudes and 1 (1.8%) was in expressing and finding out intellectual attitudes.

The table further shows that socializing was the most frequent language function whereas expressing and finding out intellectual attitudes was the least used language function.

3.2.4 Types of Language Functions Used while Detailing Gynaecological Products

The researcher went through the data and found only four types of language functions. Some examples are cited here but detail is given in Appendix (C).

- 1) Imparting and seeking factual information.
Dr. Solumiks is a WHO, GMP certified as well as ISO 9001 certified company.
- 2) Expressing and finding out emotional attitude.
Dr. hoping a single prescription in a day.
- 3) Getting things done (Suasion)
Dr. requesting for our C-zox.
- 4) Socializing
Thank you doctor.

Table No. 9

Language Functions Used while Detailing Gyanecological Products

S.N.	Language function	Frequency	Percentage	Remarks
1	Imparting and seeking factual information	12	24	
2	Expressing and finding out emotional attitudes	2	4	
3	Getting things done	13	25	
4	Socializing	23	46	
	Total	50	100	

The above table shows that there were 50 pieces of utterances. Among them, 23 (46%) were in socializing function, 13 (26%) were in getting things done, 12 (24%) were in imparting and seeking factual information language functions and 2 (4%) were in expressing and finding out emotional attitudes.

Similarly, the table also shows that socializing was the most frequently used language function, getting things done and imparting and seeking factual information were in the second rank whereas expressing and finding out emotional attitude was the least used language function.

3.2.5 Types of Language Functions Used while Detailing General Products

The researcher went through the data and found five different types of language functions. Some examples are cited here but detail is given in Appendix (D).

- 1) Imparting and seeking factual information.
We have sumox, the superior and commonly used brand of 'antibiotic' amoxicillin.
- 2) Expressing and finding out intellectual attitude.
Sure.....sure
- 3) Expressing and finding out emotional attitude.
Dr. I'm expecting at least 2 or 3 prescription per a day Dr.
- 4) Getting things done (Suasion)
Thank you Dr.
- 5) Socializing
Namaste and very good morning Dr.

Table No. 10

Language Functions Used while Detailing General Products

S.N.	Language function	Frequency	Percentage	Remarks
1	Imparting and seeking factual information	28	40.57	
2	Expressing and finding out intellectual attitudes	1	1.44	
3	Expressing finding out emotional attitudes	1	1.44	
4	Getting things done	11	15.94	
5	Socializing	28	40.57	
	Total	69	100	

Table No. 10 shows that there were 69 pieces of utterances. Among them, 28 (40.57%) were in socializing and imparting and seeking factual information, 1 (1.44%) was in expressing and finding out intellectual attitudes and expressing and finding out emotional attitudes and 11 (15.94%) were in getting things done.

The table also shows that the socializing and imparting and seeking factual information were the widely used language function whereas expressing and finding out emotional attitudes and expressing and finding out intellectual attitudes were the least used language functions.

CHAPTER FOUR

FINDINGS AND RECOMMENDATIONS

4.1 Findings

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

- J The overall analysis of sentence pattern used in medicine marketing shows that the sentence patterns, S-P-DO (A), S-P-IO-DO (A), S-P-SA (A) and S-P-PC (A) were used in language of medicine marketing. Among them, S-P-PC (A) was the most frequent whereas S-P-DO (A) was the least frequent sentence pattern.
- J The sentence patterns, S-P-DO (A), S-P-IO-DO (A), S-P-SA (A) and S-P-PC (A) were used in orthopaedic detailings. Among them, S-P-PC (A) pattern has the highest frequency whereas S-P-DO (A) pattern is the lowest frequency. Similarly, simple + complex pattern has more frequently used pattern of compound sentences.
- J The sentence patterns, S-P-DO (A), S-P-IO-DO (A), S-P-SA (A) and S-P-PC (A) were used in paediatric detailings. Among them, S-P-PC (A) pattern has the highest frequency whereas S-P-DO (A) and S-P-SA (A) patterns have the lowest frequency. Similarly, simple + complex pattern is the more commonly used pattern of compound sentence.

-) The sentence patterns, S-P-PC (A), S-P-IO-DO (A) and S-P-SA (A) were used in gynaecological detailings. Among them, S-P-PC (A) the highest frequency whereas S-P-SA (A) pattern has the lowest frequent pattern. Besides this, simple + complex (...) pattern was the one and only used pattern of compound sentences.
-) The overall analysis of language functions used in medicine marketing shows that the language functions; imparting and seeking factual information, expressing and finding out intellectual attitudes, expressing and finding out emotional attitudes, getting things done and socializing were used in language of medicine marketing. Among them, socializing was the most frequent whereas expressing and finding out intellectual attitudes was the least frequent language function.
-) The sentence patterns, S-P-PC (A), S-P-IO-DO (A), S-P-SA (A) and S-P-DO (A) were used in general products detailings. Among them, S-P-DO (A) and S-P-PC (A) patterns were the most frequent whereas S-P-IO-DO (A) pattern was the least used pattern. Similarly, simple + simple (.....) pattern is more commonly used pattern of compound sentences.
-) The language functions, imparting and seeking factual information, expressing and findout intellectual attitudes, expressing and finding out emotional attitudes, getting things done and socializing were used in detailing orthopaedic products. Among them, socializing was the most frequent

whereas expressing and finding out intellectual attitudes was the least frequent language function.

) Language functions, imparting and seeking factual information, expressing and finding out intellectual attitudes, expressing and finding out emotional attitudes, getting things done and socializing were used in paediatric products detailings. Among them, socializing was the most frequently used language function whereas expressing and finding out intellectual attitudes was the least used language function.

) Language functions, imparting and seeking factual information, expressing and finding out emotional attitudes, getting things done, and socializing were used in gynaecological products detailings. Among them, socializing was the most frequent language function whereas expressing and finding out emotional attitudes was the least frequent language function.

) Language functions, imparting and seeking factual information, expressing and finding out intellectual attitudes, expressing and finding out emotional attitudes, getting things done and socializing were used in general product detailings. Among them, imparting and seeking factual information and socializing were the most frequent language functions whereas expressing and finding out intellectual attitudes and expressing and finding out emotional attitudes were the least used language functions.

4.2 Recommendations

On the basis of findings from the analysis and interpretation of the data, some recommendations have been made. They are as follows:

- J The sentence patterns [S-P-PC (A), S-P-DO (A)] which are commonly used in the field of medicine marketing should be emphasized in teaching. Students should be provided with the opportunity to practice them.
- J Similarly the language functions (socializing, imparting and seeking factual information functions) which are the most commonly used language functions in medicine marketing. So they should be emphasized. Students should be provided with the opportunity to practice them.
- J The commonly used sentence patterns and language functions should be included in the syllabuses of English because the teachers are mostly guided by the syllabus.
- J Syllabi should introduce students the most frequently used patterns S-P-PC (A) and S-P-DO (A) and functions socializing and imparting and seeking factual information in medicine marketing. So they get practiced as them and get the patterns and functions of marketing in their real life and will be facilitate while working in the field.

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APPENDIX - A
ORTHOPAEDIC DETAILINGS

M.R. Sanjaya Acharya Detailing his Orthopaedic Products in front of Dr. Ramesh Prasad Kafle at Chhetrapati Free Clinic.

Dr. Warm regard from state Karidox private limited. Dr. Once again I would like to thank you very much for your regular support for 'Dicloure' gel. Dr., diclophenic sodium 1%. And Dr., it's available in water soluble gel based popaline vicroeletro. Dr. please prescribe our diclocure gel especially for sprain, strain, bacitis, mile osteoarthritis, sport, injuries and low back pain Dr. hopping your valuable support for diclocure gel that gives pain relief in a minute. Thank you very much. Once again Dr. Hoping your valuable support more. Thank you doctor.

M.R. Miss Anju Maharjan is Detailing her Orthopaedic Products in front of Dr. Bulan Thapa at Bir Hospital

Good morning Dr. with very best regards from Micro Labs Ltd. Dr. looking forward for your valuable support on 'Dolowin'. Our brand of dcelofenac is available in 100 mg tablets. Dolowin is tough on inflamation and pain but self on got unlike declofenac.

Also Dr. thank you very much for your support on Gromocef-O, cefixime 200, 100 and 50 mg DT. As you know, Gromocef-O is the most economic brand of cefixime, now available in the market. There is the vast difference of rupees 2 to rupees 9 on a single tablet. Therefore Dr. please do continue the same support on Gromocef-O. Lastly thank you Dr. for your time and have a nice day.

M.R. Lila Subedi is Detailing his Orthopadic Product in front of Dr. Krishna Prasad Paudel at Bir Hospital.

Good afternoon Dr.

Best regards from Alive Pharmaceuticals. Dr. Alive offers you Decal tablets. Decal contains 400 mg calcium with vitamin D. Dr. decal is tribesis form with phosphate so absorption is high. Dr. so please prescribe Decal for the deficiency of calcium. Dr. size of Decal is smaller so easy to swallow for the patients and price is economic, just 3 rupees to the patients. So, Dr. please kindly prescribe decal.

Dr. similarly we do have dif 50 and dif 100. Dif contains diclofenace potassium 50 mg and 100 mg respectively. Dr. Dif is in potassium form so safe to hypertensive and pressure patients. Dif also has faster onset of action, pain relives within 15 minutes. So Dr. please humbly request for Dif 50 and 100. Thank you Dr. for your valuable timing and have a nice day.

MR. Rajesh Pahadi is Detailing his Orthopaedic Products in front of Dr. B.K. Shrestha at B and B Hospital

Good afternoon Dr.

As you know Dr. we have Myostaal gel or limiment a time tested and trusted antiarthiritis. Dr. Myostaal provides 83% transdermal panitration and gives very good result in inner pain. Dr. Myostaal is exclusively prepared for joint care and massage with Myostaal not only relives pain and inflammation but also strengthens joint structure so please prescribe our Myostaal gel in OA and RA. Dr. genital application with 3-4 minutes, 3-4 times in a day. And we are very much specific Dr., for muscle related pain we have 'pyroflex', please prescribe pyroflex in

sprain, strain, leg-cramp and frozen shoulders. And thank you so much for your kind support. Please continue Dr. Thank you Dr. Have a nice day.

MR Ramesh is Detailing his Orthopaedic Products in front of Prof. Dr. L.L. Sah at TUTH Maharajgunj

Dr. best regard from Ashain Pharmaceuticals. As you know Dr. Ashian is a WHO, GMP and ISO certified company so quality products from Ashian. As you know Dr., we have number one brand of 'Nimosilide' 'Nims' in Nepal. First of all thank you so much for your kind support to our 'Nims'. Dr. please continue to prescribe our 'Nims' as analgesic, antipiritic and anti-inflammatory drug. Similarly, Dr. requesting our 'Pantop' a brand of Pentaprazole in acid petic disorder, heart burn, acidity. Please prescribe our 'Pantop'. Dr. sincerely requesting to this product. Dr. please do start this medicine Dr hoping your valuable suport for this product. Dr. this is the most economic brand of 'pentaprazole' and highly available. Thank you Dr.

Once again requesting to our 'pantop' Dr. Have a nice day. Thank you.

M.R. Mani Tamang is Detailing his Orthopaedic Products at Makalu Pharmacy

Dr. sincere regards from TTK Health Care Limited. Dr. first of all I myself Mani Tamang indebted for your kind support to our 'Ossopan' tablets as well as, suspension. As you know Dr., ossopan contains 'Calcium Phosphorous' which has natural flavour. Please Dr. do continue to prescribe our ossopan as a calcium supplement in children as well as adults. Thank you Dr. Have a nice day.

M.R. Rajan Thapa is Detailing Orthopaedic Products at Shakya Pharmacy.

Dr. with very best regard from Ayur Lab Limited. And myself Manoj Sing. As you know Dr. we have painwel liniment and thank you so much for your kind support and please continue. Dr. As you know painwel gives very good result in muscular as well as joints pain and besides this it is found to be very effective in pregnancy, low back pain as well, so Dr. please prescribe our painwel in OA, RA and sport injury as well. Thank you Dr. Have a good day.

M.R. Nabin Sharma is Detailing his Orthopaedic Products at Nabin Pharmacy.

Dr. with very best regard from Medica Pharmaceuticals Pvt. Ltd. Dr. Medica offers you Q-Nim, a brand of Nimesulide 100 mg tab. As you know Dr. Q-Nim is free from gastric irritation and very much economic to the patients as well. So Dr. for quick relief of pain please prescribe our Q-Nim tablets to take care of quick relief of pain so humbly requesting to our Q-Nim Dr. Hoping your valuable support. Thank you Dr. Dr. Any samples ? Good day Dr.

M.R. Prakash Jha is Detailing his Orthopaedic Products at Sushil Pharmacy.

Dr. sincere regards form apex pharmaceuticals. Dr. our commitment for good health with 'Flamet' tablets. Dr. 'Flamet' contains Ibuprofen 400 mg and paracetamol 225 mg, a proven combination, in best formulation way. So Dr. kindly prescribe our 'flamet' in sprain, low back pain, rheumatic disorder, infective inflammation dental pain and

inflammation and ophthalmic pain and inflammation. Dr. sincerely requesting just a single product. Thank you Dr. Have a good day.

M.R. Manoj Timilsina is Detailing his Orthopaedic Products at Kantipur Clinic.

Dr. with very best regards from FLEUR Himalayan Ltd. Dr. sincerely requesting to just a single product 'Nivark Tel' in joints pain, rheumatoid arthritis and inflammation, sprains, strains, stiff-neck, backache and other muscular pain. So Dr. please prescribe our Nivarak Tel. Dr. thanks a lot for your kind support and please do continue Dr. Have a good day Dr.

APPENDIX - B
PAEDIATRIC PRODUCTS

M.R. Miss Shreejana Shrestha is Detailing her Paediatric Products in front of Dr. Uma Chhetri at Kanti Child Hospital

Dr. best regard from Medopharm. Dr., I myself Shreejana Shrestha Dr. Requesting our Edimox-C Dr. amoxicilin plus cloxicilin 500 mg in captule form, DS form in orange flavour. Dr. So very sincere request for our Edimox-C Dr. M-Solone in for complete treatment. Thank you very much for your support. Please do continue. Then, Medomol presence paracitamol 500 mg tablet form. Dr. Rogil-metronitazole in sugar courted form 200 and 400 mg tablet form. And lastly requesting for O-tablet Ofloxacin tablet 200 mg and 400 mg tablet form Dr. Thank you Dr. Once again requesting for our Edimox-c Dr.

M.R. Yadav Osti Detailing his Paediatric Products in front of Dr. Uma Chhetri at Kanti Child Hospital

Mam best regard form 'tablets' private laboratories mam. Mam first of all sincerely highlighting to present you the first 'synbititeflavon' which consist 'free amprobitic'. Mam as you know, it consists of 'calisbassilum, clostrombetoism along clactobasis. So mam once again requesting for 'Reflak' mam especially in cases of bacterial and viral diarrhea in cases of bacto-influence for its possibility. Mam, for the lack of appetite in your patient, requesting 'appitive', a brand of cyprodime 2ml to 5ml consist 200 ml pack in orange flavour. Once again requesting appitive as well. Thank you mam.

MR Hari is Detailing his Paediatric Products in front of Dr. Shiv Mangal Prasad (Lecturer of TU) at Tribhuvan University Teaching Hospital Naradevi

Good afternoon Dr.

As you know Dr. we have Nirocil, a broad spectrom anti-viral in upper respiratory tract infection. Dr. Nirocil builds up immunity and checks from viral infection. Dr. very sincerely requesting for our Nirocil Syrup. Specially Nirocil contains philentthesis neurari to check from viral infection and to build immunity Guduchi and processed zink are there and Dr. for analgesic and anti-pioritic effect 'arenda' is there. Dr. please prescribe our Nirocil in rhinitis, influenza and recurrent rinitis. Doses Dr. 5-10 ml TDS. Similarly we have 'Honicof' very safe and effective cough syrup to the children. In meucolitic cough as well as allergic cough, please prescribe our Honicof. 5-10 ml TDS in a day. Dr. thank you so much for your kind support and please continue Dr. Dr. once again requesting for our Nirocil in URTI. Thank you Dr. Have a good day.

M.R. Bidur Dhakal is Detailing his Paediatric Products in front of Dr. A.B. Tamrakar at New Road (Hark Pharmacy)

Namste Dr.

Dr. sincere regard from Growel pharmaceuticals. As you know Dr., we have 'Enjex' captule as well as syrup, especially a digestive enzyme and additionally improves appetite to the patients. Please prescribe our 'Enjex'. Dr. Similarly, we have 'leaf' cough syrup with tulsi. Dr. please prescribe our 'leaf' in any types of cough. Dr. leaf is a non-sedative, non-

habit forming and safe cough syrup so please continue to prescribing our leaf. And leaf is very economic to the patients as well. It cost only 45 NRs. Doses 5-10 ml TDS in a day. Then Dr. we have 'Tonex' captule as well as syrup. As you know Dr., 'Tonex' is 'tonic' for any kind of patients. It improves appetite and checks from recurrent illness. Please prescribe our tonex. Thank you Dr. Have a nice day.

M.R. Sabin Shrestha is Detailing his Paediatric Products in front of Dr. Ajit Rayamaji at Kanti Child Hospital

Dr. best regard from ALKEM Pharmaceuticals. Dr. we have 'ALMOX' a brand of Amoxicilin which is available in 50 mg, 250 mg and dry syrup. Dr. ALMOX is the best combination of Amoxicilin. Please prescribe our ALMOX in different types of bacterial infection like upper repeatatory tract infection, inflamation piratics and others infections depending upon the situation. Dr. thank you so much for your kind support. Dr. hoping your valuable support in future as well. Thank you Dr. Have a nice day.

M.R. Pukar Shrestha is Detailing his Paediatric Products at Malla Clinic.

Dr. sincere regard from Denium Lab Limited. Dr. with slogan "Good health is the pride of the nation", we offer you 'Axil' cough syrup. Dr. Axil is available Axil plan and Axil DT Dr. Please prescribe 'Axil' in any types of cough allergic, expectorant, and suppressive. Dr. sincerely requesting to our 'Axil'. Doses Dr. 5 ml three times in a day in paediatric patients. Dr. hoping at least 2-3 prescription in a day. Thank you Dr. Have a nice day.

M.R. Depak Shrestha is Detailing his Paediatric Products at Hakha Pharmacy.

Dr. with very best regard from 'Dingla Lab Ltd.' Dr. we have 'A-Tive' a brand of syprodime. A-tive is available as 100 ml syrup. Dr. to improve appetite in your child pateient please prescribe our 'A-tive'. Doses Dr. 5 mg BID after food. Thank you Dr. Have a nice day.

APPENDIX - C
GYANECOLOGICAL PRODUCTS

M.R. Rajen Chhetri is detailing his Gynaecological Products in front of Dr. Dev Kala Bhandari at Tribhuvan University *Naradevi Hospital.*

Dr. blending ancient insights with modern therapeutics in your skillfull hands, best complement from Solumiks. Dr. Solumiks is a WHO, GMP certified as well as ISO 9001 certified company. First of all thank you for your kind support. Dr. And as you know doctor, we have Ashotone tablets and Ashotone syrup especially in menorrhagia, metromenorrhagia, dysfunctional uterine bleeding, irregular cycle and infertility disorder. Please recommend Ashotone tablets or Ashotone Syrup Madom. Thank you so much for your kind support and Ashotone provides highest concentration of 'Ashoka' and 'Lodhra' than any other brand available in market. Then, madam we have Lumital for 'Leucorrhoea', in specific as well as non-specific leucorrhoea and also in resistance leucorrhoea. Dr. please recommend Lumital tablet because Lumital controls excessive vaginal discharge, reduces local irritation and itching and Lumital reduces inflamation and combacts infection madam and Lumital also restore normal tissue regeneration and prevents recurrence. Therefore, in Leucorrhoea please recommend Lumital, two tablets thrice daily for one month only. Then madam we have Vimliv hepato-proetuve tablets - syrup. Both are available, especially in viral Jundice and in drug induce hepato-toxicity. Please recommend vimliv tablets or vimliv syrup. Doses one tablet TDS or 10 ml TDS. Thank you very much for your kind support.

M.R. Rabindra Pradhan is Detailing Gynecological Products at TUTH Maharajgunj.

Dr. sincere regards from 'Charak' Pharmaceuticals. Dr. as you know we have 'M-2 Tone' tablets as well as syrup. Please prescribe our M-2 Tone in menorrohogia, metro menorrohogia and irregular cycle with heavy bleeding. Please kindly prescribe our M-2 Tone, a non-hermonal therapy to irregular cycle. Doses Dr. 2-tablets or 10ml TDS for two to three cycles. Thank you Dr. Have a good day.

M.R. Sanchit Shrestha is Detailing his Gynecological Products at TUTH, Maharajgung.

Dr. Best regards from Deurali Janata Pharmaceuticals Limited. With the 16 years of services to the nation. As you know Dr. we have 'Ferofolic' capsules which contains 'iron'. Dr. Ferofolic is available in the 100 gm elemented iron. Dr. please prescribe our ferofolic in pregnant ladies for the maintenance of iron in the body which is required in their bodies. Dr. thank you so much for your kind support and please continue. Dr. requesting for our 'Calvit' - Calcium tablets as well. Thank you Dr. Good day.

M.R. Shiva Rai is Detailing his Gynecological Products at Charu Medical, Chabahil.

Namaste Dr. Best regard from Vijayadeep Lab Limited. Dr. nothing new but just reminding to you Dr. Dr. requesting for our C-Zox for analgesic and antiinflamatory effect and Dr. 'A zirox' a brand of 'azithromicin' available in 500 mg tablet. Please prescribe our 'Azirox' in bacterial inflection. Dr. it is economic to the patients as well. Thank you Dr. Dr. once again requesting for our 'C-Zox'.

M.R. Ranjit Chaudhari is Detailing his Gynecological Products at Charu Medical Chabahil.

Dr. very best regard from Unique Pharmeceuticals Pvt. Ltd. Dr. first of all I am very much grateful for your kind support to 'Difen gel. As you know Dr. difen contains diclofenac sodium and available in 20 gm tube. Dr. please prescribe our 'Difen' in sprain, strain legcramp and frozen shoulder. Dr. hoping for a single prescription in a day. Dr. thank you so much for your valuable time. Thank you Dr. Have a good day.

M.R. Bijay Thapa is Detailing his Gynecological Products at Malla Clinic New Road.

Dr. sincere regard from PCN. Dr. thank you so much for your kind support to 'Pacimox' 500 mg capsule and 90 ml syrup. As you know Dr. this is the best combination of Amoxicillin. So Dr. please continue to prescribing 'pacimox' capsule as well as syrup. Thank you Dr. Have a good day.

M.R. Sabin Shrestha is Detailing his Gynaecological Products at Malla Clinic New Road.

Dr. sincere regard from Florid Lab Ltd. Dr. we have 'vita-fe' syrup as well as capsules. As you know Dr. vita-fe contains iron and one capsule is equal to 100 mg of eliminated iron. So please prescribe our vita-fe, in iron deficiency, anemia. Dr. hoping a single prescription in a day. Thank you Dr. once again requesting to our vita-fe. Have a good day Dr.

APPENDIX - D

GENERAL PRODUCTS

M.R. Ajit Gurung is Detailing his General Product in front of Dr. Pankaj Chaudhari at Bir Hospital

Dr. best regard from Synergy Seagull. Dr. Seagull presents Novafran, the best ofloxacin formulated with cross carmellose sodium NF, the best binding materials. Dr. please prescribe Novatran. Dr. Novatran is available as Novafram-200 and Novafran 400 mg tablets. Dr. please prescribe Novafran in Typhoid, Urinary Tract Infection and MDR Tuberculosis. Thank you very much doctor.

M.R. Manoj Kumar Chaudhari is Detailing his General Product with Dr. Sanam Shrestha at Bir Hospital

Good morning Dr. Best regard from 'pulsar' pharmaceuticals a division of APEX. Dr. uncomparable way to begin the day with pentazole, a pentroprazole. Dr. Pantazole is available in 20 and 40 mg. Please prescribe potent proton pump inhibitor pantazole. Dr. thank you very much for your kind support of pantazole. Please do continue. Thank you Dr. Have a good day Dr.

M.R. Rajendra Raut is Detailing his General Products in front of Dr. Indu K.C. at Bir Hospital

Namaste and very good morning doctors. Sincere regards from CDPL, the first pharmaceutical company of Nepal. Doctors as the best commitment to health, we have 'sumox', the superior and commonly used brand at antibiotic amoxicilin. Dr. you well know doctors 'sumox' provides the broad spectrum of microbial activities with high safely

profile. Doctors please prescribe sumox with TDS doses for the day to day infection. Dr. at the moment, we have come up with total range of amoxicilin sumox, for paediatric purpose, we have sumox 125 as well as 250 mg disposable tablets, 60 ml dry syrup and 10 ml drops tool. And for adult purpose we have sumox 250 as well as 500 mg captule. Doctors please prescribe our sumox for day to day infections. Your single prescription in a day makes me the happiest person in the market.

Thank you Dr. Have a nice day.

M.R. Umesh G.C. is Detailing his General Products in front of Dr. (Reader of T.U.) D.B. Roka at TUTH Naradevi Hospital

Dr. best regards from Himalaya. Dr. our reason for being help to people lives and their life survive. Thank you Dr. for our success to you. Dr. in infective Hepatitis, please recommend liv 52 which restore the metabolic deficiency of liver. Liv 52 protects hepatic parachyma. Liv 52 promot hepato cellular regeneration and Liv 52 progresses the loss of functional activity of cell membrane. Dr. Liv 52 maintains cytocomplete pre-perfective signs and symptoms. And Dr. Liv 52 short action disease of recovery.

Dr.: And what is the main composition of liv 52 ?

M.R.: The main composition of liv 52 is 'Himasahara' Dr. 'Caparase Spinanoa' which contains premetabolic acid which have hepato protective properties, which is proved by our research.

Dr.: This is 'Kutki' you know, whether it is presenting here or not 'Kutki' means 'picrorrhiza kurrooa' ?

M.R.: 'Kutki' is not here sir We have 'Cichorium intybus' that is called 'Kasni' which has hepatoprotective property and moreover we have 'Kasa Marda' and 'Mandura Vasma' also there is Dr. These are the main ingredients. And Dr. the doses of liv 52 in acute viral hepatitis liv 52 DS in adult 1 tab TDS for 6 weeks, then 1 tablet BD for 2 to 3 months and Dr. in chronic active hepatitis in adults in liv 52 BID for 6 months.

Dr.: And what is the difference between drops, syrup and tablets ? I think some Dr. prefer drops in acute hepatitis, what is the reason behind it ?

M.R.: Reason behind is Dr. the drops is more concentrate Dr. drops is 2.5 per concentrate than syrup. Dr. just syrup 'himsahara' contains 34 mg in 5ml and in drops 1 ml contains 17 mg of 'Himsahara'. That is equal to 2.5 times concentration than syrup.

Dr.: Then we can use in the adults also ?

M.R.: Adults also doctors.

Dr.: Not merely for the children ?

M.R.: Actually it is indicated for the children but because of concentration is so high when the acute viral hepatitis is happen in your patients then you can prescribe drops 10 ml TID. Then your patient will get more benefit from this drop Dr.

Dr.: Even in the adult ?

M.R.: Adult also Dr. Yes, we can very much safely prescribe drops 10 ml TID Dr. we can get very much good result very fastly. So Dr. you can prescribe in children also. Children (infants) 5 to 10 drops TID

and children 10 to 20 drops TID. So, Dr. our renowned brand liv 52 which restore the metabolic deficiency of the liver which is parallel in liver care also. So, Dr. I'm expecting at least 2 or 3 prescription per day Dr. Thank you Dr.

Dr.: Sure.....sure

M.R.: Thank you.

M.R. Ramesh Rana is Detailing his General Products in front of Dr. Sunil at Bir Hospital.

Dr. sincere regard from Lomus Pharmaceuticals. As you know Dr. we have Decold anticold tablets as well as suspension. Dr. thank you so much for your kind support. Please continue Dr. one tablets TDS for 3-5 days only in rinitis an influenza. Similarly, we have Lomoplex syrup as well as drops which enhances appetite and corrects digestive lapses and upsets. Please continue your valuable support for lomoplex syrup or drops. As you know Dr. lomoplex drops stimulate weight gain in growing children. Please prescribe our lomoplex. Thank you Dr. Have a good day.

M.R. Saban Thakuri is Detailing his General Products in front of Dr. Nirmala Shrestha at Bir Hospital

Good morning Dr.

Dr. very warm regard from Simca Pharmaceutical. Dr. we have 'ciflox' a brand of ciprofloxacin an antibiotic. Dr. ciflox is available in 200 and 500 mg tablets. Dr. ciflox is the most economic brand of cirpfloxacin with the best quality. Dr. please prescribe our ciflox in typhoid, UTI and other bacterial infection depending upon the situation. Dr. thank you so much for your valuable support and requesting for

continuing. Similarly we have 'Vigoran' syrup as well as capsule form vitamin B-complex with vitamin-C as well. Please co-prescribe our vigoran with antibiotics and other disability due to immunity. Dr. thank you so much for your kind support and please do continue. Thank you Dr. Have a good day.