

# CHAPTER- ONE

## INTRODUCTION

### 1.1 General Background

Communication is a process of sending and receiving message by the use of language. It is taken as a medium of interchanging ideas, sharing feelings, joys and sorrows and so on. It is a social process and countless ways in which human beings keep in touch with one another. Communication is the locus of forces through which persons create and manage social realities. Social reality includes concept of self, community, institutions and culture. Language is always used by human being. Since language is restricted only to human being, he is considered distinct from other living beings. The primitive men had no developed language and writing system but they were able to transmit message using very limited forms like touch, symbol of sight, sound, gesture, smell and taste. There was difficulty in transmitting extra meaning of a gesture or a sound. There wasn't any organized method or system of recording information for future use. In the course of moving from place to place for living and hunting purpose, men discovered a new way to communicate using vocal sound i.e., face to face communication.

The world today is far more complex to function only through direct face to face communication like primitive men. We have to pass our important message to many people at a time. To fulfill this necessity, we need to look beyond face to face communication. To cater to our need to speak to many people at a time, who are spread all over the world, modern civilization and scientific technology have devised some methods and means to carry- out the message to every corner of the world at a flashing speed. This method is known as mass communication which is possible through mass media.

Etymologically the word 'mass' stands for large number of people and media which is the plural form of medium, stands for means of communication like TV, Radio, Newspapers, Books, Films etc. The term 'mass media' therefore, refers to the various means of carrying out information to a large scattered number of people at the same time.

To quote Kumar (2004:41), 'mass media' are the tools or technologies that facilitate dissemination of information and entertainment to a vast number of consumers.

In the words of Gamble and Gamble(1989) "mass media are tools, instruments of communication that permit us to record and transmit information and experiences rapidly to large, scattered, heterogeneous audiences, as such they extend our ability to talk to each other by helping us to overcome barriers caused by time and space. Because of mass media we are able to transmit almost instantaneously on a virtually unlimited scale."

Boutwell (1962:31) says "the mass media have demonstrated over and over in the areas of entertainment, information, education and inspiration that they are instruments potential for man's growth in mind and spirit."

Thus mass media is generally considered as the medium through which some information news, views, reviews and other matters of public importance are transmitted to the large number of people scattered in the various location who are heterogeneous in terms of their cultural background, age, sex, education and so on relatively at the same time. Mass communication is made possible by different devices such as electronic devices, i.e. radio, TV, film etc. and print devices i.e. books, manuals, newspapers, magazines, periodicals, brochures, banners, signboards etc. Such devices are termed as mass media. They are the tools or instruments of communication. They permit us to record and transmit information and experiences to the mass. They supply information, connect us with various groups in society, expand our socialization and provide platforms for new ideas and products.

On the basis of mode, mass media are categorized into two types: Print media and electronic media. The former include books, newspapers, magazines, journals and pamphlets whereas the later use the broadcast media like radio, TV, cinema, and film etc. electronic media are the products of progress made in the field of science and technology in the recent years. They use human voices with the help of electronic waves; even illiterate people can grasp and understand them. Print media on the other hand are especially designed for reading. The reader can get benefit simply by reading sentences over and over again until he grasps the sense. The

electronic or broadcast media lack to provide with reading and re- reading facility. Both print and electronic media play a significant role in the overall development of the modern society through swift dissemination of information.

Advertising is a form of mass communication closely linked with the world of commerce and marketing. It occupies both print and electric modes of mass media. It is a powerful tool for the flow of information from the seller to buyers. It is a useful means to influence and persuade the public to believe or act on it. It is done for the publicity of the people. Advertising occupies a large span of time and space in mass media. We can find them while reading newspapers or watching TV. They are also made through posters, signs, notices, tickets, bags, banners etc. They appear in verbal, visual or graphic form. The chief reasons for advertising are to announce a new product, educate customers, challenge competition, recruit staffs etc.

### **1.1.1 Advertisement**

*Oxford Elementary Learners Dictionary* defines advertisement as “information on a poster in a newspaper or on TV that tells us about a job.” Similarly OALD defines it as “A notice, picture, or film telling people about a product, job or services.”

*Encyclopaedia Britannica* defines advertisements as “a form of paid announcement intended to promote the sale of a commodity or service, to advance an idea or to bring about some other effect desired by the advertiser.

*D. Souza (1997:206)* defines it as, “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.”

To quote *Dominick (1998:397)*, “Advertising is any form of non-personal presentation and promotion of ideas, goods or services usually paid for by an identified sponsor.” In the words of *Kumar (2004:268)*, an advertisement is a public announcement with the avowed purpose not so much to inform as to persuade the public to buy a product, a service or an idea.

From the above definitions we can sum up that advertisement are the information in mass media usually published or broadcast for the people to inform, influence, convince and persuade them about new products and job or services. It is a paid form of publicity. It is one of the main fields of mass media and widely used by individuals, business, government and non-government organizations.

Nowadays advertisements appear in the recognized media such as newspapers, magazines, televisions, cinema, films, outdoor hoardings and posters, direct mails and internet. But before the invention of printing press, advertising was originally done by word of mouth. Public criers and street hawkers used to transmit product message. Horns, bells were used to attract the attention of the public. Besides that handwritten signs and symbols were used to advertise products.

The invention of printing press by Gutenberg in 1441 started print stage of advertising. It made the mass production of advertising possible. Posters, pamphlets and handbills became the media of advertising. Newspapers also appeared in early 1600s. They facilitated the mode of advertising. The first newspaper “The Weekly News” was published in England in 1622. “The Boston Newsletter” carried the first advertisement in 1704. The messages in the advertisements were simple and informative. The focus of advertising was on product benefits.

The invention of the radio brought a new way of advertising. It became a powerful audio-media of advertising since 1922. It enabled transmitting message to the million of people even to illiterate also at the same time. Television added the visual effect and became an important and popular audio- visual media of advertising since 1948. Gradually the developments in information communication technology based on cable networks, on- line computer, internet and camera technology are greatly impacting advertising. These innovations have increased the rate of advertising representing persuasion through appeals to feelings and emotions. They have enabled to deliver the targeted message to the people of various age, groups and lifestyles.

### **1.1.2 Types of Advertisements**

Advertisements are classified into different types on different basis. On the basis of purpose, advertisements are classified into two broad categories. Melvin (1989:370) defines and classifies the term advertisement in his book '*Basic News Writing*' as "advertising is used to create good will for a company or organization as well as to sell goods and service. When such advertising is designed for public service organization, advertising agencies donate time and space for advertisements. On the basis of purpose, advertisements are broadly classified into two types: Product and Institutional advertising. The purpose of product Advertising is to sell goods or to make the buyer favorably disposed towards the product and the purpose of institutional advertising is to make friends for the company or organization to create goodwill."

Advertisements can be classified into broad 5 types on the basis of media they appear are:

#### **1. Broadcast media**

Radio and Television are the chief means of disseminating messages to the people who are scattered over the area with mass coverage impact, flexibility and mobility. They are also useful and prominent vehicles of advertising. Services of some products are broadcast over the air waves to spread them to the target consumers. They are used with sound and sight and achieve a higher impact than the other media. They are advantageous for advertising practicality, low cost and mass coverage. Since the TVs and radios are accessible and useful for swift dissemination, people find the advertisements broadcast on them authentic and convincing.

#### **2. Print media**

Books and Newspapers, journals and magazines carry message in visual and graphic mode. The advertisers use those materials for advertising also. They are the oldest and largest in terms of billing. In successful nation they occupy 40 to 60 % space of newspapers. They are the financial foundation of a newspaper to sustain costing. They are appeared in different styles. So advertisements in a news papers are again categorized into:

##### ***I. Classified Advertisements***

Classified Advertisements are the type of advertisements which are presented within a limited space in brief without any pictures or decoration. They don't include colour

and image in advertising. They contain the notices of public appointments, situations vacant, situations wanted, matrimonial, educational, to- let, business, property, on-sale, admission open and tender notices etc.

## ***II. Display Advertisements***

Display advertisements as their name appear in main part of publication and may use decorations. They most frequently contain graphic information beyond text such as logos, photographs, locations maps and similar items. They may cover all sorts of products of every- day like- cosmetics, domestic items, kitchen ware, electric goods, sanitary products etc.

Nowadays modern newspapers also publish display advertisements for appointments under which they issue the big concerns of company or Institution when they need specialized staff, particularly senior executives or when they launch a new apprenticeship for their would be executives.

## ***III. Business Directory***

Business directories are the innovation of newspaper on novel ways to attract the advertisements. Some newspapers provide industrial and consumer products under the heading of business directory.

### **3. Outdoor and Transit media**

Outdoor media are the media which involve the use of signs, billboards, posters and displays on the building's wall. Sometimes animated signs are displayed on hoardings in metropolitan and other high traffic areas.

Transit media on the other hand use advertising either inside or outside of taxis, buses, railways and other modes of passenger transportation making use of the pictures and messages

### **4. Specialty advertising**

Specialty advertising is a unique way which involves placing the sponsor's name and

often, a short message on novel or useful articles. These include calendars, pens, desk pads, paper weights, ash trays, diaries, personalized business gifts of a modern value, shopping bags, key rings and hundreds of other items.

## **5. Direct mail**

Direct mail is one of the most important classes of advertising. Direct mail advertising as the name suggests use the post office to deliver the messages to the costumers individually. The concerned authorities send brochures and house organs to the consumers directly. To say in short, the advertisers act as their own media.

Classified and display advertisements are the categories of advertisements. They are created to cater and offer the messages using easily accessible and cost- effective manner of solicitation for individuals and companies. Keeping the above facts in view the researcher here is concerned only with classified and display advertisements especially in vacancy advertisements since they contain the notices for public appointments situations vacant, situations wanted and company notices etc. As mentioned above vacancy advertisements may appear as small insertions of classified advertisements and may appear in the main parts of the newspapers to recruit specialized staff.

### **1.1.3 What is Vacancy Advertisement?**

Vacancy advertisement is a type of advertisements usually appeared in the newspapers, radios, televisions and notice boards. It is an announcement given by the office business house, company, institutions etc. for the purpose of looking qualified, able and experienced staff to fulfill the vacant post. It includes detail information of the organization, post and requirements. Vacancy advertisements lure the people concerned to employment or job. Scientifically planned style and psychologically based language is employed in the copies of vacancy advertisement to attract the target people.

### **1.1.4 Components of vacancy Advertisements**

Vacancy advertisements, also known as announcements which appear either in classified and display advertisement section in newspaper or pasted on notice boards broadly consist of

three formal components; headline, body text and standing details.

### **A. Headline**

The headline is the most important part of vacancy advertisement that differentiates it from other types of advertisements. The headline usually appears on the top of the advertisement printed bold in different sizes. It conveys the message with maximum brevity and preciseness and attractive manner. It draws the attention of the people or readers and informs them about the opportunity. Generally the headline of vacancy advertisements employ words like: wanted, job opportunity, vacancy etc. but the trend of using these words differs in native English newspaper announcement. They employ the following types of headline which are mentioned below:

#### ***a. Statement***

It is a type of headline, in which the words and simple effective sentences are used to draw attention of the people like: *wanted urgently, job opportunity, teacher wanted, be ready for interview* etc.

#### ***b. Question***

This type of headline asks the question to the reader to seek answer. It may be either in yes/no question form or Wh-question form. E.g. *a life is calling. Are you the one?*

#### ***c. Headline mentioning institution/ firm***

This is a way of presenting headline in vacancy advertisements in which name of the institute, company, firm, factory, and organization is given on the top of the text and then it directs the reader towards service offered by the company. The name of the company, organization is given at first to popularize the firm and disseminate its fame or prestige. It clarifies the people for where to contact and induces them to apply.

#### ***d. Headline mentioning the post***

In this type of headline the required or vacant post becomes the prominent and appears on the top of the notice. The expressions like *Teacher Wanted, Assistant Editor, and Public Relation Manager* etc. are highlighted. The vacancy advertisements published in English newspapers from U.K. and U.S.A. have headlines mentioning posts in high frequency.



Sometimes the wanted post is followed by the salary offered from the company.

## **B. Body text**

The body text includes the main part of the advertising message. It mentions the no. of positions, required qualifications, experience and skills. The amounts of salary from the company or firm, deadline to submit application, provisions for the candidates' post and selection procedures are mentioned clearly in this part. It is the kernel of message.

## **C. Standing details**

Standing details is the part of the vacancy announcements that includes address of the firm. It tells about the place to be consulted by the employees. In some cases it includes e-mail address, Post Box No. or phone number only.

Agrawal (2006:158) terms this part as identification. In his words, this part consists of logo, signature, name, address and identification of company which provides quick recognition of announcement by the target people.

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## **1.2 Review of the Related Literature**

The importance of mass media can not be listed in points. Its significance is ever-widening in this modern world. Considering its importance in every aspects of human life, some studies have been carried out by researchers in its different aspects. The following are the studies which are done in the field of mass media under the Department of English education. But no study has been done yet in the vacancy advertisements.

**Bhandari (2000)**, conducted a study in the field of mass media under this department. In her thesis "*A Study on the Use of Tense and Aspects in English and Nepali newspapers*", she has studied tense and aspects of newspaper under six sections namely – headlines, main news, editorials, commentaries, business, economy and classified advertisements. The findings of the study are that, the different sections of the newspaper mentioned in the study, used tenses in different frequencies but in general non- past tense is used more often than that of past and perfective aspect is used more often than the progressive aspect in each section. In the case of

advertisement section she concludes that since this section contains incomplete and fragmentary sentences, the notion of tense and aspects seems vague and unclear.

**Shrestha (2000)**, carried out a research entitled, “*An Analysis of Newspaper Headlines: A Descriptive Study*”, with the objectives, ‘to find out linguistic principle and underlying system of headlines and to describe and classify newspaper headlines’. After descriptive analysis, the conclusion drawn from the study was that “Newspaper headlines have their own style of writing, which differs considerably from general pattern of writing, the underlying principle of newspapers as attraction, focus and economy are found to occur in newspaper headlines and only non- past with either simple or progressive aspects are found to occur in newspaper headlines.

**Subedi (2001)**, in his M.Ed. Thesis, “*A Descriptive Study of Signboards and their Language*” attempted to analyze signboards from their physical aspects and tense and structures of language used in those signboards. He has descriptively conducted research basing on physical traits and linguistic variables and concluded that regarding the shape and size of signboards, rectangular form and small one size respectively found most commonly and concerning to linguistic variables, verb-less constructions and passive constructions found frequently.

**Upadhaya (2003)**, carried out a research entitled “*A Descriptive Study of Brochures*” aiming to find out and describe the features of brochures, underlying principles related to those features, classify brochures from functional and physical point of view and describe the language used in brochures. This study, on the basis of physical features has concluded that ‘Brochures having colour background with single writing found frequently and regarding the language, verb less slogans found most frequent.

**Shrestha (2005)**, studied on “*The Language of Product Advertisements in English Newspapers*” with the objectives to find out forms of product advertisements in print media and record a list of vocabulary and language features used in product advertisements. He has concluded that the main forms of product advertisements are image advertisement, direct response advertising and display advertising. He has also recorded the most frequently used

vocabularies in terms of verbs and objectives. Regarding the language features, he found that shorter sentences and often elliptical sentences were widely used and the ratio of interrogative sentences was fewer than the declarative and imperative sentences. The study couldn't be accessible to vacancy advertisements.

**Chapagai (2005)** studied the distinctive features of language used in advertisements in descriptive form in his M.Ed. thesis "*The Language Used in English Newspaper Advertisements*", aiming to analyze and describe structures, vocabulary items in terms of word classes and use of communicative functions of language. Using purposive sampling method, he collected data from the newspapers published from different countries. Then he observed them and analyzed descriptively using simple statistical tool. On the basis of observation and interpretation, he found that 'verb-less constructions have the highest frequency and imperative sentences occurred in every newspaper advertisements. Regarding the word classes, major word class vocabularies were found to be used more than twice as much as minor and concerning to the language functions, 'getting things done' was used with higher frequency. The study included every kind of advertisements named trade advertisements, retail advertisements, classified advertisements, display advertisement and business directories published in Nepali as well as foreign newspapers. But he hasn't mentioned anything on the vacancy advertisements in their physical features, headlines, contents, verbs frequently occurred as well as style of writing.

No study has been carried out yet on language of vacancy advertisement. So, the present study aims to analyze vacancy advertisements in terms of their physical as well structural point of view. Therefore, it is different from the above as it is specific to vacancy advertisements.

### **1.3 Objectives of the Study**

This study has the following objectives:

- I. To explore the physical features of vacancy advertisements such as various use of headlines, contents, frequency of vocabularies and style of writing (formal and informal).
- II. To analyze and describe the features of language used in vacancy advertisements in terms of:

- a. sentence type
- b. tense
- c. voice
- d. aspect
- e. sentence length

III. To enlist some pedagogical implications.

#### **1.4. Significance of the Study**

This study is expected to be significant for those people who are concerned directly or indirectly with employment i.e., employers and employees. It is expected that it will be helpful to the people related to journalism. It will be useful for the language teachers who have to carry out the classes related to advertisement. This will be a guideline for the forthcoming research workers who want to study in the field of mass media. Simply it is assumed to have the global significance since the area of mass media is getting vast and ever- widening.

#### **1.5. Definition of the Terms**

**Newspaper:** Newspaper refers to a printed publication issued daily, weekly having, news, advertisements, and articles on various subjects.

**Vocabulary:** Vocabulary means the words used in vacancy advertisement which is divided into major and minor word class.

**Announcement:** The notice published in newspapers or broadcast on television. Here announcement implies vacancy advertisement.

**Vacancy advertisement:** The notice for public announcements, situations vacant, situations wanted, that is issued by any organization and appears in newspaper or on notice boards.

**Headline:** The headline here means the part of vacancy advertisement usually appearing on the top of the notice to draw attention of the reader and lead them through the body text up to standing detail.

**Sentence type:** Sentence type refers to the types of sentences according to its structural complexity. There are simple sentences, complex sentences and compound sentences.

**Tense:** Tense refers to the relationship between form of the verb and the time of action or state it describes. English has two tense system i.e. the sentence having –ed’ suffix as in’ he convinced me’ is the past tense and rest of the others are in non- past tense.

**Aspect:** Aspect refers to a grammatical category that reflects the way in which the action is experienced with respect to time. It indicates the action either is in progress or completed. English has two aspects; the perfective aspect and progressive aspect.

**Voice:** Voice refers to the linguistic device employed by language to allow for different constituents to function as themes. In the Active voice, the subject functions as the theme or subject of the action where as in the passive voice the thing acted upon by the agent become the theme. For example in the sentence 'We seek an enthusiastic graduate', ‘We’ is the theme and in the sentence 'An enthusiastic graduate is sought', ‘An enthusiastic graduate’ is the theme. The basic passive construction in English is ‘Be + past’ participle of the transitive verb.

**Sentence Length:** Sentence length means the number of words used to form a sentence. The sentence having 15 words is longer than the sentence having only 5 words.

**Major words:** major words refer to the open class words those consist of nouns, verbs, adjectives and adverbs.

**Minor words:** Minor words imply closed class words that include prepositions, articles, conjunctions, pronouns, numerals, quantifiers and interjections.

**Logo:** logo is the distinctive mark or symbol used by an organization, company etc. for its identification.

**Abbreviation:** Abbreviation in this study refers to a short form of a word, nouns, phrases, by using the first letter of the word. Acronyms are also included under this term.eg.UK, CV

**Short form:** Short form here means the shortened forms of the words with its partial appearance. They are established meaningfully in daily use .e.g. Asst., Pvt., Dr.

**Bullets:** Bullets are the phrases used in writing in the form of tips or points. They appear in bold face and usually they are partial in structures.

**Signs and Symbols:** Signs and symbols are the marks, numbers or letters used to represent something. They have fixed meaning especially in math, science etc. e.g. \$, &, %

# **CHAPTER – TWO**

## **METHODOLOGY**

### **2.1 Sources of Data**

This research is based on the secondary sources of data. The data for this study were the English News papers those published vacancy advertisements. The selected newspapers for the study were:

- 1 'The Kathmandu Post' daily published from **Nepal**
- 2 'The Times of India' daily published from **India**
- 3 'The New York Times' daily published from **U.S.A.**
- 4 'The Times' daily published from **U.K.**

### **2.2 Sampling Procedure**

Since the present study is based on the language used in vacancy advertisement, the sole sources of research are the newspapers issues in the English language from the four countries of the world which are mentioned in 2.1. For this study, the researcher has applied judgmental or purposive sampling method to collect the required data; it is one of the non- probability sampling design. The researcher collected 80 vacancy advertisements from the selected newspapers issued from July 9, 2006 to December 26, 2006. Twenty items from each of the newspapers were collected.

### **2.3 Tools for Data Collection**

Checklist with observation was the principle tool for data collection in this research. The researcher examined the announcements in terms of features until he got the expected information.

### **2.4 Process of Data Collection**

For the process of data collection the researcher initially consulted the different issues of the selected newspapers and looked for the vacancy advertisement. There were plenty of vacancy advertisements in the classified and display advertisement section. The researcher selected them purposively, and then he cut the essential announcements from those issues. He collected 20 samples from each of the newspapers mentioned in 2.1.

## 2.5 Limitations of the study

The study has the following limitations:

- I. The area of the study, as indicated by the title was limited only to the language of vacancy advertisements. Product advertisements have been excluded from the study.
- II. The study was further limited to the study of all together 80 issues published in the selected newspapers. The selected newspapers were:

S.N.	Newspapers	Country	No. of Sample Studied
1	The Kathmandu Post (daily)	Nepal	20
2	The Times of India (daily)	India	20
3	The New York Times (daily)	U.S.A.	20
4	The Times (daily)	U.K.	20

- III. The study was limited to the physical features of vacancy advertisements like different use of headline, content and frequency of words (major and minor) and style of writing (formal and informal).
- IV. The study was limited only to the analysis of structures in terms of sentence types (simple, complex and compound), tense (past and non- past), voice (active and passive), aspect (perfective and progressive) and sentence length.
- V. The study was further limited to 7883 vocabulary items and 718 sentences only.



## **CHAPTER-THREE**

### **DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

This chapter deals with different Physical and linguistic features of vacancy advertisements. The analysis and interpretation have been done by dividing it into two sections. The sole aim of the study is to find out the physical features and then analyze the structures of the language used in vacancy advertisements. So, at first the physical or peripheral features of vacancy advertisements have been explored observing the use and composition of headlines, their appearances with contents and then the discussion has moved into the frequency of vocabulary items and the style of writing. In the second section, the analysis of structures is followed by an immediate interpretation in accordance with the order as specified in the objectives of the study.

#### **3.1 The Physical Features of Vacancy Advertisements**

The physical features of vacancy advertisements include the peripheral features adopted in composing vacancy advertisements. They include headlines, body text and standing details as mentioned in 1.1.3. But here, for the sake of analysis, the ‘body text’ and ‘standing details’ parts are merged under the term ‘content’.

##### **3.1.1 The Headline**

The different types of headlines used in the vacancy advertisements are found in four forms:

- (1) Statement.
- (2) Question.
- (3) Headline introducing the institution / firm.
- (4) Headline mentioning the post.

The above types of headlines used in the selected Newspapers are presented individually below:

##### **(A) Headlines of Vacancy Advertisements in ‘The Kathmandu Post’**

The vacancy advertisements published in The Kathmandu Post have the headlines in statement form including the expressions like ‘*Wanted*’, ‘*Vacancy*’. The different

expressions to represent headlines are presented with their occurrences as below.

**Headlines of Vacancy Advertisements in ‘The Kathmandu Post’**

Table No. 1

S. N.	Headlines (in statement)	Frequency	Percentage
1.	Career Opportunity	1	5%
2.	Vacancy	3	15%
3.	Vacancy Announcement	11	55%
4.	Vacancy Notice	1	5%
5.	Wanted	2	10%
6.	Wanted Immediately	2	10%
	Total	20	100%

The headline ‘*Vacancy announcement*’ has the highest frequency and it is followed by ‘*Vacancy*’, ‘*Wanted*’ and ‘*Wanted immediately*’ are found to be used equally, but ‘*Career Opportunity*’ and ‘*Vacancy notice*’ have least frequency.

**B. Headlines of Vacancy Advertisements in ‘The Times of India’**

Table No.: 2

S.N.	Headline	Frequency	Percentage
1.	Statements	Required	25%
		Wanted	
		Walk-in-interview	
2.	Headline introducing institution / firm	13	65%
3.	Headline mentioning the post	2	10%
	Total	20	100%

The above table shows that headlines introducing the Institute / Firm have the highest frequency and they are followed by statement with the expressions like ‘*Required*’, ‘*Wanted*’ and ‘*Walk-in-interview*’. The headlines mentioning the post are found lower frequently.

### C. Headlines of Vacancy Advertisements in ‘The New York Times’

Table No.: 3

S.N.	Headlines	Frequency	Percentage
1.	Statement	1	5%
2.	Question	1	5%
3.	Headline introducing the Institution/Firm	7	15%
4.	Headline mentioning the post	11	55%
	Total	20	100%

The table above reveals that headlines mentioning the post are more frequent and statements and questions are least frequent in the vacancy advertisements published in The New York Times.

### D. Headlines of the Vacancy Advertisements in ‘The Times’

Table No.: 4

S.N.	Headlines	Frequency	Percentage
1.	Statement	1	5%
2.	Headline introducing the Institution/Firm	7	35%
3.	Headline mentioning the post	12	60%
	Total	20	100%

This shows that headlines mentioning the post have higher frequency than the headlines introducing the institution. ‘Statement’ as headlines has the least frequency in the vacancy advertisements in ‘The Times’.

## The Comparison of the Headlines in Vacancy Advertisements in Different Newspapers

Table No: 5

S. N.	News papers Headlines	The Kathma ndu Post	The Times of India	The NewYork Times	The Times	Freque ncy	Percentage
1.	Statement	20	5	1	1	27	33.75%
2.	Question	0	0	1	0	1	1.25%
3.	Headline introducing the Institution/Firm	0	13	7	7	27	33.75%
4.	Headline mentioning the post	0	2	11	12	25	31.25%
	Total	20	20	20	20	80	100%

The above table shows that the vacancy advertisements published in ‘The Kathmandu Post’ have only one form of headline i.e. statements and the vacancy advertisements published in ‘The New York Times’ makes use of all of the four forms. The advertisements published in both ‘The Times’ and ‘The Times of India’ don’t have question as headline

On an average vacancy advertisements having statements in the headlines and the headlines introducing Institution / firm have the highest frequency in the same range of 33% (i.e. 27 out of 80) and they are followed by the headlines mentioning the post 31.25% (i.e. 25 out of 80). Headlines with the questions found least frequent in all of the newspapers.

### 3.1.2 Frequency of Vocabularies:

For exploring the frequency of vocabulary items, first the words were assigned the major and minor classes according their features. Then their frequency was counted separately at first and comparatively at last. The following table presents the frequency of major word classes only at first.

## I. The Occurrence of Major Word Classes

Table No.: 6

S.N.	Newspapers	Nouns	Adjectives	adverbs	Verbs		Total
					Principal	Auxiliary	
1.	The Kathmandu Post	115 60.98%	333 17.98%	76 4.02%	192 10.14%	138 7.28%	1894
2.	The Times of India	1170 63.14%	300 16.18%	55 2.98%	201 10.85%	127 6.85%	1853
3.	The New York Times	1434 61.54%	418 17.95%	59 2.53%	304 13.05%	115 4.95%	2330
4.	The Times	1117 61.86%	299 16.55%	42 2.32%	262 14.50%	86 4.77%	1806
Total		4876	1350	232	959	466	7883
Total Percentage		61.85%	17.17%	2.94%	12.17%	5.91%	100%

The above table shows that, Nouns have the highest frequency (61.85%) and they are followed by verbs (18.06%). Between the Principal and Auxiliary verbs, the former has more frequency of occurrence than the latter. Adjectives occurred in the third positions with their 17.17 percentage of occurrence. The adverbs have the least frequency of occurrence among all the major word classes.

### (A) Nouns

With consideration of the corpus of the study in terms of lexicon, nouns have the highest ratio of occurrence. They represent the core elements in vacancy announcement. They are mainly proper and common nouns. Some nouns which are frequently appeared in the body text of the vacancy advertisement are:

*Experience, Candidate, Position, Application, Salary, CV, Skill, Applicant, Qualification, Resume, Opportunity, Knowledge, Photos, Covering letter, Interview, Professional, Closing date, Responsibility, Post, Remuneration.*

Besides above mentioned nouns, compound nouns were significantly occurred in the headlines, body texts with bullets and standing details parts. Some occurrences of compounds

are:

(I) Noun + Noun ==> Noun

- |                                  |                               |
|----------------------------------|-------------------------------|
| (a) <i>Kathmandu University</i>  | < <i>The Kathmandu Post</i> > |
| (b) <i>Programmer Analysts</i>   | < <i>The New York Times</i> > |
| (c) <i>Executive Recruitment</i> | < <i>The Times</i> >          |

(ii) Adjective + Noun ==> Noun

- |   |                               |
|---|-------------------------------|
| a) <i>Ideal Institute</i>                         | < <i>The Times of India</i> > |
| b) <i>Editorial Assistant</i>                     | < <i>The Times</i> >          |
| c) <i>National Geospatial-Intelligence Agency</i> | < <i>The New York Times</i> > |

**(B) Verbs**

In vacancy advertisements, verbs cover the second greatest frequency among the major word classes. The most frequently used verbs which are found in the study are as follows: *Require, Apply, Send, Email, Look, Seek, Invite, Offer, Prefer, Contact, Forward, Called, Submit, Encourage, Fax, Join, Drop, Visit, Reply, Informed.*

**(C) Adjectives**

In the table above, adjectives represent the third highest ratio (17.13%) of word frequency following nouns and verbs which are in 61.65% and 18.11% respectively. The most frequent adjectives found to be used in the vacancy advertisements are as follow: *Successful, Relevant, Interested, Excellent, Qualified, Recent, Responsible, Short-listed, Dynamic, Experienced, Strong, Essential, Good, Attractive, Leading, Enthusiastic, Professional, Self-motivated, Equivalent, Detail.*

**(D) Adverbs**

Adverbs occurred least frequently among the major word classes. They spare 2.94% of the total occurrence. '*Highly*' and '*effectively*' were popular adverbs used repeatedly. They occurred 4 times where as the second most frequent adverb was '*closely*', which occurred 3 times, '*initially*', '*directly*', '*preferably*', '*above*' '*verbally*' '*Quarterly*' and '*Recently*' occurred 2/2 times in the selected vacancy advertisements.

## II. The Occurrence of Minor Word Classes

Table No: 7

S · N ·	Newspapers Words	Article	Preposition	Conjunction	Pronoun	Numerical	Quantifier	Interjection	Total
		1.	The Kathma ndu Post	119 15.34%	334 43.05%	129 16.62%	56 7.21%	118 15.21%	15 1.93%
2.	The Times of India	139 15%	414 44.70%	116 15.53%	63 6.80%	156 16.85%	31 3.34%	7 0.7%	926
3.	The New York Times	207 20.84%	374 37.66%	217 21.85%	79 7.96%	86 8.66%	17 1.71%	13 1.30%	993
4.	The Times	166 18.97%	349 39.89%	171 19.54%	72 8.23%	91 10.41%	17 1.94%	9 1.03%	875
Total		631	1471	633	270	451	80	34	3570
Percentage		17.68%	41.20%	17.73%	7.56%	12.63%	2.24%	0.95%	

Among the minor classes of words, prepositions occurred most frequently (41.20%) and they were followed by ‘Conjunctions’ and ‘Articles’ with their occurrence of 17.73% and 17.68% respectively. Interjections were the least frequent capturing 0.95% of occurrence.

**Prepositions:** prepositions those stood in the first order of occurrence among the minor word classes were used invariably. Simple or one word prepositions were found to be used mostly. Following are the most frequent prepositions used in the vacancy advertisements. ‘*of*’, ‘*to*’, ‘*in*’, ‘*for*’ and ‘*with*’.

**Conjunctions:** The second position was captured by conjunctions. Coordinating conjunction 'and' was used highest frequently (i.e. 203 times out of 663) and 'or' was used 62 times, 'but' was used only once among the 80 advertisements, the coordinators were used frequently in predicate part of the sentence to link noun + noun, verb + verb, adjective + adjective subordinating conjunction 'as' and 'while' were also used noticeably (i.e. 11 and 4 times respectively). Similarly quasi-coordinator 'as well as' was found to be used to connect noun + noun in the predicates part of the sentence like: *Please drop your CV and one full size photo as well as contact number by post* <The Kathmandu Post>.

**Articles:** Articles covered the third position of occurrence among minor word classes. Definite article 'the' was used most frequently (55.70%) and it was followed by indefinite article 'a' with 34.70% percentage. 'An' was the least frequent (9.6%) indefinite article used in the vacancy announcement.

**Numerals:** The fourth space of occurrence among minor word classes was of 'Numerals'. Since the vacancy advertisements expose the number of wanted positions, years of needed experience, phone number to contact, fax nos., they were not repeated. The most frequent numerals were 'one', 'two', 'three' and 'five'.

**Pronouns:** Pronouns occurred in the fifth position of their occurrence. Second person 'you', and 'your' and the first person 'we' and 'our' outnumbered the other pronouns. Third person *they*, *their* and demonstrative pronoun 'this' followed the frequently occurred pronouns. *You*, *your*, *we*, *our*, *their*, *this*, *they* and 'its' are the most frequent pronouns used in vacancy advertisements.

**Quantifiers:** Quantifiers occurred in the least number of frequencies. Among the quantifiers, 'all' occurred 23 times and it was followed by 'least' and 'any' by 15 and 10 times in total words respectively.

**Interjections:** Interjections those occupied the final status of occurrence was of 0.95%. The word 'please' was used to urge the readers towards the post.



**A Comparison between the Occurrence of Major and Minor Word Classes:**

Table No: 8

Word class	Major				Minor							
	Noun	Adjective	Verb	Adverb	Preposition	Article	Conjunction	Pronoun	Numerals	Quantifier	Interjection	Total
News papers												
The Kathmandu Post	1155	333	330	76	334	119	129	56	118	15	5	2670
The Times of India	1170	300	328	55	414	139	116	63	156	31	7	2779
The New York Times	1434	418	419	59	374	207	217	79	86	17	13	3323
The Times	1117	299	348	42	349	166	171	72	91	17	9	2681
Total	4876	1350	1425	232	1471	631	633	270	451	80	34	11453
Percentage	42.57%	11.79%	12.44%	2.03%	12.84%	5.51%	5.53%	2.36%	3.94%	0.7%	0.3%	100%
	68.82%				31.18%							

The above table shows that '*nouns*' have the highest frequency (42.57%) of occurrence and they are followed by '*prepositions*' those occupy 12.84% of the total occurrence of vocabularies. '*Verbs*' are used with the third highest frequency (12.44%) including principal and auxiliaries. Then, '*adjectives*' (11.79%), '*conjunctions*' (3.94%) have been used in fourth, fifth, sixth and seventh highest frequency respectively. Use of '*interjections*' have minimal and least frequency of occurrence (0.3%) among all the classes of vocabulary items in the vacancy advertisements.

Among the major and minor word class vocabularies, major word class vocabularies are used more than twice of minor word class vocabularies. The preceding have 68.18 percentage of occurrence and the latter have just 31.18 percentage of occurrence.

### **3.1.3 Content**

Vacancy announcements are composed with a motif that carries certain message. The message is the focal point of advertisement which is designed carefully to achieve the objectives of informing, persuading, reminding and reinforcing. This vital part exists within the body text. The body text includes some other features like tables, bullets, logo etc. Those features can be said the contents of the vacancy advertisements.

- a. Use of Tables
- b. Use of Bullets
- c. Presence or absence of Logo

#### **a. Use of Tables**

Among the selected 80 samples of Vacancy Advertisements, tables were found only in 3 samples. Those 3 samples were published in The Kathmandu Post. The tables in those vacancy advertisements were used to arrange the required position if more than 3 and mention their required qualification with experience for the post in a systematic order. Except the 3.75% use of tables in The Kathmandu Post, no tables found in the copies of advertisements published in the rest newspaper.

## b. Use of Bullets

Bullets are the constructions of language which appear in labels, titles, newspaper headlines, heading of notice and advertisements which are often non- sentences standing for a noun or noun phrase or nominal clause in isolation. No verb is needed because all the necessary information is supplied by the context. Quirk R. and et al (1985:845) have termed bullets as block language. They view bullets as recognizable clause structure in omitting closed- class items of low information value such as the finite forms of the verb ‘be’, articles and other words may be understood from the context.

Copies of vacancy advertisement mostly contain bullets because of pressure on space and to make its language typical. Elliptical or abbreviated sentences i.e. structures having some parts frequently omitted are used to avoid the repetition and make its language economic. In the selected vacancy advertisement copies, bullets were found in great number. Bullets used as headlines of vacancy advertisements are ignored here since they have been already discussed above. Here the bullets used in the body text are analyzed by displaying them on the table first.

### Use of Bullets in the Vacancy Advertisements

Table No: 9

Newspapers	With bullets		Without bullets		Total
The Kathmandu Post	17	85%	3	15%	20
The Times of India	15	75%	5	25%	20
The New York Times	14	70%	6	30%	20
The Times	8	40%	12	60%	20
Total	54	67.5%	26	32.55%	80

The above table presents that the use of bullets is preferred in composing vacancy advertisement copies. 54 copies (67.5%) advertisements copies were found having use of bullets out of 80 copies. Among the observed copies, the most frequent were the advertisements copies published in ‘The Kathmandu Post’ and they were followed by the copies published in ‘The Times of India’ and ‘The New York Times’. Bullets were found least used in the copies of

advertisements published in The Times. Some Examples of bullets used in those copies are illustrated below:

**1. Position: Receptionist**

*Required qualification:*

Ñ1 *Bachelor degree or higher degree in secretary or related field.*

Ñ1 *At least 3 years experience in an administrative and/or office management function.*

Ñ1 *Prior experience working with INGOS would be an added advantage.*

||||| <The Kathmandu Post>

**2. NGA offers challenging opportunities for qualified personnel:**

1 *Imagery Analysis (five years experience)*

2 *Geospatial Analysis (experienced)*

3 *Orbit Analysis*

4 *Linguists:*

*Farsi, Arabic, Korean, Pashto, Russian, Taglog, Chinese and Urdu.*

1 *Image Scientists*

2 *Mathematicians*

3 *System Engines*

4 *Contract Specialists.* < The New York Times>

**c. Use of logo**

The logo and address in the advertisements provide the target people with quick recognition of the company, office or firm. They are used in vacancy advertisements to preserve the identity and reputation of the institution or company. The logo and address are the parts of standing details, a component in vacancy advertisements. From the observation of 80 samples, vacancy advertisements are categorized into two types on the basis of their appearances having logos and without logos.

## Presence and Absence of logos

Table No: 10

Newspapers	With logo		Without logo	
	Frequency	Percentage	Frequency	Percentage
The Kathmandu Post	8	40 %	12	60 %
The Times of India	7	35 %	13	65 %
The New York Times	13	65 %	7	35 %
The Times	6	30 %	14	70 %
Total	34	42.5 %	46	57.5 %

Among the 20 vacancy advertisements published in The Kathmandu Post, 60 % (i.e. 12 out of 20) of them were without logos and 40% (i.e. 8 out of 20) of them were with logos. Similarly the vacancy advertisements published in The Times of India were 65 % (i.e. 13 out of 20) without logos but 35 % (i.e. 7 out of 20) having logos and the vacancy advertisements published in The New York Times found having logos with the highest frequency i.e. 65 % (i.e. 13 out of 20) and without logos in the least frequency of occurrence.30%(i.e.6 out of 20) of the vacancy advertisements published in The Times were having logos but 70% (i.e. 14 out of 20) of them didn't have logos.

On the whole more than half percent of the vacancy advertisements without having logos are more frequent than those having logos.

### 3.1.4 Style of Writing

The copy of advertisement is a piece of formal writing. It entails readable, purposeful and arresting language. Simple, correct and understandable words used in the copy make the message explicit. It tries to influence the reader with its construction in writing. The writing of any text whether it is formal or informal, is determined by some features which are adopted in writing. Use of perfectly grammatical sentences is the main indication of formality. The other features are; use of long and full words of Latin origin, complete sentence, passive constructions, clarity

of expression, subordination, logical and long paragraphing and so forth. The formality of writing is experienced and judged by the readers or audience.

Informal style of writing on the other hand, consists the features of colloquial communicative discourse. It can be noticed easily while reading any text. The presence of abbreviations, short forms, use of technical terms and jargons, short and incomplete sentences, frequent use of active voice, question and imperatives in command form, use of personal subjects and phrasal form in bullets are the features to add a variety of style in informal writing.

The style of writing in vacancy advertisements differs from other types of writing. Formal pattern of writing is adopted to compose a copy of vacancy advertisements since they are targeted towards the educated, job holders as well as unemployed people with technical manpower. But it must follow the principle of economy and attraction in the writing of the advertisement copy. The principle of economy leads the copy writer to use the informal features as mentioned above and the principle of attraction allows the copy writer to use bullets i.e. phrasal components to emphasize the requirements. So both formal and informal features of writing are found in the copy of advertisements. Here we should bear in mind that formality and informality are the distinct style of writing and not the matter of judgment as correctness and incorrectness of the written text.

With consideration of the above fact, the focus of the study here is not the formal features of writing they will be discussed in the next section. Here the informal features of writing, those are found in wider ranges are dealt. The followings are the categories used in the selected samples, are taken into account for description of informality of the selected advertisement copies. Those categories are:

- a. Abbreviations
- b. Short forms and contractions
- c. Technical terms
- d. Signs and symbols
- e. Questions

## Use of Informal Features in Vacancy Advertisements

Table No: 11

Features Newspapers	Abbreviation	Short forms	Sings & symbols	Technical Terms	Questions	Total
The Kathmandu Post	74	27	8	12	-	121
The Times of India	80	20	63	21	1	185
The New York Times	76	7	15	21	1	120
The Times	46	11	32	11	1	101
Total	276	65	118	65	3	527
	52.37%	12.33%	22.39%	12.33%	0.56%	100%

The table above shows that out of 718 sentences observed in the study 276 abbreviations found in the copies of advertisement. The most abbreviations forms were used in the advertisements published in the Times of India with their 80 occurrences and they were followed by the vacancy advertisements published in The New York Times with 78 occurrences. Vacancy advertisements published in The Kathmandu Post have 74 abbreviations and The Times have just 46 abbreviations.

Among those used abbreviations, the most frequent abbreviation was 'CV', that appeared 23times in all the selected copies of and it was followed by B.Sc, M. Sc., U.K., U.S. etc. These familiar abbreviations were used without their full form in the beginning whereas some abbreviations to refer to the name of any institute or company were used after their full form illustration in the beginning.

In the context of short forms, advertisements published in ‘The Kathmandu Post’ had the greatest frequency with 27 occurrences and they were followed by the advertisements published in ‘The Times of India’ having 20 items. Vacancy advertisements published in ‘The Times’ and ‘The New York Times’ had 11 and 7 items respectively. The short forms like ltd., engg. admin., asst., pos., were used in those advertisement copies. The short form ltd occurred with the highest frequency (16 times) in those selected samples for the study.

Advertisements published in ‘The Times of India’ were placed in the first rank having use of signs and symbols with 63 occurrences. They were followed by the advertisements published in ‘The times’ with their 32 occurrences. Advertisement copies published in ‘The New York Times’ and ‘The Kathmandu Post’ have 15 and 8 occurrences respectively. Those copies had signs and symbols like \$, %, £, and &. The most repeated sign was ‘&’ that occurred 91 times in the total selected copies. \$ and £ signs were used in the advertisement copies published in the ‘New York Times’ and ‘The Times’ to illustrate the amount of salary to be provided from the company.

Use of technical terms in vacancy advertisement copies published in ‘The Times of India’ and ‘The New York Times’ found in similar range with their 21 occurrences and they were followed by the advertisement copies published in ‘The Kathmandu Post’ and ‘The Times’ having 12 and 11 occurrences respectively. 65 technical terms found to be used in the selected copies of the vacancy advertisements. Use of questions was noticed only one- one times in ‘The Times of India’, ‘The New York Times’ and ‘The Times’

To compare all the advertisements published in the different newspapers in terms of formality and informality, vacancy advertisements published in ‘The Times of India’ seem to be more informal than the others since the frequency of occurrence of all the observed features is high. We should consider that informality is a matter of degree. No advertisement or piece of writing is completely formal or informal. It is determined by the structures used in them. Some examples of the use of informal features in the vacancy advertisements are given below:

**(A) Use of Abbreviations**

(i) *Nepal Hydro & Electric Limited (NHE) is a leading company in the field of Hydropower*



*equipment manufacturing .NHE is looking for an experienced surveyor.*

*<The Kathmandu Post>*

*(ii) We look forward to receiving your CV and cover letter either by post or e-mail.*

*<The Times>*

**(B) Use of Short Forms**

*(i) AM international (P) Ltd .is seeking a hardworking dynamic and result oriented candidate with pleasing personality for the following post. <The Kathmandu Post>*

*(ii) Degree/ Diploma in civil Engg with special skills and having min of 10-15 years exp.*

*<The New York Times>*

**(C) Use of Signs and Symbols**

*(i) Remuneration package of \$74,136 to \$88,036 per annum which includes 17% employer super annuation. <The Times>*

*(ii) Fast growing & professionally managed group involved in construction of Five Star Hotels, Multistoried Housing, Commercial Complexes & Shopping Malls in Delhi & NCR region is on look out for following categories of personnel for their upcoming new Five Star Hotel Project at Faridabad & Super Deluxe Commercial Tower at Manesar.*

*< The Kathmandu Post>*

**(D) Use of Technical Terms**

*(i) For detail information about the required qualification, application form and the required documents, Visit the university website: [www.ku.edu.np](http://www.ku.edu.np). <The Kathmandu Post>*

*(ii) Applicants must obtain details of how to apply by visiting our website, email – [jobs@latrobe.edu.au](mailto:jobs@latrobe.edu.au) or telephone 0061394791365 quoting appropriate position number.*

*<The Times>*

**(E) Use of Questions**

*(i) A life's calling, can you hear it?*

*<The New York Times>*

*(ii) Are you .....*

*Dynamic*

*Energetic*

*Enthusiastic*

*Does the future of Education excite you?*

*<The Times>*

## **3.2 The Structural Features of Vacancy Advertisements**

The language of advertising differs from other types of texts in several ways because it entails distinctive grammatical features. Shrestha (2005) quotes Bilirli- Storz (1980:25) to outline the most important grammatical features of advertising language. He points out that, “the advertisements texts are mainly written in short, simple and often elliptical sentences. The grammar is as simple as possible and if we have a look at the tenses, it is noticeable that the simple present is used the most. Interrogatives and imperatives are frequently used as well. In short we can say that short statements, lack of cohesion and connotative meanings take the place of long sentences.”

Vacancy advertisement is a category of advertisement. The researcher has made an attempt to analyze the structures used in the selected samples in terms of previously mentioned structural aspects viz. sentence types, tense, aspect, voice and sentence length.

### **3.2.1. Sentence Type in Vacancy Advertisement**

Sentences in the vacancy advertisements are the core components to carryout message. From the presence and absence of the categories in structures, sentences are divided into complete and incomplete sentences. Simply complete sentences are those sentences which contain the basic/required categories of sentence structures. For example, in the sentence ‘we are looking for a qualified candidate’, ‘We is the subject and the rest part is the predicate. On contrary to this, incomplete sentences are these sentences which lack some syntactical slots in formal ground. In the sentence, for example, “should have min 3 years experience with requisite qualification”, there is no overt subject but predicate only. We can imply either ‘you’ or ‘the candidate’ in the place of subject. Since some parts are omitted, incomplete sentences are called elliptical sentences.

## Types of Sentences in Vacancy Advertisements

**Table: 12**

Sentences  News papers	Complete Sentences						Incomplete sentences		Total
	simple		Compound		complex		Freq.	percent	
	Freq.	percent	Freq.	percent	Freq.	percent			
The Kathmandu Post	82	47.13	9	5.15	10	5.75	73	41.95	174
The Times of India	73	45.34	14	8.69	8	4.97	66	40.99	161
The New York Times	97	45.97	26	12.32	25	11.85	63	29.85	211
The Times	63	36.62	30	17.44	20	11.62	59	34.30	172
<b>Total</b>	<b>315</b>	<b>43.87</b>	<b>79</b>	<b>11.00</b>	<b>63</b>	<b>8.77</b>	<b>261</b>	<b>36.35</b>	<b>718</b>

The above table shows that complete sentences were dominantly (63.64%) used in the vacancy advertisements and they were followed by incomplete sentences with their 36.35% of occurrence. Simple sentences represent the highest percentage of total complete sentences in the research corpus.

### **A. Complete Sentences**

#### **I. Simple Sentences**

Simple sentences were found having dominant use in the samples of vacancy advertisements. Among the 437 complete sentences, 315 sentences were simple sentences. Those sentences had complex noun phrases and adjective phrases in the places of subject and complement parts of the predicate. Some examples of occurrences of complex noun and adjective phrases are presented below.

#### **A. Subject with complex noun phrases**

- i. *An ISO 9001:2000 company, pioneer in the field of solar thermal energy is on the lookout for following personnels. <The Times of India>*
- ii. *The Nepalese youth opportunity foundation (NYOF), an international NGO founded in 1990 working for the welfare and empowerment of disadvantaged children and youth, invites applications from qualified, self motivated Nepalese citizen for the post of **PROGRAM MANAGER**. <The Kathmandu Post>*

B. Predicate with complex verb phrase.

- i. *The successful candidate will be working closely with the management to renovate our restaurant and to run our new deli shop. <The Times>*

C. Complex noun phrases in complement

- i. *Applicants should send a cover letter and CV to Sandip Patel at Permal investment management service Ltd; the economist building 5<sup>th</sup> floor, 25th James street London. <The Times>*
- ii. *A well established and reputed general insurance company is looking for smart and positive minded candidates prepared to make a career in general insurance for their corporate office in Kathmandu and branches in Birgunj, Biratnagar and Pokhara. <The Kathmandu Post>*

Simple sentences are divided into four major syntactic types in terms of their grammatical form. Celce-Murcia and Larsen-Freeman (1999:1921) have categorized those terms under the term ‘sentence moods’. Types of simple sentences found in the samples are discussed with illustrations below.

**1. Declarative sentences**

Declarative sentences are those sentences in which subject are present and generally precede the verb. They are used to make statements and convey message and information. Those sentences serve the function of informing the reader. The following are the examples of declarative sentences taken from the sample of the study.

- i. *This busy boarding school is situated in a small, attractive market town in Ruthland.*  
<The Times>
- ii. *AAN seeks a competent candidate for the position of Senior Internal Auditor to lead its Internal Audit function.* <The Kathmandu Post>

## 2. Interrogative Sentences

Interrogative sentences are also used in vacancy advertisements. The ratio of their occurrence is fewer than declarative and imperative sentences. They are used for persuading the reader and making the message attractive. Interrogative sentences are of three types on the basis of their forms; they are: Complete, Incomplete and Question- Answer form. Examples of each of the forms are given below.

### A Complete Form

- i. *Can you hear it?* < The New York Times>
- ii. *Does the future education excite you?* < The Times>

### B. Incomplete Form

- i. *Interested?* < The Times>

### D. Question-answer form

- i. *Do you see every day as a battle for the best?*  
*Do you wage a war to capture excellence?*  
*If so NANZ is the place for you.* < The Times of India>

Interrogative sentences can also be categorized into two types on the basis of response those require either yes or no response or piece of information. Those which require yes/no response are Yes/No questions and those sentences which require pieces of information as response are Wh- questions. Examples of those sentences are presented below.

### A. Yes/no question

- i. *Can you hear it?* < The New York Times>
- ii. *Are you dynamic?* < The Times>

### B. Wh- question form

The occurrence of wh-question form was not found in any occurrence.

It was found that there is dominant use of Yes/no questions in complete form rather than question-answer and incomplete form. No occurrence of wh-questions shows that the Yes/no questions direct the reader towards the target message rather than giving him to speak detail towards the message making him agree to the statement.

### ***3. Imperative Sentences***

The occurrence of imperative sentence lies between declarative and interrogative sentences. They have main verb in the base form or (less commonly) an auxiliary verb in the base form. Though there is no correspondence between form and function the use of imperatives is closely related to the function of getting thing done. They encourage the reader to act as the message is conveyed in the body of the vacancy advertisements.

Quirk R and et al (1985:827-833) have subcategorized imperative sentences into 5 types under the term directives as:

- i. Directives without a subject
- ii. Directives with a subject
- iii. Directives with a let
- iv. Negative Imperatives
- v. Do with positives

In the corpus of the study only the first types of imperatives sentences were found and the rest types of imperatives were not noticed. Some examples of imperatives used in the selected samples of vacancy advertisements are:

- a) *E-mail resume to: [ajayirridrip@vsnl.net](mailto:ajayirridrip@vsnl.net) < The Times of India>*
- b) *Please fax resume to Samual J. Langer, M.D. India chief of psychiatry/ 646-672-6386 Manhattan psychiatric center wards Island, NY1035.< The New York Times>*
- c) *Interested candidate please send your resume to: [uae29297@rediffmail.com](mailto:uae29297@rediffmail.com) or fax to 00971-4-3393784. < The Times of India>*

‘Please’ in the second and third sentence above doesn’t imply a subject, it is added before or the after the verb of imperatives sentences with the illocutionary force of request to convey a greater degree of politeness. (Quirk, R and et. al 1985:832)



*when necessary and who can work effectively in professional and dynamic environment and a person with commitment to the foundation mission*

*<The New York Times>*

### **III. Complex Sentences**

Complex sentences were found most frequent (63 occurrences out of 467) among the complete sentences. Some examples of complex sentences used in the samples are given below:

i. *To apply, please send a CV and covering letter to Mr. M Nomura, Sumitomo Warehouse (Europe)* *<The New York Times>*

ii. *The University invites application from dynamic, competent and highly qualified Nepalese Professionals who are willing to make up challenges for the following permanent positions.* *<The Kathmandu Post>*

### **B. Incomplete Sentences**

Incomplete or elliptical sentences are the common feature of advertising language. Among the 718 sentences, 261 constructions were elliptical sentences. They occupied 36.35% of occurrence in the corpus of study.

Elliptical sentences are those sentences whose structural slots are not filled by their meaning can be recovered either from linguistic or non- linguistic context (Aarts and Aarts: 89). Quick R and et al. have defined them as constructions having ‘grammatical omission’. Actually they are impaired or defective sentences whose meaning is understood or implied. The adoption of elliptical sentences can spare more print space and take less time for readers to finish reading. In addition, a group of sentence fragments may gain special focus for information. In the samples, following types of elliptical sentences were found.

#### **A. Omission of the subject (<S> V O)**

i. *<You> should have spent at least 5 years in a senior managerial position as a team leader.*

ii. *<You> visit our website at [www.dallasairmotive.com](http://www.dallasairmotive.com) or [www.hsaviation.co.uk](http://www.hsaviation.co.uk)*

#### **B. Omission of the Predicate (S <V> O)**



- i. Full details <are available> at [www.finance.gov](http://www.finance.gov). <The Times of India>
- ii. Closing data for applications <is> 12 January 2007. <The Times>
- C. Omission of the subject and Predicate (<S> <V> O)
- i. <The candidate> <should be> postgraduate in chemistry with around 5 years experience in similar field. <The Times of India>
- ii. <You> <must have> a willingness to contribute fully to a successful department and to the extra- curricular and pastoral life in the school.  
<The Times>

### 3.2.2 Voice in Vacancy Advertisements

The term voice is a linguistic device employed by the language to show the significance of a noun phrase associated with it. It shows whether the subject is the main theme or agent of some action or something is acted upon the agent. English has two types of Voice; Active and Passive (Celce- Murcia and Larsen- Freeman 1999:23). From the careful study and observation of the selected newspapers in this aspect, the following frequency of occurrences has been found.

#### The Occurrence of Voice in Vacancy Advertisement

Table No: 13

Voice \ Newspaper	Active	Passive	Mixed	Total
The Kathmandu post	55	44	2	101
The times of India	74	18	3	95
The New York Times	115	31	2	148
The Times	95	13	5	113
Total	339 47.17%	116 23.19%	12 2.26%	457 100%

The above table shows that almost three- quarter of the total sentences are occupied by active in the vacancy advertisements. As the data show 74.17 percent (i.e.339 out of 457)

instances of the use of active voice have been found. The use of passive voice is found about quarter (23.19%) occurrence of the sentences. Compound sentences having mixed of active and passive constructions have also been found but they occupy just 2.26% (i.e.12 out of 457) instance of their use.

The corpus of the study shows that active voice construction is preferred to introduce the institution, post and requirements rather than passive. Sentences in active voice are felt simpler, more direct and forceful. They follow the rules of construction in written discourse. Delivery of message through the sentences of active voice is effective and spontaneous. Passive voice on the other hand is used to make the language polite and message focused. The readers feel the language pleasing and indirect also. The examples of use of active, passive and mixed found in the samples are presented below.

#### Active Voice

- i. *We have recently opened an office in New York and invite you to join dynamic, successful group as we conquer the US market.* <The New York Times>
- ii. *To apply please send a CV and covering letter to Mr, M. Nomura, Sumitomo Warehouse Gmb H, Suite B, Ground floor, Ibex house, 42/47 minorities, London EC3N IDY* <The Times>

#### Passive voice

- i. *An attractive salary package will be offered commensurate with the candidate's level of expertise.* <The Times>
- ii. *Few positions are required for a range of shops dealing on JEWELLERY PRODUCTS.* <The Kathmandu Post>

#### Mixed Voice

- i. *The position will be based in Kathmandu and will involve at least 50% field visits to different AAN programme areas including very rural parts of Nepal.* <The Kathmandu Post>

- ii. *If you are interested in either of these exciting with a covering letter to Ms. Ann New at H + S Aviation limited Airport service Road, Portsmouth Hampshire Po 35 Ps, UK or email [ann.new@hsavation.co.uk](mailto:ann.new@hsavation.co.uk). <The Times of India>*

### 3.2.3. Tense and Time Reference in Vacancy Advertisements

The structure in English are constructed in two tense outlines; those are:



Inferences from the study on structures of vacancy advertisements showed that only complete sentences were being carried by tense. Among the complete sentences, sentences in imperative mood were not capable of indicating any tense so they were considered tense less (Larsen- Freeman 1999: 226). Besides Imperatives sentences, incomplete sentences and bullet constructions were also found in tense-less construction because of, as their nature, occurred with some parts missing art having some nominal clauses only. The above types used in the copies of vacancy advertisements of the selected newspaper are present below.

#### **Tense in vacancy advertisements:**

**Table No.14**

	Past Tense	Non-past Tense	Total
The Kathmandu Post	13	81	94
The Times of India	32	54	86
The New York Times	5	119	124
The Times	9	90	99
Total	59	344	403
	14.64%	85.35%	100%

The above table presents that both past and non-past tense are used in English but the frequency of non-past tense is the highest, which is approximately seven times more (i.e.344 out of 394) than that of past tense. Both of the tenses were used to indicate two types of time references viz. Present time references and future time references. No instances of past tense to

indicate past time references were found in the study. The following table is for presentation of the result.

### Time Reference and Tense

**Table No.15**

News papers	Tense	Present Time Reference	Future Time Reference	Total
The Kathmandu Post	Past	-	13	13
	Non-Past	43	38	81
The Times of India	Past	-	23	23
	Non- Past	32	31	63
The New York Times	Past	-	5	5
	Non- Past	81	38	119
The Times	Past	-	9	9
	Non- Past	59	31	90
Total		215	188	403
Percentage		53.34%	46.65%	100%

The above table shows that present time reference of non- past tense is more frequent than future time reference. Past tense also has future time reference which is predominantly used lacking the past time reference in the vacancy advertisements. On an average 53.34% (i.e.215 out of 403) use of present time reference was found in non- past tense. Future time reference of past as well as non- past tense was not so much frequent as present reference. Its occurrence was only 46.65% (i.e. 188 out of 403) some examples of present time reference and future time references are as follows:

Non- past tense with reference to present time

- i. *New York University is the largest private university in the country with 14 schools, 3 institutes and over 50,000 students. <The New York Times>*

- ii. *The organization reserves the right to reject any or all application without assigning any reason.* <The Times of India>
- iii. *Sheer Memorial Hospital, Banepa, Kavre is looking for a qualified Medical Officer.* <The Kathmandu Post>

Non-Past tense with reference to Future time

- i. *The position will be on a contract basis for one semester with possibility of extension.* <The Kathmandu Post>
- ii. *The candidates experience may reflect either general banking, leveraged finance or securitization.* <The Times>
- iii. *Salary for the deserving candidate shall be the best in the industry.* <The Times of India>

Past tense with reference to future time

- i. *The remuneration for all the above positions would be as per with the best in the industry and accommodation would be provided for Silvassa and Vapi positions.* <The Times of India>
- ii. *Candidate should be willing to be part of a team proud of its ability to meet clients.* <The New York Times>
- iii. *It could be accessed through our website [www.odcincorp.com](http://www.odcincorp.com) under the category 'Recruitment'.* <The Kathmandu Post>

From the observation and analysis we can conclude that non- past tense is used overwhelmingly in the vacancy advertisements since they are published for looking qualified personnels. The use of non- past tense with present time reference is for informing the wanted post and identity of the institution/firm or company where as non- past tense with future time reference is for mentioning the salary, benefits and other facilities provided by the company. Future time references are also used to clarify duties to be accomplished by the employees. Not only non- past tense but also past tense with future references are used in vacancy advertisements because they are given for the candidates' contact at office either directly or by correspondence. As a whole we can say that vacancy advertisements are forward looking process for employment so there is high use of non past tense with future time reference.

### **3.2.4. Aspect in Vacancy Advertisements**

Quirk, R and et al (1985:188) have defined the term aspect as “a grammatical category which reflects the way in which the verb action is regarded or experienced with respect to time. The two aspect constructions of English, the perfective and the progressive can be seen as realizing a basic contrast of aspect between the action viewed as complete (perfective) and the action viewed as incomplete i.e. in progress (imperfective or progressive)”. The sentences in perfective aspect are marked by ‘has/have/had + past participle’ as in the sentence, ‘we have opened vacancies for the post of manager’. In perfective aspect the activity denoted by the verb is completed and is used mostly in narrating the past events with collaboration of past tense. Sentences in progressive aspect, on the other hand are marked by be + present participle’ as in the sentence, “we are looking for a qualified and experienced person for the post of manager”. The activity denoted by the verb is in progress and thus, incomplete. It is mainly used to show more emphasis on the matter and more involvement of subject. The sentences which are neither in perfective nor in progressive aspect are considered to be in simple aspect. They are generally used to describe events on facts and to establish the temporal sequences of an event compared of time phases. It is the most common and unmarked feature.

This portion of the study was centered on the structures of vacancy advertisements to determine the aspect mentioned above. For that process, the sentences were carefully observed and then analyzed after presenting the data in table. Almost all types of aspects found being used in the vacancy advertisements with different frequency distribution which are presented and mentioned below:

## Aspect in Vacancy Advertisement

**Table No: 16**

Aspect	Simple		progressive		Perfective		Total
	past	Non- past	Past	Non- past	Past	Non- past	
Newspapers							
The Kathmandu Post	13	72	0	6	2	1	94
The Times of India	23	54	0	6	0	3	86
The New York Times	5	111	0	7	0	1	124
The Times	9	81	0	7	0	2	99
	50	318	0	26	2	7	403
Total	12.40%	78.90%	0	6.45%	0.49%	1.73%	100%

The above table depicts that simple aspect is used most frequently in vacancy advertisement. It covers 91.31% (i.e. 368 out of 403) including past and non- past simple tense. Progressive aspect occupied the second position covering 6.45% (i.e. 26 out of 403) and most of the sentences in this aspect found having non- past progressive and past progressive was rare. Perfective aspect occurred in the final position of occurrence having frequency of 2.22% (i.e. 9 out of 403) including past perfective and non- past perfective tense. Aspect wise explanation with illustration presented below.

### **I. Simple Aspect**

Simple aspect is the most frequent feature in vacancy advertisements. It is in either of the past and non- past tense. The occurrence of non- past is higher 78.90% (i.e. 318 out of 403) than the past simple which carried 12.40% (i.e. 50 out of 403). To conclude non-

past simple aspect is predominant in vacancy advertisements since it occupies one three-fourth of the total instances. Examples of simple aspects are:

**Non- past simple aspect**

- i. *Deadline date for application is July 28<sup>th</sup>, 2006.* <The New York Times>
- ii. *Applications will be accepted till 05: 00 P: M on Thursday, September 12, 2006.*  
<The Kathmandu Post>

**Past simple aspect**

- i. *All candidates should be prepared to stay in China on a permanent basis.*  
<The Times of India>
- ii. *All the candidates should have experience in the related field.*  
<The Kathmandu Post>

**II. Progressive Aspect**

Progressive aspect captured the second position of occurrence. The constructions in this aspect were found only in non- past tense with 6.45% (i.e. 26 out of 403) instances. No instances of past- progressive found in the study. Examples of non- past progressive constructions are:

- i. *We are looking for a talented and motivated individual to drive our U.S. business forward.* <The New York Times>
- ii. *The successful candidate will be working closely with the management to renovate our restaurant and to run our new deli shop.* <The Times>

**III. Perfective Aspect**

Perfective which occurred in 9 instances had the least frequency of occurrence in vacancy advertisements. Among non- past perfective and past perfective, non- past perfective were the higher frequent. Examples of both the types are:

**Non- past perfective aspect**

- i. *The business has registered substantial growth lately and is moving to the next level.*  
<The Times>
- ii. *We have been retained by a well reputed Chinese Pharmaceutical company for recruiting EXECUTIVES for the following positions to be based in China.*  
<The Times of India>



### **Past perfective aspect**

- i. *The candidate must have worked at least 1 year in related field.*

*<The Kathmandu Post>*

### **3.2.5. Sentence Length in Vacancy Advertisements**

Sentence length in vacancy advertisements is concerned with the number of lexical items i.e. words used in the composition of each individual sentences. Those lexical items determine the length, formality as well as complexity of sentence. It is a significant variable to study, because it determines the formality and informality of a discourse. A discourse having short sentences with few words is essentially informal whereas, discourse having long and complex sentences is formal one, which leads us to the longer paragraphs.

For the study of sentence length, the numbers of orthographic words used in each and every sentence were counted from the selected copies of vacancy advertisements. They were presented in the table and analyzed. For the sake of our convenience in study sentences were categorized into three types: short, long and very long. The sentences which contained up to 15 words were considered as short sentences and sentences having more than 15 and less than 40 words were considered long sentences and sentences having more than 40 and up to 60 words were considered as very long sentences. Observation done on the structures of vacancy advertisements, to find out the average sentence length, have drawn the following results, which is presented in the following table:

### Sentence length in vacancy advertisements

**Table No- 17**

Length	Short Sentence s(0-15 words)	Long sentences (16-39 words)	Very long sentences (40-60 words)	fx	N	Average Sentence Length(I n words)
The Kathmandu post	116	55	3	2532.5	174	14.5
The Times of India	90	68	3	2695	168	16.7
The New York Times	125	80	6	3437.5	211	16.3
The Times	97	70	5	2902.5	172	16.8
Total	428 59.6%	273 38%	17 2.4%	11567. 5	718	16

The above table shows that short sentences having 0 to 15 words have dominant use in vacancy advertisements. They have covered more than half (i.e.59.6%) instances of the total sentences. Long sentences having 16 to 39 words have also been used but not so much frequent as short sentences. They have captured the second position of frequency with 38% (i.e.273 out of 718) of occurrence. Very long sentences, those had 40 to 60 words, also been found to be used in vacancy advertisements with merely 2.4% (i.e.17 out of 718) of appearance and occurred in the final position. The average sentence length in the vacancy advertisements is 16 words per sentence. The examples of each of the above mentioned sentence length is illustrated below:

**a. Short sentences (0-15 words)**

- i. *A 5 star business center seeks experienced administration for varied and exciting position.* <The Times>
- ii. *All the above post requires two years professional experience or equivalent teaching/ training experience.* <The Kathmandu Post>
- iii. *We offer competitive salaries and comprehensive benefits package*  
<The New York Times>
- iv. *Candidate should be an experienced and a expert in teaching in PHYSICS/CHEMISTRY/ZOOLOGY/MATH.* <The Times of India>

**b. Long sentences (16-39 words)**

- i. *The ideal candidate should be a qualified marketer from CIM (UK), be proficient in marketing knowledge, should have a minimum 5 years of work experience in a marketing related field and should have excellent presentation skills.* <The Times>
- ii. *We have been retained by well-reputed Chinese Pharmaceutical Company for recruitment of EXECUTIVES for following positions to be based on China.*  
<The Times of India>
- iii. *A director is sought to initiate and lead the Institute for the study of the Ancient World at New York University.* <The New York Times>
- iv. *The cost of living in Japan, air fare along with attractive salary will be provided by the Japanese company based on the Negotiation.*  
<The Kathmandu Post>

**c. Very Long sentences (40-60 words)**

- i. *As a member of our applications development project team, you will work with end users to define business problems and design solutions. (e.g. new workflows, systems, programs, reports); perform systems analysis to generate test plans; create end user documentation, and participate in the development of training materials and delivery of training.*  
<The New York Times>
- ii. *You will establish and maintain good working relationships with regional partner, UK and Chinese government officials and relevant third party*

*organizations, evaluate and prepare professional and convincing business cases for regional investment for enquiries received from UKT&I, intermediaries and Chinese companies, and arrange and host client focused programmes for company visitors and missions.*

*<The Times>*

iii. *Candidates having requisite qualifications, experience and ready to join within 15 days from the date of issue of appointment letter may apply within 15 days of the publication of this advertisement giving full bio-data accompanied by a recent passport size photograph and attested copies of testimonial and demand draft of NRS100, in favour of 'Punjab Biotechnology Incubator' payable at Chandigarh.*

*<The Times o India>*

iv. *Successful candidates will be stationed in Hiroshima, Japan for the period of 2 years to undertake an extensive on the job training and after have to work for minimum of 2-3 years in Nepal for maintaining and developing the content management systems for Japanese clients.*

*<The Kathmandu Post>*

The observation on the corpus of study has led us to the conclusion that long and very long sentences have the lower degree of possibility of occurrence than the shorter sentences in vacancy advertisements. The ideal sentence length is 14.5 to 16.8 words per sentences. The reason behind this is that simple and elliptical sentences which are in fact shorter on them by their nature are favoured in writing the copy of vacancy advertisement. It is the trend of vacancy advertisement where tables and bullets are used, reduce the length of sentence. Complex and compound sentences, which are the basements of long and very long sentences, are minimally preferred in writing the copy of vacancy advertisements. whereas those published in 'The Times of India' representing India found having use of all of the above mentioned types and vacancy advertisements published in 'The New York Times' and 'The Times' representing USA and UK respectively found using three of the forms excluding question for headlines.

## **CHAPTER- FOUR**

### **FINDINGS AND RECOMMENDATIONS**

This chapter presents findings based on the study of vacancy advertisements. On the basis of analysis and interpretation of the data collected from the selected newspapers, the following findings are drawn and pedagogical implications and recommendations are also given for further study in this area.

#### **4.1. Findings**

The following are the findings of the study:-

##### **4.1.1. Physical Features**

1. Vacancy advertisements are found in the box with borders if they are published in the newspapers.
2. They have attractive headline with bold face type in the beginning. Four forms of headlines are found in them, they are:
  - i. Statement
  - ii. Question
  - iii. Headline Introducing the Institution/firm
  - iv. Headline mentioning the post.
3. Varied use and preference of headlines is found depending on the newspapers and nationality. Vacancy advertisements published in ‘The Kathmandu Post’ representing Nepal have been found using statement or expressions for headlines like ‘Vacancy Announcement’ ‘vacancy’ ‘wanted’, ‘career opportunity’ etc. where as those published in ‘The Times of India’ representing India found to have been using the all of the above mentioned types and the vacancy advertisements published in ‘The New York Times’ and ‘The Times’ representing the USA and the UK respectively were found using three of the forms excluding question for headlines.

4. Major word class vocabularies outnumbered the minor word class vocabularies in terms of occurrence. Major word class vocabulary items were used more than double of the minor word class vocabularies.
5. Among the major word class vocabularies, nouns were used maximally. They have been found to be used in more than half instances of the total vocabularies. Verbs have the second ranking followed by adjectives. Adverbs were the least used among major word class.
6. The most frequent twenty nouns found in the vacancy advertisements were: Experience, Candidate, Position, Application, Salary, CV, Skill, Applicant, Qualification, Resume, Opportunity, Knowledge, Photos, Covering letter, Interview, Professional, Closing date, Responsibility, Post, Remuneration.
7. “Require, Apply, Send, Email, Look, Seek, Invite, Offer, Prefer, Contact, Forward, Called, Submit, Encourage, Fax, Join, Drop, Visit, Reply, and Informed” were the twenty verbs having the highest frequency of occurrence in the vacancy advertisements.
8. The highly used twenty adjectives in the vacancy advertisements were: Successful, Relevant, Interested, Excellent, Qualified, Recent, Responsible, Short-listed, Dynamic, Experienced, Strong, Essential, Good, Attractive, Leading, Enthusiastic, Professional, Self-motivated, Equivalent, Detail.
9. The dominant adverbs found to be used in the vacancy advertisements are: “highly, effectively, closely, initially, directly, preferably, above, verbally, quarterly and recently”.
10. Vocabularies from all the minor word class were also found in the use by the vacancy advertisements. Among the minor word class vocabularies, Prepositions were maximally used and interjections were rarely used. Articles and conjunctions both occurred in the same ratio.

11. Bullets, tables and logos are found in the copy of vacancy advertisements. Bullets were used in the highest range almost in every newspaper's vacancy advertisements whereas tables were not used except Nepali Newspaper 'The Kathmandu Post' use of logo found in medium range.
12. Writing style of vacancy advertisements was deviated from the formal writing. Excessive use of abbreviations, short forms, contractions and technical jargons were some features to mark informality in writing.

#### **4.1.2. Structural Features**

1. Complete and incomplete both types of structures were found to be used but complete constructions were predominantly used including simple, compound and complex sentences.
2. Incomplete or elliptical sentences were used breaking the conventional rules of grammar. Sentences fragments, one word sentences, and sentences having some portions deleted were also found. The major elliptical sentence construction were in the form of:
  - i. (<S> V O.) (subject deletion)
  - ii. (S <V> O.) (verb deletion)
  - iii. (<S> <V> O.) (both subject and verb deletion)
3. Among Simple sentence constructions, declarative, imperative, interrogative sentences were also found but no occurrences of exclamatory sentence could be observed.
4. Use of active voice was found in almost three- fourth of the total constructions. Besides that passive and mixed constructions were also observed in their respective order. Preference of active voice indicates the delivery of message's effectively and spontaneously.
5. Both past and non- past tenses were found in the vacancy advertisements but non- past tense with present and future time reference was used more frequently. The reason behind

it was that publicizing vacancy advertisement was to fill the present vacant post and look forward for the best candidate.

6. Regarding the use of aspect, simple aspect had the most frequency followed by progressive aspect. Use of perfectives aspect was minimal.
7. Concerning to sentence length, short sentences were used in a greater range than those of compound and complex sentences. The average sentence length was 16 words per sentence.

#### **4.2. Recommendations and Pedagogical Implications.**

This is a descriptive study. However, a few recommendations/pedagogical implications have been suggested below:

1. The Study reveals that vacancy advertisement has its own style of writing which in some cases, doesn't follow the conventional rules of writing. Therefore, it is recommended that the students of mass communication and the students of the English language should be well informed of it.
2. The education planners, syllabus designers, text book writers and language teachers are recommended to include vacancy advertisements in the course of English from secondary level curriculum to acquaint the students with employment and vacancy advertisements.
3. While teaching vacancy advertisements in the class room, first of all the students should be taught the most frequently used nouns, verbs, adjectives and adverbs to facilitate them understand the message conveyed by the sentences. Then, they should be familiarized with abbreviations, short forms, and technical terms to be used in these vacancy advertisements.
4. Elliptical and incomplete constructions should be familiarized to the students which are deviated structures used in the study.



5. The class teacher should provide varieties of authentic samples from the newspapers of different countries so as to acquaint the students with various styles and ways writing.
6. Vacancy advertisements in Nepali newspapers were found to be printed without specified page. They were printed in any of the pages that created confusion to find, so they should be printed in a separate page with special column under the title job or appointments as native English newspapers do.

The findings of the study are based on only 80 issues of vacancy advertisements published in 'The Kathmandu Post', 'The Times of India', 'The New York Times' and 'The Times'. Only limited variables namely physical and linguistic features are taken into account so, the study's findings can't be claimed to be conclusive and applicable everywhere. Therefore, further study can be done on language functions or semantic features of vacancy advertisements.

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## Appendix-1

Most frequently used major words class vocabularies in vacancy advertisements.

<b>A) Noun</b>	<b>Frequency</b>
Experience	128
Candidate	81
Position	53
Application	53
Salary	33
CV	29
Skill	29
Applicant	29
Qualification	25
Resume	21
Opportunity	19
Knowledge	16
Photos	16
Covering letter	16
Interview	15
Professional	14
Closing date	11
Responsibility	9
Post	9
Remuneration	7

<b>B) Verb</b>	<b>Frequency</b>
Require	26
Apply	22
Send	21
Email	16
Look	16
Seek	15
Invite	12
Offer	10
Prefer	9
Contact	8
Forward	8
Called	8
Submit	7
Encourage	6
Fax	5
Join	4
Drop	4
Visit	4

Reply	3
Informed	3

<b>C) Adjective</b>	<b>Frequency</b>
Successful	20
Relevant	19
Interested	18
Excellent	15
Qualified	14
Recent	13
Responsible	12
Short-listed	12
Dynamic	11
Experienced	11
Strong	9
Essential	9
Good	8
Attractive	6
Leading	6
Enthusiastic	5
Professional	4
Self-motivated	4
Equivalent	4
Detail	4

<b>D) Adverb</b>	<b>Frequency</b>
Highly	4
Effectively	4
Closely	3
Initially	2
Directly	2
Preferably	2
Above	2
Verbally	2
Quarterly	2
Recently	2

**APPENDIX-2**  
**Samples of Selected Vacancy Advertisements**