The Use of Language in Advertisement in Core Area of Khandbari

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Abstract

The research entitled 'The Use of Language in Advertisements in the Core Area of Khandbari' was conducted to analyse the use of language of advertisements in terms of vocabularies, script, creativity and forms of language use. It was based on the survey under quantitative research design. Fifty images of advertisements were collected from the main bazaar of Khandbari municipality. These images were selected as samples for the study using non-random purposive sampling procedure. As per the objectives of the research, a checklist was used to analyse the choice of vocabularies and use of language in the advertisements. Simple statistical tools such as frequency and percentile were used to analyse and interpret the data. The study found out that two languages, Nepali and English, were used in the advertisements. Nepali was given high priority. The majority of the advertisements were monolingual. Transliteration was found in thirty one samples out of 50. Devanagari script was used in twenty nine samples. Code mixing was used in fourteen samples (28%).The research consists of four chapters. The first chapter consists of background of the study, objectives of the study, significance, delimitation of the study and review of related literature. The second chapter deals with research design, method, sample and sampling procedures, research tools, sources of data, data collection procedures and ethical consideration. Similarly, third chapter deals with interpretation of results and discussion of findings. Finally, the fourth chapter presents conclusions followed by policy related, practice related and further research related implications of the study.

Keywords: *advertisement, monolingual, bilingual, Devanagari, language, script, transliteration*

Introduction

Advertisement is an important part of life in the present world. Saud, M.S. (2018) states that advertising is the way of making a product or service public in order to promote the sale of it (p.185). It has a power to attract attention of consumers to the production or services. Laponska (2006) states that advertisement is one of human activities that can be found on radio and television, and in magazines, newspapers, and other sources. In the same way, Ngulube I.E., Kelechi E. (2023)

defined "Advertisement   as one of mass communication means to be used for presentation and promotion of ideas, products, and services by identified sponsors or companies through impersonal media. It is not to inform about a product or service but to persuade and to convince the society about the product " (p. 106). For this, language plays a pivotal role to draw the attention of consumers towards the advertisements. Wells (1985) argues that language in advertising as a creative concept presents a message to the audience. Besides, an advertisement as a tool for selling a product offers an object to the society (p. 435). Language is considered as mediation equipment in advertisement production process. It is true that advertisers aim to persuade the customers to buy goods or to take services through attractive words, phrases and syntax and symbols.

Some researches have been carried out on advertisements. Shrestha, R. (2011) carried out a research on ' Effectiveness of Advertisements in Nepal on Tourism Sectors'. His main objective was to examine the effectiveness of advertisement to achieve and succeed the market on tourism business. He found that tourism industry has played an important role to develop economic condition of Nepal. Joshi, M.R. (2018) also carried out a research entitled 'Use of Language in Advertisement: A Linguistic Landscape Perspective'. His aim was to explore the use of language on linguistic landscapes of advertisement in terms of nature of language, linguistic features, creativity and forms of language use. He found that there were six languages used on LLs of different areas of Kathmandu district including English, Nepali, Newari, Japanese, Chinese and Korean. Similarly, Ngulube I.E., Kelechi E. (2023) carried out a research on Language Style in Advertising : A Study of the Print Media. Their main objective was to find out the kinds of language and style mostly used in English advertisement. They found out that the personification style was mostly used and the occurrence in their corpus was about four times; it was followed by alliteration style which occurred in three advertisements and assonance style which occurred twice in their corpora. The other was the use of simile, apostrophes, asyndeton, poly-asyndeton, and chiasmus styles which appeared once in the advertisements. In the like manner, R. Vaidya (2022) studied on Effectiveness of Nepalese Online Advertisement in Recalling a Product. His aim was to determine how well Nepalese online advertisements help consumers recall products. He found that online advertisements helped to make online purchasing decisions and recalling products. In this way, some studies have been made on advertisements in Kathmandu and elsewhere, however, no research is carried in Khandbari core area.

The general objective of my study was to assess the use of language in advertisements in Khandbari. The specific objectives were to:

i. analyse the use vocabularies and phrases in the advertisements,

ii. explore the kinds of language used in the advertisements.

Advertisement can be regarded as a main concern because of a particular use of language. Use of various types of the language and purpose behind using such language forms were the major concerns of advertisement in this study. Similarly, the language learned inside the classroom is pattern based or theory based but the language used in public places as in the hoarding boards and display boards is the real use of language. So, the language system of advertisement is necessary for the study to find out the language taught and learned inside the classroom and the language which used in real fields. There is a gap between the language used inside the classroom and beyond the classroom. It reflects the difference between theory and practice as well. So, this study is important for learners to understand the real use of languages in advertisements.

Methodology

The research design is the way through which a researcher collects the data, analyses them and carries out the findings of the research. The researcher used the quantitative research design under which a descriptive survey was done. Quantitative research design employs statistical data to accomplish the objectives. So, the analysed the data with the help of statistics and has hoped the numbers obtained an unbiased result that can be generalised to some larger population.

For this study, the total population was about 100 advertisements of Khandbari municipality ward No. 1 which is core area. Out of hundred, fifty samples were selected through a non-random purposive sampling procedure.

The researcher used checklist as research tools to find out the features of advertisements. Based on the checklist and observation, features like words, phrases, transliteration, use of non-standard structures, code mixing, translation and other creative activities were studied.

This study was mainly based on primary sources of data. The first-hand data were obtained from the selected materials, i.e., hoarding boards and display boards. This means, the researcher directly got the data from the research field through direct endeavors. He collected the first-hand data through observation from fifty photographs. The researcher visited the core area of Khandbari and took photographs of fifty advertisements by using digital camera. Then, he categorized them on the basis of features like code mixing, transliteration, choice of vocabularies, non-

structured features and so on. Then the data were analysed using statistical tools like frequency and percentile. The facts were presented in tables. For research purpose, the researcher took permission of the shop owners, governmental and non-governmental advertisers.

Results and Discussions

The quantitative data collected from the primary sources were tabulated and analysed to derive the results of the study and the results were interpreted to infer meaning of the results as per the objectives of the research.

The vocabularies used in the advertisements

The vocabularies used in the advertisements are presented in the table below:

Table 1

Use of vocabulary

S.N.	Language	Advertisements	Frequency	Percentage
1.	Nepali only	1,2,3,4,5,7,8,11,12,13,15, 16,17,18,20,27,28,33,35,36, 38,39,41,42,44,47,48,49,50	29	58%
2.	English only	6,10,21,24,26,43,46	7	14%
3.	Nepali and English	9,14,19,22,23,25,29,30,31, 32,34,37,40,45	14	28%

The above table shows that the majority of the advertisements in Khandbari core area (58%) have used vocabularies from Nepali language while 28% have used bilingual (Nepali and English) vocabularies. Nevertheless, only 14% of the advertisers have used only English vocabularies (7 out of 50). It shows that Devanagari script is much preferred by the advertisers in hope of persuading the consumers.

Table 2

Transliteration in the advertisements

Total ads.	Script used	Number of samples	Frequency	Percentage
50	Devanagari for English	1,3,8,11,12,13,15,16, 17,20,25,28,29,30,31, 32,33,34,36,37,39,40, 42,44, 45,47,48,49,50	29	58%
50	Roman for Nepali	21,46	2	4%

The above table shows that transliteration was found in thirty one out of fifty advertisements in core area of Khandbari. Devanagari script was used for English in twenty nine (58%) advertisements. On the other hand, Roman script was used for Nepali only in two (4%) of them. It shows that most of the advertisers chose Devanagari script for English words.

Apart from verbal information, pictures also have been used in the advertisements. The table below shows the use of pictures in the advertisements.

Table 3

Use of Pictures

S.N.	Advertisements	Sample No.	Frequency	Percentage
1	Having pictures	1,2,3,4,5,7,8,11,14,15,20, 22,27,28,34,35,36,39,41, 41,42,43,44,48,49	25	50%
2	Without pictures	6,9,10,12,13,16,17,18,19, 21,23,24,26,29,30,31,32,3 3,37,38,40,45,46,47,50	25	50%

The above table proves that twenty five samples out of fifty (50%) have used pictures. The samples without pictures are also equal in number. The advertisers who have used pictures have attracted the consumers by including colourful pictures. Out of twenty five samples, seven samples used pictures of handsome men and beautiful young women. Similarly, four advertisers showed the tempting pictures of food items and fourteen showed other things. It can be inferred that the use of the pictures of people, food items and other things like colourful ready made clothes must be the target of ordinary illiterate people to persuade them towards their products or services.

The table below shows the code mixing and languages which have been used in the advertisements.

Table 4

Title of table

S.N.	Language	Sample No.	Frequency	Percentage
1.	Nepali	1,2,3,4,5,7,8,11,12,13,15,16, 17,18,20,27,28,33,35,36,38, 39,41,42,44,47,48,49,50	29	58%
2.	English	6,10,21,24,26,43,46	7	14%
3.	Code mixing	9,14,19,22,23,25,29,30,31,32, 34,37,40,45	14	28%

The above table denotes that 72% of the advertisements (36 samples) were monolingual. 58% advertisers used only Nepali language while 14% preferred English language. In the same way,. Code mixing used in the advertisements in core area of Kandbari has been presented in table No. 4 above. It shows that fourteen advertisers out of fifty (28%) have mixed English words with Nepali language.

Discussion of Findings

Based on the interpretation of results, findings of the study have been derived. The findings are mentioned in the following points.

i. It was found out that altogether two languages were used in the fifty advertisements. They are Nepali and English. Among fifty samples, thirty six samples (72%) were monolingual whereas fourteen (28%) were bilingual in the core area of Khandbari municipality. 58% (twenty eight samples) used only Nepali while 14% (seven samples) preferred English language.

ii. Majority of the advertisers used Nepali language.

iii. Transliteration was found in thirty one samples (62%) out of fifty where Devanagari and Roman scripts were used. Devanagari script for Roman was highly used in the advertisements. 58% of the samples have used English words in Devanagari scripts whereas 4% used Roman script for Nepali words.

iv. Code mixing was found in 14 samples (28%) where English words were used with Nepali language.

v. There were 25 samples (50%) with pictures. 7 were with pictures of

people (they were attractive young women and men) , 4 were with pictures of tempting food items remaining others were with different things.

Conclusion and Implications

In our day today life, we find various kinds of signboards, hoardings, display boards and wall advertisements on the commercial shops. This research was conducted to analyse the use of vocabularies, pictures and languages in the advertisements in the core area of Khandbari municipality. The interpretation of results and discussion of findings led the researcher to the conclusion that the use of Nepali language has been the top priority in advertisements in the core area of Khandbari municipality. Furthermore, Devanagari, script for English words was in plenty. It means transliteration has been given the top priority. In the same way, mono lingualism and code mixing were found.

Finally, it can be concluded that this study has analysed the use of vocabularies and non-verbal signs (pictures) and explored the use of languages on the non-governmental boards, signboards, display boards, wall advertisements and posters.

Based on the results, discussions and conclusions of this study, the following implications have been presented.

Policy Related

Policy related implications are mentioned in the following lines.

  i.   The use of language in the advertisements should be considered as per the nature of advertisements.

  ii.   In the teaching of English language, multilingual policy should be adopted.

  iii. Nepali words should not be used in Roman and vice versa.

Practice Related

Practice related implications are given below.

  i.   Teachers can use advertisements to teach vocabularies and acronyms.

  ii.   They can use advertisements to teach students how to analyse errors.

  iii. They can use advertisements to motivate the language learners.

  iv.   The linguistic teachers can use advertisements to show examples of

unilingualism, bilingualism, transliteration, code mixing and code switching.

Further Research Related

By keeping the delimitations of the research in consideration, some more areas, topics and issues for further research have been given below.

i. A research can be carried out to analyse the the language in advertisements in a particular area.

ii. A survey can carried out to investigate the reasons for using a particular language in advertisements.

iii. A comparative study can be carried out to compare the language used in governmental and non-governmental advertisements.

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