

AN ANALYSIS ON HOW THE LANGUAGE IS USED IN TUITION CLASS HANDBILLS TO MOTIVATE THE READER

D.G.Thilini Anuradha Jayasinghe¹, Amali Uthpala Nandasiri²

¹Department of Linguistics, University of Kelaniya, Sri Lanka.

Thilini.anuradha11@gmail.com

²Department of Mass Communication, University of Kelaniya, Sri Lanka.

Key words: Handbills, Language, Motivate, Reader, Tuition Class

Introduction

This paper studies the language used in Tuition Class Handbills, in order to motivate the reader to decide to attend to that particular tuition class. The language used, in order to attract the attention of people: especially students, has got its unique features. The research problem of this study is "How does the language in Tuition Class Handbills, motivate the readers?". Moreover, the hypothesis used here is "The language used in Tuition Class Handbills motivate the readers by using several types of techniques"

Methodology

The Tuition Class Handbills distributed from January to April 2014, in the Western province specially focusing on Colombo, Gampaha and Kaluthra districts, are used to conduct this content analysis. All the handbills were well studied and analyzed in order to identify the language techniques in them. Thus, they were categorized and examples for each were found.

Analysis

Tuition Class Handbills are printed for commercial objectives. In achieving this, handbills depict a language of their own. All the Tuition Class Handbills use language in a way which shows the nature of the class, its quality, responsibility and tutor's uniqueness, with the use of various language techniques as follows:

Tutor's uniqueness:

- විද්‍යාවේ මහ ඇදවිඳු
සම්පත් අත්කරගත්
- වචනයේ පරිසමාප්ත අර්ථයෙන් ම
ඉන්දික මාකවිට යනු ආර්ථික
විද්‍යාව හා ව්‍යාපාර අධ්‍යයනය
දැනුම් සාගරය කරණය කරන්නට
නොහැකිව අතරමං වූ දරු
දරියන්ගේ මහා පහන් ටැම්බි
- ප්‍රවීණ ගිණුම්කරණ
දේශක

The specialties of the tutor is shown through various statements such as "maha adurindu" and "praveena deshaka", which are capable of emphasizing that the particular tutor is the best among the best. In doing that the **adjectives** such as "maha" and "praveena" and **metaphors** like "mahaa pahan temba" are used.

Student Focus:

- අපේ සිංහල පංතිය
- පොඩ්දන්ට පුළුවන්

Here, the language used shows that, the focus is on the students who will attend the class. There they have used “poddanta” and “ape”. Attractive words that rouse the interest of students are used like “Aadaraniya anagathayak thanannata” and **Statements which create positive thinking** in students are also used.

Relationship among the class and the student:

- අපේ සිංහල පංතිය
- පාර කියන යාළුවෝ

In this instance, **OUR focus** is given by using the words like “ape”, “yaaluwo”, in order to build up or to show that there is a close relationship between the students and the class. This is one of the most effective marketing tricks.

The statements that uplifts the thinking/knowledge of students:

- සබුද්ධික මටේ
- තීරණය
- බුද්ධිමතුන්ගේ
- පාරාදීසය

The language used, indirectly says that if you are wise you will select their tuition class and it says that many of the wise people have selected the particular class so. Therefore the readers who want to be identified as an intelligent people, automatically chooses that tuition class without having a second thought whether the given information is true or not.

Slogans:

- සිහිනය දිගේ
- එන්නට
- ආදරණීය
- අනාගතයක් තනන්නට..
- පාර කියන යාළුවෝ
- අපේ සිංහල පංතිය
- ඇරිස්ටෝටල්ගෙන්
- පසුව දේශපාලනය කියාදෙන
- ආදරණීය පංතිය

The slogans used in tuition class handbills sometimes invite the reader to join them, or mostly they say that they are the pioneers of that particular field. Thus they create their slogan in a way which depicts their uniqueness. The best words are put together to catch the eye of people. It is not only that, but also the basic idea presented through those slogans is, how a dream of passing an examination could be made true by attending their tuition class.

Rhetoric Questions:

- කඩිඩි අමාරු ද?
- සා/පෙළ අසමත් ද?
- ඉංග්‍රීසිවලට බය ද?

This is one of the most effective language techniques that are capable of making the reader to think twice regarding the matter discussed in the question. If it is about a difficult subject such as English, a person who has the need of improving his knowledge may strike the idea that he should immediately attend that class. Sometimes the **jargon of the youth** is also used in these rhetorics such as “Kadda”, which a name is given by youth to English Language. Thus this technique directly addresses the mentality of the reader. Thus with use

of effective language, most felt questions of students are paid attention.

Specialty of the tuition class:

- රජ වැඩ කරන රජ පංතිය
- මාස දෙකෙන් ඉංග්‍රීසි කතා කරවන පංතිය
- පෙර වසරවල විශාල සිසු පිරිසකට සරසවි දොර විවර කර දුන් පාඨමාලා රැසක්
- විද්‍යාවේ මහ ගෙදර
- ගණිත අසපුව

Here, the adjectives are used to show the special qualities of the class. The specialty of the class is exaggerated here. Always the language suggests that their class is capable of providing quick and fast service. All these words suggest what people expect from them, such as quickness, easiness and a successful big result.

Former Results:

- වැඩිම A සාමාර්ථ බිහිකළ.....
- ගම්පහ දිස්ත්‍රික්කයේ පළමුවැන්නා බිහිකළ.....
- A පාලේ යන්න එන්න

Mentioning the former results with an effective use of language by mentioning number of “A” passes that students have got, tempts the students to think that it is the best class to attend. Further, they think that they can be one of the students who pass well. Moreover some handbills use the statements of those who have passed with flying colours and their statements say that the particular class is the best one which changed their life for the better. So this kind of techniques, play with the use of language to motivate people.

Conclusion

Thus, the Tuition Class Handbills use number of effective language techniques that are capable of arousing the interest in students to motivate them to attend those tuition classes. Sometimes the language used is such strong that they address the issues of students regarding subject matter. Using adjectives, rhetoric, repetition, slogans and student focused words are identified as the language techniques used in Tuition Class Handbills.