INFERENCES IN ADVERTISING: A STUDY OF NEPALI TV COMMERCIALS

A Thesis Submitted to the Department of English Language Education, T.U., Kirtipur, Kathmandu
In Partial Fulfillment for the Master's Degree in English Language Education

By
Prem Raj Pokhrel

Faculty of Education
Tribhuvan University
Kirtipur, Kathmandu, Nepal
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RECOMMENDATION FOR ACCEPTANCE

This is to certify that **Mr. Prem Raj Pokhrel** has prepared the dissertation entitled **"Inferences in Advertising: A Study of Nepali TV Commercials"** under my guidance and supervision.

I recommend the dissertation for acceptance.

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17^{th} *Baishakh* 2064

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DEDICATION

To

My parents :

Whose love, encouragement, support, creation of friendly environment and blessing make me able to acquire this degree.

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Prem Raj Pokhrel

Abstract

The research entitled 'Inferences in Advertising: A Study of Nepali TV Commercials' is to determine the inferences in Nepali TV commercials after Grice's approach. In order to do so, the researcher recorded TV commercials telecasted from the main Nepali national channels on a video camera for two hours. The sample consists of 30 Nepali TV commercials. Among them 8 commercials were telecasted from Nepal television, 8 from Kantipur TV, 7 from Nepal 1 TV and 7 from Image TV. Those TV commercials were selected by using simple - random sampling procedure. The data were analyzed to find out the likely inferences that the audience can draw.

The research findings show that audience can draw different kinds of inferences from Nepali TV commercials. Such inferences can be termed as covert, overt, silent and flouting inferences.

The study consists of four chapters which are given below.

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

Chapter two introduces the methodology adopted for the study. It encompasses sources of data, population of the study, sampling procedure, tools for data collection, process of data collection and the limitations of the study.

Chapter three consists of analysis and interpretation of the data. The data have been analyzed using both descriptive and statistical tools. All the 30 TV commercials were analyzed one by one. The inferences that the audience can draw were listed.

Chapter four incorporates findings and recommendations. On the basis of the analysis and interpretation, some significant findings and on the experience of the researcher while conducting the research some recommendations for pedagogical implications are made. This chapter is followed by references and appendices.

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Abbreviations

TV	-	Television
e.g.	-	example
etc.	-	etcetera
o	-	overt inference
c	-	covert inference
i.e.	-	that is to say
%(p)	-	percentage
NTV	-	Nepal television
KTV	-	Kantipur Television Network
NELTA	-	Nepal English Language Teachers' Association
No.	-	Number
T.U.	-	Tribhuvan University