

CODE SWITCHING AND CODE MIXING IN MULTILINGUAL SOCIETIES: A CASE OF PAKISTAN

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ABSTRACT: *This study is to find out the frequency of the use of English language words in Pakistani advertisements. Other than the daily conversations and discourse, this method is also used in media including advertisements. Code-mixing is very common in societies where there is a system of bilingualism and multilingualism. The data have been taken from different Pakistani channels including HUM TV, ARY Digital, GEO TV, and GEO Entertainment. The data have been recorded in 3 days. The data have been analyzed to view the frequent use of English words instead of Urdu words and how these English words have become a common part of our conversations through their alternative words are present in the Urdu language. After the analysis of 10 commercials, it is concluded that this code-switching has become the art of our communication and media is promoting it through advertisements. This type of code-switching is common in multilingual societies. Due to the frequent use, code-switching has turned into code-mixing where people are using the borrowed words unintentionally in multilingual societies including Pakistan.*

Keyword: Code-switching, Code-mixing, Pakistani media, Multilingual societies

1- INTRODUCTION

Code-switching is used in multi-lingual societies to make communication effective and fluent. The history of bilingualism in the Subcontinent goes back to the era of colonialism when the British brought English with them and people of the Sub-continent had to accept the foreign language as a language of progress. People got this tradition from their colonial masters in the legacy [1]. The people of Pakistan speak almost 74 languages, out of which 8 languages are borrowed ones and sixty-six are local languages and Urdu and English are enjoying the status of official languages in the country [2]. Pakistan is a multi-lingual country where almost seventy languages are spoken, out of which eight languages are in competition with each other to get the supremacy, but English is enjoying the status of neutrality due to its global importance and also it enjoys a status of the language of communication at the international level [3]. To spread the sphere of the English language and to enhance the speakers of the language, the speakers use the method of code-switching, code-mixing, and borrowing of English words in another language usage. Code-switching is common in countries that are multilingual. It is hard for language learners to talk fluently in a language which is not their mother tongue, so code-switching becomes the need of the hour in such situations. It becomes easier for people to communicate effectively as well as easily by using the code-switching method. "Code-switching" means the usage of words of two different languages within the sentence or any discourse" [4]. Code-switching has become common all over the world in the past few decades due to colonization, migration, educational advancements as well as technological advancements. The world is becoming a "communication globe" by these things, before the technologies, people were isolated and were not aware of what is going around in the world, but now technology has connected the world tightly and this is the reason that code-switching is increasing day by day. [5] Code-switching is enhancing the learning process of learners. It helps the learners to work and learn more proficiently. It becomes easier to learn the target language by using the mother language and in this whole process, code-

switching is used [6]. Code-switching empowers the learners, though in some areas it is considered as a danger to mother tongue, teachers and parents in societies where English is a second language, consider it better for their children and learners to adopt English and use it more than the mother language [7]. There are different reasons for using code-switching in general, i-e; people use code-switching for a purpose to compensate for a deficiency in speech, to show solidarity to a particular group, and to share something in their own language to avoid sharing it with others. Code-switching is harmful when a language's dominance swallows the importance and use of mother-tongue. Code-switching is of three types, inter-Sentential, Intra-Sentential, and Tag Switching. Code-switching and code-mixing are two different things in a way that code-switching is the user's own choice and he does it with purpose while code-mixing is not done purposefully rather it is done when a person does not know what exact word or phrase is [4]. English is an official language of many countries, including Pakistan, where it enjoys the high status and is considered a symbol of prosperity and power. Due to which people of the country in order to create an influence, switch from Urdu to English frequently. Educated bilinguals of the country use this code-switching technique more commonly in their daily lives. The code-switching of Urdu and English is common in Pakistan in conversations, homes, schools, and other institutions and this has become common with the development of technology [8]. Code-switching in Pakistan is found in institutions, media, and also in other professions. Anchors of different programs of different TV channels do code-switching and code-mixing where it is required. Code-switching in Pakistan in Urdu to English is done not because of the less knowledge of any of these languages, but the reason behind it is that the people doing code-switching know both languages better and can use in a better way so code-switching does not create any kind of problem for such people [9]. Only the language whose words are replaced by the words of another language suffers and gradually forget the use of these words. Code-switching does not indicate that a person is not aware of both languages but it happens when languages come in contact

with one another. This case is not always the same as sometimes it happens that a person does not have a command of the English language so he has to code-switch from English to Urdu to carry on the conversation [10]. In Pakistan, code-switching is done at three levels, i-e; word-class level, phrase level, and sentence level. The magnitude of code-mixing is higher at the word level in Pakistan. The daily use of code-switching, code-mixing, and borrowing of English words in communication is increasing day by day and it can be seen in newspapers, books, media, and commercials and so on [1]. There are different types of reactions towards code-switching and code-mixing in Pakistan. Monolinguals oppose this phenomenon while in multilingual societies, it is a common phenomenon, sometimes the users do this thing deliberately, and then it becomes a custom of speakers to use code-switching in their language. Some scholars defend this conception by saying that it is a need of an hour to use code-switching and code-mixing in recent times.

Advertisements are made to grab the attention of the audience. With globalization and the advent of technology, advertisements are made to sell products globally. Advertisements nowadays are comprised of texts, graphics, pictures, music, societal issues, and discourse. Text is as important in an ad as other things. Different slogans are used to make people understand the importance of different things.

1.1 Objectives

I have done a lot of work on code-switching and code-mixing in institutions and in general as well. The objective of this study is to highlight how frequently English language words are used instead of Urdu words and how this code-switching has become common in a way that it is replacing Urdu words with English words. People use English words, though the substitution in Urdu is present. Though it is a gradual process of replacement, the purpose here is to divert attention to the point that the English language is affecting the Urdu language and how it is impacting the viewers.

1.2 Purpose of the Study

The purpose of the research is to highlight the impact of the English language, even on media advertisements and how multilingual societies adopt different ways to make possible the use of different languages at the same time.

1.3 Research Questions

- How frequently code-switching and code-mixing are done in Pakistani commercials?
- What impact code-switching in commercials is creating on its audience?
- How English performs different functions in Pakistani advertisements?

2- MATERIAL AND METHOD

The study is designed to find out the way code-switching is done in Pakistani advertisements and how this code-switching is replacing the words of Urdu gradually. English in Pakistan is a second language and has the status of official language. Regardless of this, people are not proficient in English and lack a native accent as well. The data has been collected both qualitatively and quantitatively.

2.1 Theoretical Underpinning

I have used two theories naming "Discourse Analysis Theory" and "Critical Theory" to make insightful analysis of data collected. "Discourse Analysis and Critical Theory have been applied to this research.

2.2 DISCOURSE ANALYSIS

Different theories have different areas of concern, like some theories focus on the grammar of the text, some focus on the style of the text, Discourse Analysis is a theory which focuses mainly on the analysis of the conversation going on between the listener and the speaker. In this theory, the focus of the theorist is on the point that what is being delivered and under what circumstances it is being said and what time period is the reason of such discourse. Van Dijk is the main theorist of this area. Discourse Analysis considers the scenario of the conversation, including the cultural scenario as well as the social one. Discourse Analysis is different from grammar analysis as its sphere is out of sentence structure and word usage, it is a vast sphere where other things are considered more than the common grammatical things [11].

I have used "Discourse Analysis" to explain the things from the collected data. It has been mentioned that this research has been done on Pakistani Advertisements. Speech during the commercials has been analyzed properly. Words have been counted and then the words that have been borrowed. This has provided the researcher to have deep insight into the words that have been used. Firstly the bilingual ads we see in Pakistan. The researcher has thoroughly viewed what type of code-switching has been done and to what extent. Words have been embedded mostly in the sentences and very instances of code-switching at the end or at the start of the sentence can be seen. Secondly, common words of the Urdu language have been replaced by the words of English. For example, "fun" has been used instead of "maza", "horror" has been used instead of "khofnaak", "strong" has been used in place of "mazboot", "twist" has been used in place of "ghoomana". Sentences like "I am fed up" has been used in place of "main thak gai hun", "I am sorry" has been used instead of "main sharminda hun" and many more such examples can be seen. Simple sentences and simple and common words of English have been used so that any educated person or a kid can understand what is being said in the advertisement so it is easy to understand the things.

2.3 CRITICAL THEORY

Critical theory is different from other theories which explain the societies, rather it helps to understand the factors hidden beneath the social issues, how human being indulged in such things and what effect it can produce. It considers both the social perspectives and historical ones. It helps to evaluate the issues and the ways through which the issue can be resolved easily [12].

I have done a Critical Analysis of the content taken for the research by using the "Critical Theory". I have observed the pattern of using the method of code-switching in Pakistani commercials. The scenario in which this code-switching has been done is taken into account. Pakistan is a country where there is multilingualism. Pakistan got the English language in its legacy when taking independence from the Sub-continent.

In the Sub-continent, the British brought English languagesome sentences, the borrowed words have been added in between the sentences and in some at the end or the start of the sentences. The examples of sentences having the borrowed words in between the sentences is much more than the ones that are used at the end or the start of sentences. Secondly, I have observed that the ads that are made on the products solely made in the country have commercials in more Urdu, very few such commercials have borrowed words or sometimes no words from another language, for example, in the ad of *Dalda*, only 4 words have been used of borrowed language and in the commercial of "Zeera Plus", no word of English has been used. Then the ads that are of products for children have more musical lyrics to grab the attention of kids than the other ads. These ads are easy to learn for kids. Commercials are marketing strategies that different companies use to grab the attention of the audience in order to sell their products, so keeping in mind different themes and scenes have been created to create an impression on the audience. So different lyrical statements have been used in this manner.

2.4 Data Collection

The first step of research is to collect the data. Almost ten commercials of different Pakistani Channels have been selected aired between 2019-2019 as a sample to check the frequent use of words of English. These TV commercials have been broadcasted on channels including GEO TV, EXPRESS-NEWS, HUM TV, and ARY DIGITAL. These commercials have been watched on YouTube for transcription and analyzed o check the use of code-switching and code-mixing. These commercials are related to different products including edibles, biscuits, technology, spices, house-hold products, oil, milk, etc. The quantitative method has been used to analyze the commercials to find out the percentage of the words that have been used. The researcher has watched the ads carefully to count the total words used in the ads, then to count the borrowed words and finally, the percentage of borrowed words has been taken. The researcher has taken the data through YouTube by watching the selected advertisements on YouTube, again and again, to carefully observe the data.

2.5 Sample and Demographics

Pakistani advertisements are used to find the impact of multilingualism on advertisements through code-switching and code-mixing. Different types of audiences are considered of rural and urban areas equally without the discrimination of class and age. Different ads have been carefully watched by keeping in mind the ads for kids and for grownups.

2.6 Nature of the Data

I have used qualitative and quantitative data both Qualitative data have been used to explain things while quantitative data has been used to collect and count data from the selected advertisements. Numerical figures have been used in the research to mention the number of variables. I have used the table to show the frequency of words used in advertisements.10 different advertisements from different channels has been watched carefully. The total number of the words in these ads is 933, out of which 124 are borrowed words.

2.7 Ethical Considerations

It is crucial to consider the ethical considerations in research and have carefully been considered. The data has been analyzed properly and with honesty. Real data have been used by watching and analyzing different commercials and any type of wrong assumptions have not been made. These advertisements which I have used are easily available on YouTube and are public so there is no reason for the violation of privacy or copyright issues. The research has been done on the whole society equally without the discrimination of any specific class. Advertisements are watched properly to avoid any type of use of the wrong data. Instead of data is examined by carefully watching the ads twice and thrice to find out the required results. As the advertisements are made to watch and use openly by the public so there is no reason for the violation of privacy and copyright issues which analyzing the data.

2.8 Data Analysis

Data analysis is a way of using different techniques to evaluate the data. It is the way to get the desired results by using the data.

In Data analysis, words in the ads have been counted along with the words of English used in the ads. Repeated words in the same ad have been ignored. Code-mixing is taken as the words and phrases of the English language used in the commercials and code-switching is taken as the whole sentences of English. Brand names have also been checked that either the names are the words of the English language or are of Urdu, for example, Lux, Knorr, Oreo, Ariel, Dalda, Kenwood, Nestle, Slanty, Nestle Lactogrow, and the Blue Band. These ads have been watched carefully to collect the data. The total number of words are counted in the ads and then the code-switched words are counted carefully.

3- RESULT AND DISCUSSION

Number of Channels	Number of Commercials	Total Words in the commercials	Number of code-switched	Percentage of code-switched words
3	10	933	124	13.29%

10 different ads have been carefully watched again and again to check the frequency of English words used in Pakistani commercials. Three different channels were observed and ten different brands were selected to watch. The advertisements have been watched on YouTube. Through these advertisements, it has been found that almost all advertisements include code-switching and code-mixing.

I have made this table after watching 10 ads carefully and repeatedly. Three channels have been watched and then the selected advertisements have been watched repeatedly on YouTube. The first column shows the number of Channels watched which there are. The second column shows the number of advertisements, watched by the researcher which shows the number 10. Then I showed the total number of words used in all the ads in a separate column which is 933. In another column, research has shown the figure of the words that have been used as code-switched words and these are 124 in total. In the last column, I have shown the

percentage which he has calculated from the number of code-switched words and total words.

Some ads have less borrowed words, while some ads have more. The borrowed words are not dependent on the length of the ad, as at times, it was found that the number of words is exceeding 150 words, but the borrowed words are less in number while in some cases the total number of words was less and borrowed words were more in number. For example, in the ad of the Blue Band, this ad has musical lyrics and the reason is to attract the attention of the kids, almost 76 words have been used, out of which 6 are the borrowed words which mean that 6 times Urdu to English code-switching was made. In this code-mixing, words like "big" and "strong" have been used while there are the alternative words in Urdu language but instead of those words big and strong are used because these words have now become part of the conversation of Pakistani kids and even with their parents.

In the second ad which is of Nestle Lactogrow, almost 87 words are used, out of these 87 words, 45 words are borrowed from the English language. Here the frequency of code-mixing is more frequent than the previous one. Code-switching is used here when the English lyrics have been used at the start of the ad to grab the attention of the kids. Sentence of multilingual words has been used like "*baby ki tummy khush rahay ge*", now, here the baby word has been used while its substitution of Urdu word is present, similarly, tummy word has been used instead of Urdu word.

In the third ad, the Oreo brand has been selected which is a commercial for a biscuit. In this ad, almost 75 words have been used, out of these 75 words 8 words are borrowed from the English language which means that code-mixing is done 8 times at different levels. In this ad, words like 'twist, lick, yum, control, hug' have been used instead of their Urdu substitutions.

Then the ad of SLANTY has been observed, in which a total word count of 30 is used and out of these thirty words, 5 words have been borrowed from the English language. "Horror", "fun" words have been used which clearly shows that their substitutions in Urdu have been ignored. The other ad is of KNORR, this ad has musical lyrics to attract the attention of the kids, and the total number of words in this ad is 55, out of these 55 words, 11 words are borrowed words of the English language. Code-switching has been done here.

In the LUX ad, words like "dear" have been used which is a code-mixing of English and Urdu words. Then in the ad of Kenwood, the number of English words has been used in the ad which shows how code-switching and code-mixing have become part of our communication. In the ad of Ariel, almost 135 words have been used, out of these, almost 20 words are of the English language which is an example of code-mixing of English and Urdu words to continue the pattern of communication. In Dalda's ad, though the word count of the ad is almost 172 words, only 4 words of English have been used.

From this observation, one more thing has been concluded that the product which is solely made within the country, the ads of such products are made with utmost efforts to use Urdu language only though in this ad 4 words have been borrowed from the other language. In another ad of Zeera Plus", it has been observed that not a single word of English

has been borrowed to complete the sentence to make the sense clear to the audience.

The conclusions through these results are:

- 95% of the Pakistani ads have been code-mixed and code-switched.
- The ads of kids' products are mostly in lyrical form to grab the attention of the kids, and in these lyrics, code-switching has been done, through such a thing it is easier for kids to learn the ad.
- Code-switching and code-mixing is used as a good tool to continue the communication.
- English words are more in use for the Urdu words.
- People forget the Urdu substitution words of some English words.
- Media is encouraging to use the code-switching and code-mixing method.
- Parents feel good when their children use English words instead of Urdu words and they feel it their symbol of progress and prosperity.

3.1 Types of code-switching

Code-switching is basically of three types which include inter-sentential code-switching, intra-sentential code-switching, and tag switching [4]

3.2 Inter sentential code-switching

This type of switching is usually done at the end or in the start of the sentence.

In this research, inter-sentential coding was also found, but in very limited numbers while analyzing the media advertisements.

For example, in the ad of Ariel, "so sorry" and "thank you" are used as inter-sentential code-switching.

3.3 Intra sentential code-switching

This type of code-switching is done in the mid of a sentence. In this research, while analyzing the advertisements, different intra-sentential examples have been found.

For example:

"Tummy muskuraye to mummy muskuraye"

"Knorrr! Is ka magic he aur"

"Pehle twist kr phir lick kro"

"Bachay ko bnaye "strong" or "healthy".

3.4 Tag switching

Tag switching is a use of a phrase or of a sentence of the other language while speaking. For example, in this research, research has found the tag switching in the commercials of Pakistan.

For Example, I am fed up has been used while communicating in Urdu and here this is a tag switching in the same commercials. Though these tag switching has not been found so frequently in advertisements.

3.5 Difference between code-switching and mixing

Code-switching and code-mixing are alike terms and it is hard to find any difference in these terminologies. The most common difference is that the borrowing of one language into another to stay unique and to impress others is called code-switching. When people borrow and use words of a foreign language while communicating in their mother language without any intention to impress others or to look unique or to show themselves differently from others in class and status, then this is called code-mixing.

In the following research, the researcher has found that the words that have been used in commercials as code-switching words are too common in use. Though these word substitutes are present in the Urdu language people are gradually forgetting to use that exact substitution of Urdu. This thing is minimizing the use of Urdu words and enhancing the use of English words.

Though code-switching has become a part of communication in multi-lingual societies, the main thing is that it is replacing the words of the other language. People consider it right to use code-switching in terms of multi-lingual societies, but on the other hand, it is found a danger to other languages. For example, when the Urdu language is code-switched to the English language, loss of words takes place, like people usually say "strong" instead of "mazboot" which is an alternative word for strong in the Urdu language. Similarly, people say "healthy" instead of "sehat-mand" which is a word for healthy in the Urdu language. In the advertisements, the same thing has been observed. The characters are using different words in Urdu and English. A part of children, adults are doing the same thing. This is a danger to the mother language. People will try better to replace the words of Urdu into English to present themselves differently, of different class and status. Parents feel pride in listening to their children talking in English or using English words in their communication. Secondly, other than home, educational institutions are the places where children and their teachers to use code-switching methods to convey their messages more effectively. Gradually, people will forget the original words or alternatives for such words in Urdu. It is true that English is a language of trade, prosperity, and global concerns, but it is also true that this frequent use of words of English instead of Urdu can harm the existence of other languages including Urdu due to the power it exerts on the globe.

4- CONCLUSION

The conclusion from the data analysis and whole research is that even the media is promoting the culture of code-switching to get the attention of its viewers. To conclude, it is to say that code-switching and code-mixing are the methods through which two or more languages come into contact and are considered good in multi-lingual societies. Code-switching in multilingual countries has become part of the discourse and communication. People find it hard to use a single language when it comes to multilingual societies. This is the reason code-switching and code-mixing are very common in multilingual communities. Pakistan too is a multi-lingual country and English is an official language of the country, though it is a foreign language. Here in the country, code-switching is a more common phenomenon in communicating with the people, and code-switching of English and Urdu are more common. People sometimes intentionally do code-switching and sometimes do unintentionally. This code-mixing strategy has become so common that the words of the target language are taking place of words in the mother language. This habit is becoming common in adults as well as kids. The researchers on Pakistani advertisements have shown that borrowed words

of English in Urdu ads are the ones that are now frequently used. These borrowed words are becoming a part of communication in daily use and taking place of the words in the mother tongue. Code-switching has become code-mixing with time as it has become part of the communication of the users

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