Language Variation: Code-Mixing and Code-Switching in Pakistani Commercials

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Abstract

English is one of the most-spoken language around the world, not due to its native speakers alone, but because many others learn it as a second language. As a result, it has left its impact on most of the languages spoken in the world. Code-mixing is extensively used in the modern multilingual and bilingual world and its impacts can clearly be seen in the media industry as well. Media industry utilizes this phenomenon to capture audience attendance. This research intends to investigate the extent to which code-mixing is used in advertisements of private channels. Research technique of qualitative approach has been applied in this case study. Twenty on-aired commercials have been selected from three widely watched Pakistani channels: Geo TV, ARY Digital and Hum TV from March 2019 to August 2019 and the use of English words as replacement of Urdu has been checked. A sample of 50 respondents collected to evaluate the influence of code-mixing using survey questionnaire. The recorded data revealed that the code-mixing is extensively applied/implemented in all the commercials despite most of the words used have equivalent words available in Urdu language. Factors such as restricted vocabulary of writers, trends and technological innovation are the motivations behind code switching. The research intends to bring awareness to content writers about their practice of code-mixing and helps the policy makers to design a language policy for TV advertisements as these are viewed all over the world.

Keyword: Code-mixing, code-switching, commercials, Pakistan, Language variation.

Bilingualism is a natural phenomenon that occurred through natural language contact. Bilingualism indicates the presence of two or more languages in the same speaker, in the way these languages plays a significant role in effective communication (Beardsmore, 1982). Probably, bilinguals can communicate more effectively and efficiently in domestic as well as in different cultures than one language. Literature is evident that this linguistic carriage has been in various cultures for a long-time. However, it was not given attention until comprehensive and systematic scientific literature was reported. In the early 1950s, a meta-analysis of studies documented the significance of bilingualism and the behavior of bilingual speakers was published (Haugen, 1950). At the initial stage, this phenomenon in the domain of linguistic termed as "language mixture" by Haugen, (1950), "hybrid" or "mixed" language. Later this term is documented as codeswitching for the juxtaposition of two or more languages in the same writing or speech.

The salad bowl is well known in all the cultures and the same is an example of English language in all the languages. The excess of the internet and the wave of globalization highlighted the significance of the English language and it became an international language (Rasul, 2013). The English language is almost spoken and understand in every country around the world and various programs in magazines, radio, TV, and movies were reported in the English language. This contact of the English language with other domestic languages allows English to mix in spoken, written, as well as in dictionaries. However, most of the written literature on any culture remain monolingual, the language of advertising in the domain of spoken has the advantage of having a poetic license.

Code-mixing is moving from one to another language within a similar statement, within or utterance of the same written or oral text. In some cases, two or more languages merge, and code-mixing considered an essential feature of the language. in the linguistic literature two terms "code-mixing" and "code-switching" were used interchangeably which creates confusion. Hence, it is necessary to understand the code-switching to avoid confusion. Code-switching refers to shift or switch from one to another language which involves long stretches of language as a sentence boundary or clause; however, code-mixing generally does not includes the shifts beyond a smaller unit of language such as phrases or words (Milroy, 1987; Goyvaerts, & Zembele 1992; Swigart, 1992; Wei, 1998).

For the last thirty years, enough literature has been documented on language, culture or interchange, and communication. The well-renowned names in the literature that influence the literature include Stacks and Poplack, Gmperz, and Myers-Scotton. Enough literature on the mixing language has been documented but there is consensus on the definition of code-mixing. Code-mixing is defined as "shifting back and forth between two languages, especially in a solitary discourse" (Skiba, 1997). Well acknowledged literature affirms the significance of code-mixing in language variation and however, this provides insight into socio-cultural phenomena emerging in a region or area based on the linguistic selection of individuals. Approximately, in all the languages around the world code-mixing is done (Mushtaq, & Zahra, 2012).

Undeniably, various linguist views of code-mixing are considered as an unavoidable by-product of language evolution and interaction and documented it as a natural consequence of language contact. The Urdu language is said to be an

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amalgamation or mixture of various languages with the dominant role of Persian, Hindi, and Arabic (Grierson, 2005). Pakistan is a multilingual state where 6 major and 57 minor languages are spoken (Rehman, 2010). English and Urdu have coincided for many centuries hence both languages influenced each other at various levels. The existence of this phenomenon can be seen in different domains or fields of life and the use of languages such as newspapers, textbooks, magazines, and electronic media (Rasul, 2013). The role and influence of the English language are pervasive and seen in all spheres of life, and it plays a conspicuous role in the electronic media (Sultana, 2009). The use of English in Urdu has led to linguistic phenomena such as borrowing and language-mixing.

Since the British rule in the subcontinent, the factor of prestige is attached to the English. The television advertisement brought notable and striking transformations in the domain of the linguistic image of Pakistan. The national language of Pakistan Urdu is losing its vitality and prestige. In various fields, the Urdu language is replaced with English. The mixing of English and Urdu language is increasing day by day. The hybridization or mingling of language cannot be labeled as mere linguistic modification rather it is a socio-culture phenomenon that needs to be studied. The current study intents to evaluate the extent of code-mixing and will evaluate the perception of the young generation about the use of code-mixing by television commercials on Pakistani channels. How this code-mixing is influencing the culture, norms, and local languages.

Literature Review

The interaction of word "language" and "culture" is more difficult and technical than individual term. The man's environment is based on physical as well as social and language that provide a platform to develop the harmony among them by communicate a certain way of living to him (Halliday1984: 8). Vice versa, as Prucha (1983) investigate that the use of language and growth are based on examination of additional individually and particularly linguistic purposes and social needs.

According to recent literature uncleared and obscure socio-linguistic structure of the world radio and TV programs are play an important all over the world. The unclearness of language and culture boundaries are explaining a significant relationship with issues of identity in which includes, social and culture identity. According to Lustig, and Koester, (2006:3) this issue is a most important factor of human identity.

The terms Code- switching and code mixing are two different meanings which is used in the area of socio- linguistic with association to language differences and change. The term code switching means that the speaker is supposed to switches two or more languages demanding on behalf of audience, setting and purposes. The second name of this term called 'juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or sub-systems' (Gumperz 1982: 59). The term code switching can be of two types: first is called situational code switching, in which topic remain same however, change in switch depends on situation. Second is called Metaphorical code switching, in which code change due to change in topic. According to Romaine, (1995, p122) cites Poplack

(1980) code switching can be three types: tag switching, intra sentential, and inter-sentential. The Poplack also stated that the term intra-sentential switching demands the higher syntactic risk and call for better understanding between both languages.

Code Mixing in Urdu

The concept of code mixing in Urdu as a linguistic is not a unique process according to earlier separation. However, Urdu language has achieved the status of national language, some specific factors like colonial background, disputable issues regarding the official language as well as disputed for medium of education and reputation factor regarding English language, internationalization and globalization (Mehvish, 2019). These all factors added the value to make English language stronger as compared to any other language and rising for every dawn news. Now a days, the charge of English is common by communication and media channels. The result of continuing code switching, and code-mixing outcome is the result of leaving some specific linguistic terms in Urdu.

Pakistan follow Urdu and English both languages for a certain period that will influenced to each other through these languages' barriers. Akhtar, Khan, & Fareed, (2016) regulated a "corpus-based study" to explore "variation in Urdu language due to language contact". They stated that "Urdu is a flexible language" and is "absorbing" words from other languages particularly English in such a way that its own structure is not "distorted".

According to Hermaan and McCheseny (1997) the scope of communication is wider in terms of contemporary societies and multi-faced range of the ways of communication, such as phone, fax, mail, reading and watching the media for modern man.

The source of media in terms of Television is a strong electronic equipment has a significant impact on communication. According to Bayer, Jennifer this impact can be grow with three dimensional roles: First is entertainment, second is informational, and third is educational. The extensive role of TV is modifying the sociolinguistic scenes all over the world. Hermaan and McCheseny (1997:45) stated that "it is with this worldwide surge of commercial television that decisive changes in global media in the 1990s are most apparent". Television is a strong source of communication in every society and make a part of modern man's life as well. However, in Japan, for example, , "as an average at the national level, televiewing time is surpassed only by sleeping time and working time" and "televiewing is the most common habit except, of course, sleeping, even if it has been formed in recent years (Eguchi, & Sata, 1974:57)".

In Pakistan the use of television is common and TV channels are multi-lingual so there is best source to use creative Urdu language with the fact of code switching and code mixing. This outcome leads towards a new and more difficult linguistic forms in Urdu in future and leads speakers of Urdu towards their hybridized language.

Methodology

To achieve the objectives of current study, twenty on-aired commercials have been selected from the three widely watched Pakistani channels: GEO TV, ARY Digital, and Hum TV from March 2019 to August 2019 and survey questionnaire being used to collect 50 respondents from the School of Media and

Communication, University of Central Punjab using convenience sampling.

The data collection procedure took five days for selected twenty commercials and two weeks for the survey questionnaires. Sampled commercials were selected from the three top rated televisions GEO TV, ARY Digital, and Hum TV. Selection of commercials for current study was made during the time period of 8 to 9pm. Data analysis was performed in two phases; in the first phase data from the commercials were coded and analyzed based on word frequency and in the second phase data from the survey questionnaires were coded and analyzed using bar graphs on three scales "Agree", "Neutral", and "Disagree".

Data Analysis

The frequencies of English words being used in commercials were counted and highlighted. The coding of frequencies for English words have been checked and counted separately to evaluate the code-mixing to ensure there is no overlapping. Words being used were considered as code-mixing and sentences being used for the code-switching. Moreover, repeated English words ignored and not being considered. Frequencies were calculated using percentages and were reported in tabulation form. The frequency of brand names evaluated separately and does not considered as English words. Examples includes; Fanta, Dew, Care, Ufone, Dove, Oreo.

In this phase the findings from the word's frequencies were reported checked and counted from the twenty commercials from the top three televisions channels. The findings were reported in below in table 1 to 3.

Table 1: *Code-mixing reported in Ads at GEO TV*

Number of commercials shown on Geo TV	number of codemixed commercials	Total No. of Words in all the commercials	No. of English words	Percentage of English words
8	6	292	33	11.30%

Total eight sample advertisements were selected from GEO TV in the current study, and the frequencies indicates that out of eight advertisements two does not use any code-mixing while remaining six advertisements used code-mixing. Total 292 words being used in all advertisements and words from English language were 33 and the percentage is 11.30%.

Table 2: *Code-mixing reported in Ads at ARY Digital*

Number of commercials shown on ARY Digital	number of codemixed commercials	Total No. of Words in all the commercials	No. of English words	Percentage of English words
7	4	275	25	9.09%

Seven advertisements from selected from the ARY Digital channels to achieve the objective of current study. Total seven advertisements were based on the 275 words. Total 25 words from English language were borrowed and only four advertisements use the code-mixing out of seven and the percentage of code-mixing was 9.09%.

Table 3: *Code-mixing reported in Ads at Hum TV*

Number of commercials shown on Hum TV	number of codemixed commercials	Total No. of Words in all the commercials	No. of English words	Percentage of English words
5	4	220	32	14.55%

Total five advertisements from selected from the Hum TV in the current study and findings using the frequencies indicates that four out of five advertisements use the code-mixing and total words being used in these five advertisements were 220 and total words borrowed from the English language were 32 which is about 14.55%. The findings of frequencies indicate that there is presence of code-mixing in advertisements on Pakistani channels and the average percentage is 10%.

In the second phase of data analysis, data collected using survey questionnaire based on three points "Agree" "Neutral", and "Disagree" were coded and analyzed using the bar chart. Total items of survey-based questionnaire were 15 and the scale it adapted from the literature. The underpinning objective of current survey was to access the impact of code-mixing on the young generation and to understand the impact of code-mixing on the national language. The findings of survey were reported in bar graphs.
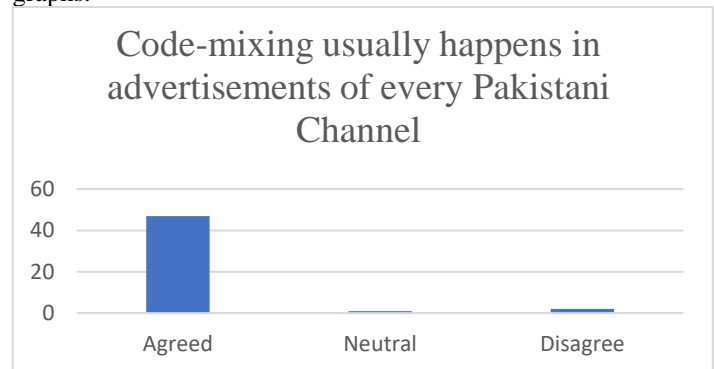

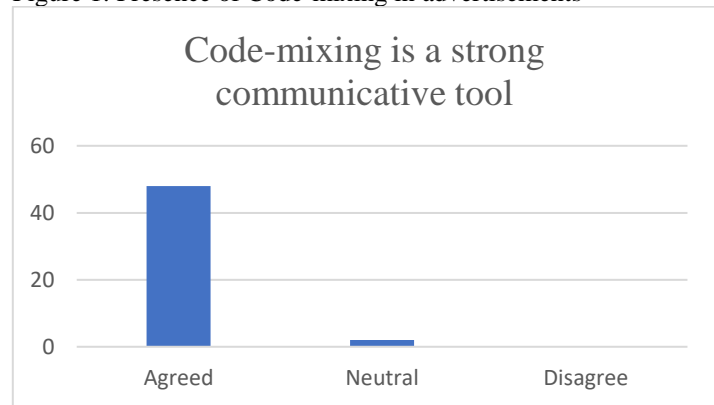Figure 1: Presence of Code-mixing in advertisements
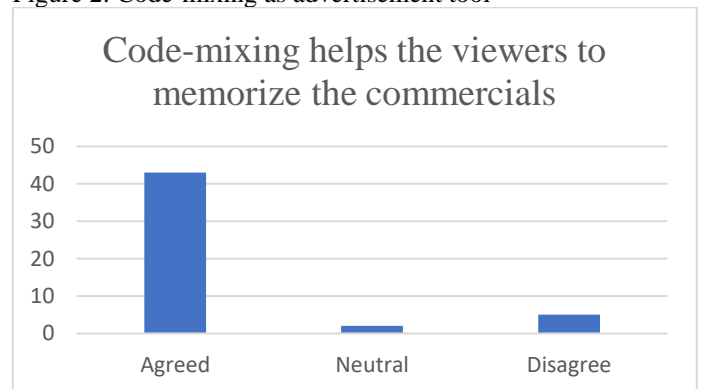

Figure 2: Code-mixing as advertisement tool
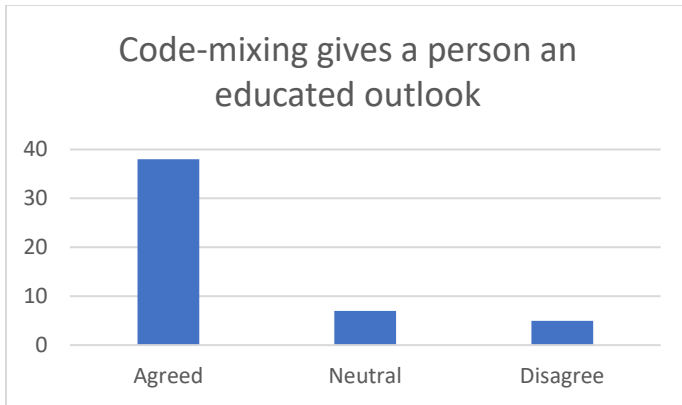

Figure 3: Code-mixing effective tool for marketing

Code-mixing gives a person an educated outlook

Figure 4: Code-mixing as tool for educating

Code-mixing brings novelty to advertisements
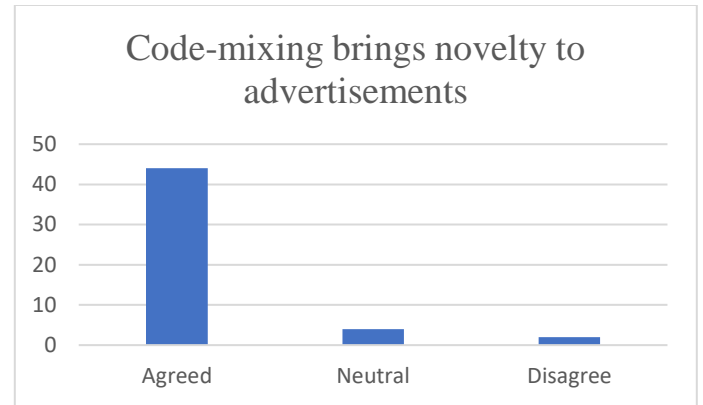
Figure 8: Presence of Code-mixing is a novelty symbol

Viewers are generally impressed by those advertisements which make use of Code mixing
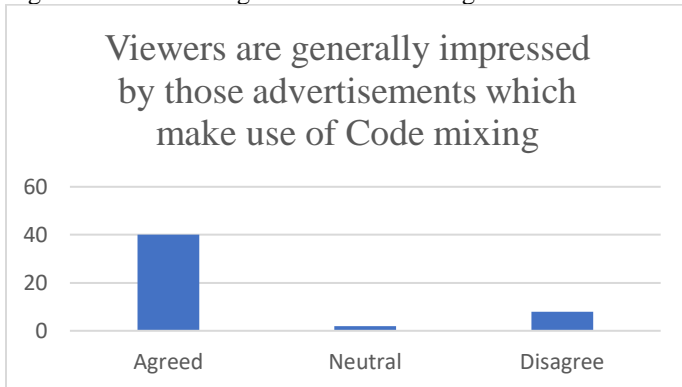
Figure 5: Code-mixing tool for impressing viewers

Code-mixing is a sign of inter-cultural harmony
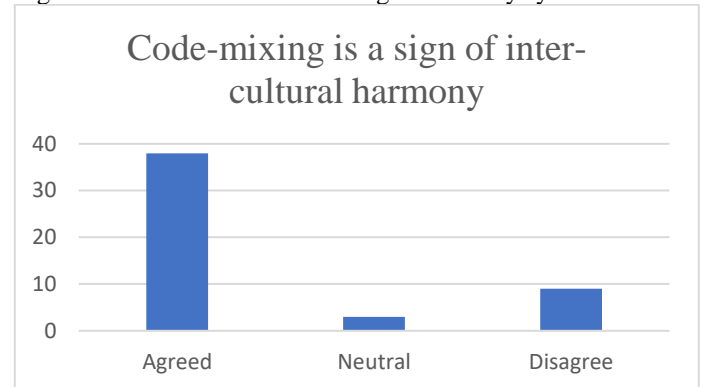
Figure 9: Presence of Code-mixing indicate cultural inter-harmony

Code-mixing makes language convincing
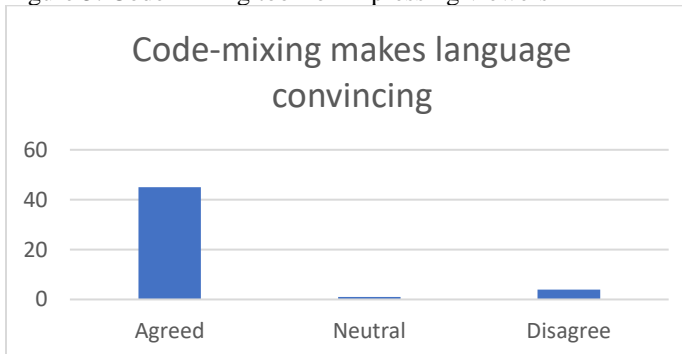
Figure 6: Code-mixing is convenient

Code-mixing is a essential in cross-cultural environment
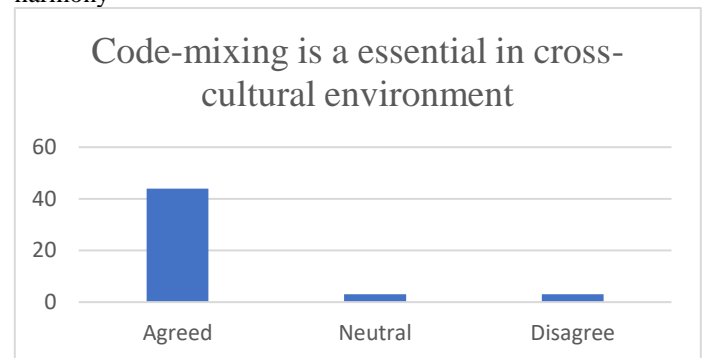
Figure 10: Presence of Code-mixing significant in cross-culture

Code-mixing creates a strong impact on the mind
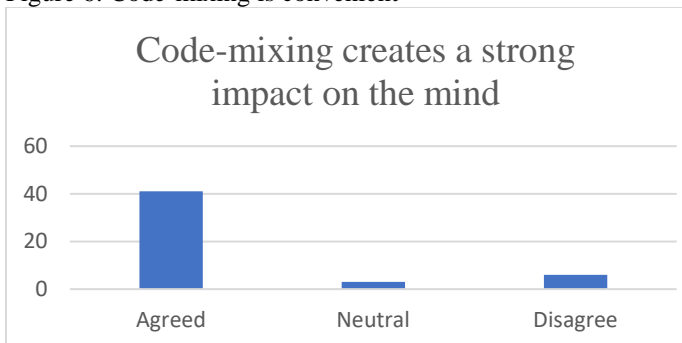
Figure 7: Presence of Code-mixing creates impact

Because of Code- mixing, people are forgetting the vocabulary of their mother tongues
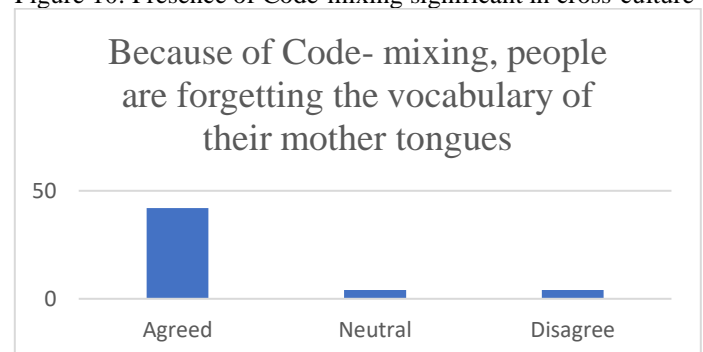
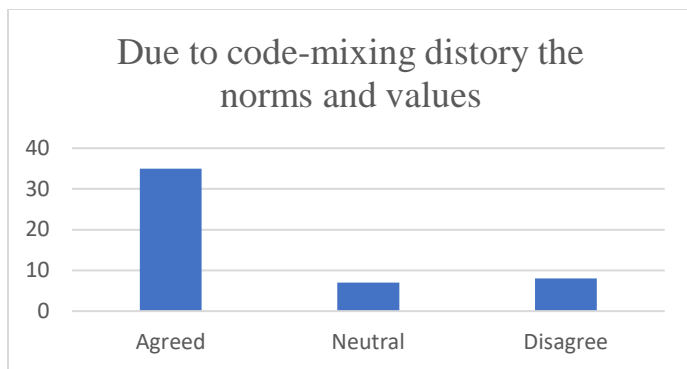Figure 11: Code-mixing affecting national language

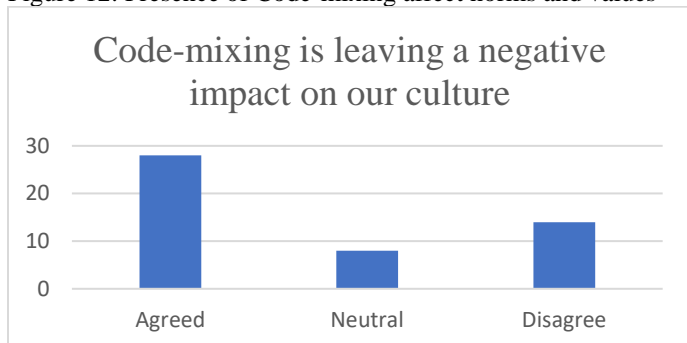Figure 12: Presence of Code-mixing affect norms and values

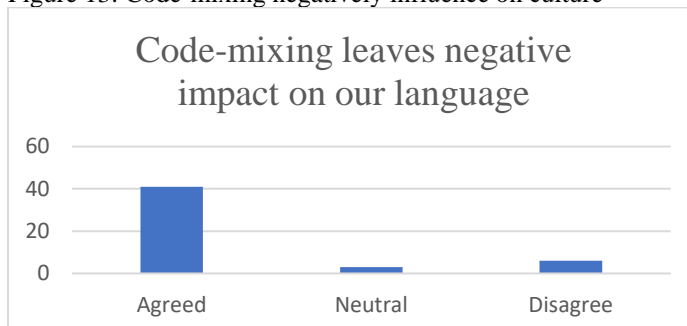Figure 13: Code-mixing negatively influence on culture

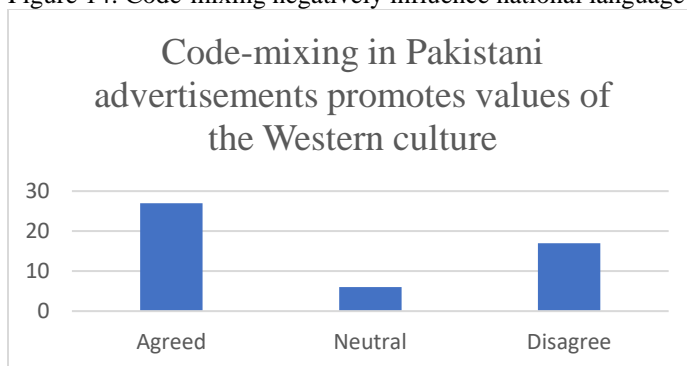Figure 14: Code-mixing negatively influence national language

Figure 15: Code-mixing is tool for promoting western culture

The findings of survey questionnaires affirm that there is presence of code-mixing in the contents of advertisements broadcasted by the Pakistani television channels. In the initial phase frequencies observed and counted from the twenty advertisements indicate that approximate every advertisement contains the ten percent words borrowed from English language.

In the second phase of data analysis which were reported in graphical representation from figure 1 to figure 15 above. Summary of responses were reported below in Table 4.

Table 4: Summary statistics

Items	Agr eed	Neu tral	Disa gree	O bs.
Code-mixing usually happens in advertisements of every Pakistani Channel	47	1	2	50
Code-mixing is a strong communicative tool	48	2	0	50
Code-mixing helps the viewers to memorize the commercials	43	2	5	50
Code-mixing gives a person an educated outlook	38	7	5	50
Viewers are generally impressed by those advertisements which make use of Code mixing	40	2	8	50
Code-mixing makes language convincing	45	1	4	50
Code-mixing creates a strong impact on the mind	41	3	6	50
Code-mixing brings novelty to advertisements	44	4	2	50
Code-mixing is a sign of inter-cultural harmony	38	3	9	50
Code-mixing is a essential in cross-cultural environment	44	3	3	50
Because of Code- mixing, people are forgetting the vocabulary of their mother tongues	42	4	4	50
Due to code-mixing destroy the norms and values	35	7	8	50
Code-mixing is leaving a negative impact on our culture	28	8	14	50
Code-mixing leaves negative impact on our language	41	3	6	50
Code-mixing in Pakistani advertisements promotes values of the Western culture.	27	6	17	50

Conclusion

The underpinning objective of current study is to evaluate the presence of code-mixing and code-switching in advertisements broadcasted by the Pakistani channels and its influence on the young generation in Pakistan. To achieve the objective of current study twenty advertisements were selected from the three top channels; GEO TV, ARY Digital, and Hum TV and data collected using survey questionnaire from the 50 respondents based on the 15 items to evaluate the influence of code-mixing on the young generation. The findings reveal that there is significant presence of code-mixing in the contents of advertisement broadcasted by the Pakistani channels and approximately ten percent words were borrowed from the English language. The findings of survey questionnaire indicate that code-mixing significantly influence the viewers in terms of memorizing, understanding, and adversely influencing the culture, norms, and values along with national language. furthermore, the findings affirm that code-mixing is considered as effective tool for advertisement. Moreover, people considered code-mixing as part of their routine communication. The findings also reveal that English language is still considered as symbol of prestige in rural and urban areas of Pakistan. The future research needs to consider the more detailed analysis in time series for the various periods to understand does this code-mixing percentage is increasing with the period of time and need to considered other factors like norms, values, and culture resistance towards the advertisements during that phase.

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