

ENGLISH IN INDIAN TELEVISION ADVERTISING

DISSERTATION SUBMITTED TO
SHIVAJI UNIVERSITY,
KOLHAPUR
FOR THE DEGREE OF
MASTER OF PHILOSOPHY
In English

BY

Miss. Sunita D. Shankardas

RESEARCH GUIDE

Dr. S. V. Shastri

M. A., Ph. D. (Bom.)

M. A., (Lancaster)

PROFESSOR AND HEAD,
DEPARTMENT OF ENGLISH,
SHIVAJI UNIVERSITY, KOLHAPUR.

November 1989

SUK-8879-70087B2