

**LANGUAGE USED IN VACANCY ADVERTISEMENTS:  
A DESCRIPTIVE STUDY**

A Dissertation Submitted to the Department of English Language Education,  
University Campus, Kirtipur  
In Partial Fulfillment of the Master's Degree in Education  
(Specialization in English Language Education)

By:  
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Tribhuvan University, Kirtipur  
Kathmandu, Nepal

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This is to certify that Mr. Chandra Bahadur Budhathoki has prepared the dissertation entitled “**Language Used in Vacancy Advertisements: A Descriptive Study**” under my guidance and supervision.

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## **DEDICATION**

*This work is dedicated to:*

*My parents,*

*Whose optimism and hard labour are inspiration for my study.*

## **ACKNOWLEDGEMENT**

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## **ABSTRACT**

This research is basically a study of language used in vacancy advertisements from the point of view of their peripheral and structural features. The main objectives of the study are to explore the physical features of vacancy advertisements like various uses of headlines, content, frequency of vocabularies and style of writing and to analyze the structures used in them in terms of sentence type, tense, voice, aspect and sentence length. The sample population consists of eighty copies of vacancy advertisements published in four newspapers namely 'The Kathmandu Post', 'The Times of India', 'The New York Times' and 'The Times' which are published from Nepal, India, UK and USA respectively.

The thesis consists of four chapters; the first chapter is the introductory part and sets the background of vacancy advertisements concerning with mass media. It also contains review of the related literature, objectives and significance of the study.

The second chapter presents the methodology adopted for the study. As the research is based on the vacancy advertisements, samples for the study are collected from different newspapers and chosen purposively to include the varieties of them. Altogether eighty samples are selected including twenty items from each of the newspapers.

The third chapter deals with the presentation, analysis and interpretation of the selected data. The data have been presented and analyzed descriptively with the help of tables. Finally, in the fourth chapter, findings of the study are summarized with some recommendations and pedagogical implications; the research is concluded with the findings that under the peripheral features varied use of headlines is preferred. Major word class vocabularies are dominantly used with bullets, tables and logos to mark them distinct from other kind of writing. Structural features on the other hand, have been concluded with the findings that complete sentence with simple sentences are found highly used and they are followed by elliptical sentences. Use of active voice and non-post tense with simple aspect is preferred in writing and the average sentence length is



sixteen words per sentences. On the whole the style of writing is informal because it contains abbreviations, short forms and technical terms which are specific in vacancy advertisements only.

## **ABBREVIATIONS AND SYMBOLS**

The followings are the abbreviations which are used in this thesis.

Asst-	Assistant
B. Ed. -	Bachelor of Education
C.V-	Curriculum Vitae
Dr. -	Doctor
e.g. -	For example
etc. -	etcetera
INGOS-	International Non- Government Organizations
i.e. -	That is to say
M.A. -	Master's of Arts
No. -	Number
Pvt. -	Private
SN-	Serial Number
OALD-	Oxford Advance Learners Dictionary
USA-	United States of America
UK-	United Kingdom
TV-	Televisions
Viz. -	That is to say, namely (Latin Videlicet)
&-	and
@-	at the rate
Www-	World Wide Web
\$-	Dollar (USA Currency)
£-	Pound (UK Currency)

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