Critical Discourse Analysis of Pakistani Billboards: A Study of Language Variations in Perspectives of World Englishes

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Abstract

Pakistani English variety used on the signboards in Pakistani markets has syntactic, phonological and lexical variations and this study explores those variations that deviate Pakistani English variety from the standard Englishes. We have used Critical Discourse Analysis (CDA) theoretical framework with a Multimodal Discourse Analysis (MDA) approach by Kress and Leeuwen (2019). The study first analyses the language used in the selected billboards and then moves to the analysis of images attached with those billboards. We have found that Pakistani advertisers on the billboards use a huge number of English words written in Urdu font-style that presents a new variety of English. Moreover, the code-switching is common in such a developing variety. The American variety was dominant in Pakistani English variety in terms of phonological patterns. The findings have also explored that the billboards contain religious words as brand names because such words are more common in the society and they attract the public emotionally. Moreover, the specific product images were placed to create link between text and product. The current study may assist the researchers to apply similar modal to enrich findings that are presented in Critical Discourse Studies.

Keywords: CDA of billboards, language variety in Pakistani billboards, analysis of Pakistani English variety, Pak E found in billboards, Pakistani signboards and English variety

Introduction

English during its spread all over the world became the language of international media and advertising (David, 2018) that later affected the language of advertising in sub-continent because of mutual trade. Pakistan's national language is Urdu and meanwhile the society has a great influence of international media therefore, advertisementscontain a mixture of Urdu and English. This study has focused on the analysis of language variety used on signboards thatare placed in the markets of Lahore that is one of the most populated cities of Pakistan. The signboards may be divided into three major categories based on language choices, i.e., i) that contain Urdu as a medium of Communication ii) purely based on English iii) that use bilingual strategy to target the audience. For this study, the signboards using both the languages Urdu and English have been selected. In Pakistan, advertisers frequently adapt English as a language to advertise their products. The spread of English can be explained in the light of Kachru's (2020) model that demonstrates this spread in three circles, i.e., inner circle, outer circle and expanding circle while, Pakistan falls in expanding circle. Pakistani English has its roots connected with British India. The languages of Indo-pakwere developed under the influence of Britishers (Mahboob, 2002). The Macaulay's education system was introduced to create the influence of English on the whole sub-continent and several important reforms were introduced in education system (Haq& Sajjad, 2022) while English was considered the sign of power and pride and it was used as medium of instruction. British

English was further added in the form of British English Literature and science and it was taught at schools, colleges and universities (Costa, 2019). Urdu is knowns as National language of Pakistan but in most cases English is preferred as official language. As both the languages, i.e., Urdu and English are used for communication therefore, we commonly observe code-switching in Pakistani English variety (Nawaz, Yali& Hameed, 2023). This is one of the reasons, media uses code-switching in order to communicate with public as this style is getting common and more popular. The current study willlook at the code-switching patterns also and it will analyze Urdu as an emerging language variety that may be influenced by any of the standard Englishes, either of British or American. This study is based on the following research questions.

RQ1: What are the features of Pakistani English variety that is used on the signboards placed in markets?

RQ2: Do the signboards placed on Pakistani shops contain Cultural or Islamic-Lexical items?

RQ3: Does the language variety used by Pakistani advertisers on these signboards deviate from the standard British English?

Literature Review

According to Waseem, Shah and Hussain (2020), Urdu advertisements contain a certain number of lexical items from English words. As English is dominant language in the society therefore, the phenomenon of borrowing occurs. The advertisers use strategic language including speech acts equipped with cultural terminologies that may influence the public (Ayoub, ShamimKhan& Tariq 2023). Multimodal Analysis that deeply looks at the communication more than language is used to analyze such discourse. The advertisements do not only contain text but it also contains visual mode of images, gestures, postures, colors, typography etc. that transfer or generate contextual meanings. MDA further explains the power and ideologies in the discourse (Jewitt 2016). Hussain and Farid (2023) share the similar findings that advertisements contain specific images using eye-catching colors and language full of crisp for influencing the audience. In the book of Routledge, Schiffrin and Tannen (2015)have defined the discourse as anything "beyond the sentence". Language was seen as power, ideology and social practice by Fairclough and Woodak (2013) and they use the term Critical Discourse Analysis (CDA).The association of script with religion is mentioned by Coluzzi (2020) who conducted research in Malaysia and explored linguistic landscapes. The findings of the study suggest that Islamic terminologies were used in the discourse selected for the study in Malaysian context.

In order to link our research with the context of World Englishes, we have reviewed some literature based on studies related global use of language or languages. For instance, plurilingualism (Saeed, 2020) is a context where more than two languages are used in a society for communication and the habitants of the society are familiar with those languages while, the users have the choice to switch to any language according to the situation. In addition, for this phenomenon, there is no need to have higher level of fluency in targeted languages. The users may only have the ability to convey their meanings. Pakistan is a multilingual country where English is spoken along with other local languages (Ashraf, Turner & Laar, 2021).

Advertisements contain a mixture of Urdu and English on the billboards of Pakistani markets, and the users understand this variety quite simply. Understanding the mixture of languages in a multilingual environment is known as transliteration (Zepedda, 2020).

Method and Theoretical Framework

Critical Discourse Analysis (CDA) theoretical framework with a Multimodal Discourse Analysis (MDA) approach by Kress and Leeuwen (2019) has been applied to analyze the selected advertisements. The qualitative datawas collected from one of the most

populated areas of Lahore known as Urdu Bazar. Purposive Sampling technique was used for data collection and the billboards that contained both Urdu and English were selected for the analysis. The researcher presents word to word analysis, i.e., what are the logics to use specific adjectives, nouns or verbs in the ads and how frequently those words have been written in Urdu font style. Moreover, what are the phonological and syntactic patters have been applied to the language of the billboards. The research also focuses on pragmatic elements such as cultural use of language, i.e., religious keywords by showing power relation (Fairclough, 2013) in Pakistani context. The analysis of linguistic choices has been presented in a way that how ads may link the reader with the product and the reader prefers that product over others. Furthermore, the choice of images on those advertisements has been briefly explained. The levels of analysis are given below:

   a) *Textual Analysis*
       i) *Analysis of Parts of Speech and their application in the advertisements*
       ii) *Phonological and lexical patterns in those words*
       iii) *Variation of Pakistani English Variety from Standard Englishes*
       iv) *Power relation presentation through specific words*
   b) *Image Analysis*

Results

The analysis of the data shows that when the advertisers prefer to use Urdu and English on the billboards, they use a huge quantity of English words in Urdu font style. Writing English words in Urdu font style creates ambiguity in pronunciation that has been explained in the analysis of the following billboards. Moreover, specific sentence and phrase structures have been followed that do not satisfy the standard rules of sentence making. In terms of phonological patterns, the American variety seems dominant in Pakistani context.

The image analysis has not been presented under each billboard but the general findings are: the images of multiple products have been abruptly placed on some billboard while others contain the text only with specific backgrounds having different colors. The famous brands commonly use iconic figures of famous personalities to attract the audience psychologically. For instance, the celebrities such as sports persons or from media industry may be shown in the ads to convince the audience to buy the product but the selected data does not contain such a strategy. The purpose of using such images on the billboards may facilitate the customers to look at the images to have an idea what services are being provided there but usually the original products are placed on the front for such purpose.

The following chart contains the some commonly used words that show a deviation of Pakistani English variety from the standard Englishes, i.e., British or American. The chart shows that most of the words follow American variety in phonological patterns while a greater number of nouns are originally English words but often written in Urdu font style. The individual analysis of each billboard will open up the discussion in more details.

Table 1

List of most common words used in the text of billboards

English Word	Word in Urdu Font	British English Transcription	American English Transcription	Pakistani English Transcription
Office	آفس	/ˈɒf.ɪs/	/ˈɑː.fɪs/	/ˈɑː.fɪs/
Store	سٹور	/stɔː/	/stɔːr/	/stɔːr/
Bag	بیگ	/bæg/	/ bæg/	/beɪg/ or /bæg/
Notebook	نوٹ بک	/ˈnəʊt.bʊk/	/ˈnəʊt.bʊk/	/nɒtbʊk/

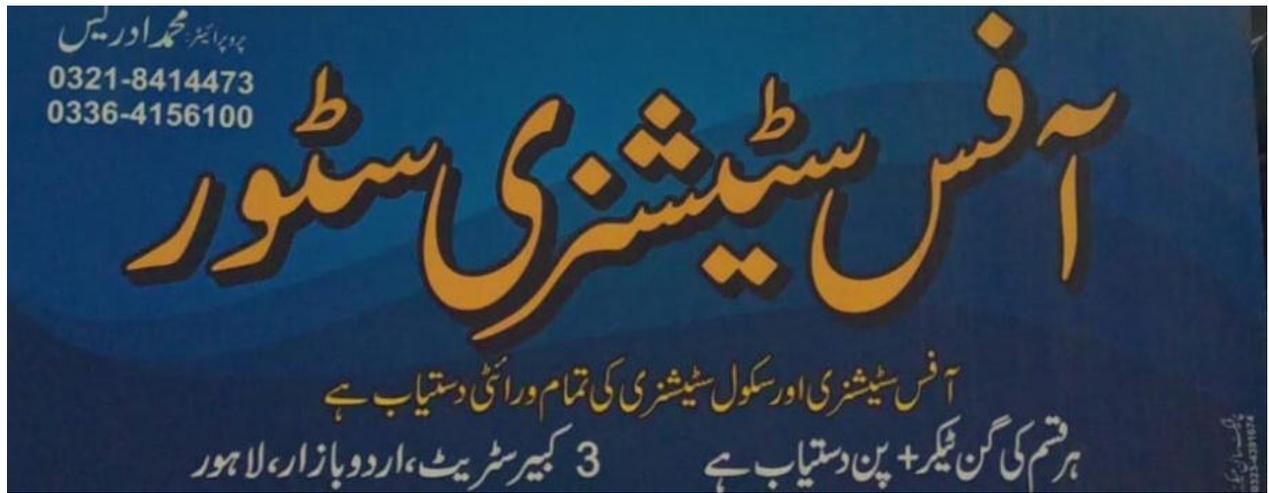| Street | سٹریٹ | /striːt/ | /striːt/ | /striːt/ |
Mart	مارٹ	/mɑːt/	/mɑːrt/	/mɑːrt/
Stationers	اسٹیشنرز	/ˈsteɪ.ʃən.ə/	/ˈsteɪ.ʃən.ə/	/ ə steɪ.ʃən.ə/
Taker	ٹیکر	/ˈteɪ.kə/	/ˈteɪ.kər/	/ˈteɪ.kər/
Sale	سیل	/seɪl/	/seɪl/	/seɪl/
Rate	ریٹ	/reɪt/	/reɪt/	/reɪt/
Main	مین	/meɪn/	/meɪn/	/meɪn/ or /mæn/

Figure.1 Office Stationery Store

Analysis

The main headlines contain three words in written in Urdu font but these all are English words, i.e., office, stationery and, store. Such headlines are commonly observed in advertisements, which show the influence of English on Urdu language. Moreover, it presents PakE as another variety of English that is written in Urdu font style. The word 'office' follows American phonological features that contains a long vowel at initial point, for instance, /ˈɑː.fɪs/. Thought the words in the main headlines are English words but they have become the part of Urdu language as well and commonly used in daily conversation.

In the bottom text, there are eight English nouns, i.e., office, stationary, school, variety, gun, taker, street. These all words are nouns while, other words are: conjunction, preposition, adverb etc. The noun category in Pakistani English takes English words which are written in Urdu font style. In terms of code-switching, the sentence category contains bilingualism for instance, the word 'and' connects two noun phrases 'office stationery' and 'school stationary' while, the word 'and' has been taken from Urdu language. The word 'variety' is an English word while it contains the adverb all [*tamam*] from Urdu language. The word '*Kabeer*' is an Urdu word known as proper noun, while street is an English word known as common noun. At sentence level 'Urdu Grammatical Rules' have been applied while, at word or phrase level, English rules have been applied. That means, in order to complete a sentence, the writer has used Urdu sentence structure. The word 'Proprietor' has also been written in Urdu font style. The advertisers try to pick those words which are frequently used by the public as per the requirements of their business. Where there is no need to switch the language, they intentionally avoid it. For instance, in the above billboard, the word '*dastyab*' could be written as 'available' but by adding too many English words may

vague the message. There is a specific ratio of English words are added in the advertisements. Another important feature of PakE is, it sometimes does not apply a grammar rule to make the plural of common nouns such as 'ورائٹی' variety could be written as 'ورائٹیز'as it takes a modifier 'all' which always follows a plural noun after that. For instance, all the men, all the issues etc. The English words that are written in Urdu fonts might confuse those readers who are not familiar with English words, or those having less knowledge of Urdu phonological patterns, particularly vowels because Urdu fonts usually ignore Fatah, Kasra or Dumma (*zabar, zer, paish*) on billboards. For instance, in the above advertisement, someone may read /striːt/ as /streɪt/, or /ˈteɪ.kər/ as /tiːk ər/. Such ambiguous use of language may confuse the basic learners of English or Urdu language in Pakistan. In addition, the people having basic knowledge of Urdu sometimes get confused to pronounce an Urdu word correctly if they do not contain (*zabar, zer, paish*).

Figure 2. United Bags

Analysis:

In figure 2, the main headline contains two English words that written in Urdu fonts. Rest of the text in the whole billboard consists of ten words and, out of those six are English words written in Urdu fonts, i.e., whole, sellers, manufacturers, street and mobile etc. The word 'sellers' can be pronounced as /ˈseɪ.lər/ in PakEby those who are not familiar with the actual word while, its actual pronunciation is /ˈsel.ər/. That difference shows a deviation of Pakistani English variety from both the standard Englishes, rather such pronunciation can be taken as an error but such errors might be common in readers. Moreover, the English variety in Pakistan that is written in Urdu font style does not commonly follow diphthongs. For instance, the word 'mobile' is pronounced as /ˈməʊ.baɪl/ in British English but in Urdu it is usually pronounced as /moːbaɪl/ therefore, a clear deviation can be observed here. This ad contains code switching in the address that has been highlited in fig 1 as well. The images placed on the word bag while the letter 'گ'has been stretched to place all the images. That style probably is common in Urdu typography, especially it is observed in Urdu Newspapers where words or letters expand to fit in a particular space. The images of different bags give a nice look to the whole billboard. Such creativity is considered common in designing advertisements but if the designer has no command on designing, the text itself may not help achieve the target of persuading the audience.

Figure 3.Karam Notebook

Analysis

The above image contains two titles that seem to be the names of the shop, i.e., Karam Notebook and Rohan Copy House. Both the phrases consist of Urdu font style with English common nouns, i.e., notebook and copy house as common nouns while, Karam and Rohan are proper nouns. The word notebook /ˈnəʊt.bʊk/ is spoken as /nɔːtbʊk / by Pakistani readers and it is an error in diphthong, but it has become the part of language. The word 'copy' follows American variety of English and is pronounced as /ˈkɑː.pi/ in Pakistani English too. The other English words found in the bottom text are: fancy, copy, register, subject, book, practical, assignment, paper, drafting, drawing and variety. The frequent use of English words along with code-switching show that Pakistani English has emerged a new variety of English that follows frequent use of code-mixing in it and English words are commonly written in Urdu font style. The title is in white color with an outer line of red color. Such strategies are used to make the font visible to the readers. In addition, the background color is often kept contrast to show them clearly. For instance, if the color of the background is black or blue, the text might be kept white or yellow. The similar strategy has been used in the above image.

*Future 4.*Sitara Stationary Mart

Analysis

The above image is a short advertisement that contains three words in the title. Out of these, two are English words written in Urdu font style. 'Sitara/star' is a common noun but it may be used as a proper noun in Pakistani society. 'Stationery-mart' may be taken as a compound noun but these have been used separately in Urdu text. The analysis shows that there is code-switching in the title. The bottom text contains English words: street and phone. The word phone is pronounced as /fɔːn/ in Pakistani English variety while, the actual pronunciation is /fəʊn/ in British and /foʊn/ in American.Diphthong rules are often ignored by Pakistanis. The symbol of star used on the upside of ستارہ that is the name of the brand is also the part of Pakistani flag therefore it has significance. In terms of font style, the image follows the strategy used in the above ad. Light red color with the sky-blue outline and contrast color from the background.

*Figure 5.*Javaid and Company Stationers

Analysis:

The title of this advertisement seems vague. "Javed and Company Stationers' does not really give proper meanings because 'Javed' is a plural noun and can be the name of owner who runs a stationery business. The linking word 'and' makes the title ambiguous as it shows a second entity 'company stationers' that seem separate from 'Javed'. The phrase could be 'Javed, the company stationers'. If we analyze whole phrase, each word separately gives proper meaning, i.e., tells the name of the owner along with the business nature. We may say that the phrase is incorrect, it will be a justice to say that Pakistani English variety sometimes may contain incorrect words, phrases or sentences which later become frequent by the users. Code-switching can also be seen in the title.

The rest of the text contains a huge number of English words written in Urdu font style: school, stationery, whole sale, rate, street, bank etc. Pakistanis usually confuse 'sell' with 'sale'. Where it is to be read as 'sell', they may read as 'sale' and vice versa because in Urdu, both are written same. Moreover, all the English words in bottom text have been placed somewhere with Urdu words which shows an excessive use of code-switching. In this image, we see the background is white and the font color is dark and the word 'Nafees' is written in black on yellow background. The philosophy of keeping the colors contrastive best fits the aim of keeping the text visible.

Figure 6. Shalimar Stationers

Analysis:

The title contains all English words except the first word 'Shalimar' that is a proper noun. This word is the name of a place located in another area of Lahore while the store itself is in Urdu Bazar. There is a possibility; the owner has another branch in Shalimar whose name is taken as 'Shalimar Stationers etc.' but it may also have historical background

associated with Mughal era who constructed Shalimar Garden. Advertisers and store-owners usually choose those names which are common in the public and may easily be memorized for further purchasing or frequent visits. The other English words in the title are: stationers, and, paper, products which all are English words but written in Urdu font style. The words 'stationers and products' use English Grammar rule to make them plural by adding the suffix -s. Moreover, the word 'stationers' does not use schwa sound at the start as it was used by the other advertisers. That means, Pakistani English variety is a free to use or ignore a certain rule and public accepts that. For instance, if it is /sku:l/ or /ɪsku:l/ both are fine. Moreover, *Bismillahi*translated as 'In the Name of Allah, the Most Merciful, the Most Beneficent' is written on the top of the signboard. Muslims consider to read*Bismillah*before starting any activity particularly when it comes to business.

Figure 7. Abbas Copy House

Analysis

The above ad has three words in the title including the first plural noun 'Abbas' seems to be the name of the owner. The similar practice was made by the other product owners as well. The word copy is an English word but in PakE, it is pronounced as /ka:pɪ/ that is closer to the American variety. The phrase on the left top contains all English words, i.e., whole, sale, dealer. It has been mentioned in the analysis of other ads that such words may be difficult for a basic user of Urdu or English as, he or she may read sell instead of sale, or /ˈdeɪlər/ instead of /ˈdiː.lər/.

The bottom text has a sequence of all English words but the last Urdu word 'parcha پرچہ' abruptly disturbs the flow of a language. That could be strange for language users to see such a way to use a language but it is code-switching and accepted in the society. No matter, the last word could be written as 'paper' which is also very common in the public. Such way of using language shows that there is no proper rule for code-switching rather it is the choice of the user, when he wants to enter a word from another language he does it. We can see another example of code-switching where half of the phrase is in one language and rest is in the second language, i.e., '*whole sale rate prdastyabhai*'. This phrase contains six words, out of them three are in English and three are in Urdu. The last line contains 'number, market, street' as English words which have been written in Urdu font style where 'number' /number/ follows American English with [r] sound. The word 'market' has been explained in the above analysis. The title of this text has white outline on blue text that looks more visible than the left phrase '*whole sale dealer*' only in white color. If the text and background have the same color but an outline with the contrast color is added can improve the visibility of the text. The bottom text is black on yellow background.

Figure 8. Hafiz Stationers

Analysis

This ad is equipped with a huge number of words that belong to Pakistani English variety. The title contains four words and out of them, three are English words. The first word 'Hafiz' can be taken as a proper noun and most of the advertisements contain first 'proper nouns' then business details in the title. The word 'hafiz' is generally used for the person who has memorized the holy book 'The Quran' by heart but in the above advertisement, it is a specific person's name who owns the business. The whole phrase looks a big compound name while the other advertisers used a linking word 'and' to separate two categories., stationers is first category and 'pen' is the second. The phrase could be 'Hafiz Stationers and Pen Store'. We may say that somewhere, the advertisers use 'and' while on the other hand it is ignored though the phrases contain a similar syntactic pattern. That means, in Pakistani English variety, such syntactic rules are not really followed carefully. The text on the left side is whole English language but written in Urdu, even the prepositions have been written in Urdu, i.e., 'whole sale dealer of' where /ev/ has been written as /a:f/ which is neither the American nor British variety of English. It is purely a Pakistani English variety. The above noun phrase has been attached with four compound nouns, i.e., school-stationery, office stationery, drawing stationery and fancy stationery. Though the stationery is a common term used for all kinds of stationery but by adding specific terms, the advertiser has attracted the attention of different audiences or users of specific category. In these compound nouns, the word office follows American variety /a:fis/.

The sub-headline consists of 'china k pen' where 'pen' is singular while the preposition 'of' in Urdu should follow a plural noun 'pens'. That shows, Pak E ignores certain syntactic rules. The second phrase 'ball pen' is a wrong term for 'ball point'. Some product names are commonly wrongly pronounced in Pakistani English. The phrase 'pencil kibehtreen variety kamarkaz', whether it is a single pencil or it could be 'pencils'? The whole phrase contains two English words that are commonly used in the public, i.e., pencil and variety while all other words are Urdu. These English wrods have been merged in the Urdu words that shows code-switching. While, the word 'markaz' is usually written as 'center or centre' by some of the advertisers. By analyzing the bottom text 'educational toys that is wrongly written as ٹوائز while, the actual word is /tɔɪz/ not /twaɪz/. The other words are gift items, calculator ki variety, fancyki chain', we get to know that syntactic rules to construct a good phrase or a sentence has been ignored. Where there are different nouns which should be connected with some linking words, i.e., by using any linking words 'and/or' etc. For instance, 'fancy ki chain' does not really give any proper sense, it could have been 'fancy chain or fancy key chains'.While, the word 'chain' is ambiguous because someone may read it as /ʃiːn/ that is used for China by Urdu users.

The bottom text contains two more words, i.e., 'market and street. The word street has been explained in the above ad while, the word 'market' is pronounced as /ˈmɑː.kɪt/ in British English and /ˈmɑːr.kɪt/ in American English but, Pakistanis make the last vowel quite longer that is the deviation from both the standard Englishes, i.e., /ˈmɑːrkiːt/.Similarly, the word 'ball' in British English it is /bɔːl/ and in American English, it is /bɑːl/ and here, Pakistani English follows American English. In this image, the blue text on green background does not look more visible. Therefore, the strategy to use contrast color is important in advertisements' designs and most of the advertisers follow this pattern.

Figure 9.MadinaShareef Stationer and Lafafa House

Analysis

The above image contains an Islamic phrase 'MadinaShareef' that is frequently used by local Pakistani shops. The word shareefis used for honour and its meaning is noble. The word shareef is attached with several other words such as Ramadan Shareef, Quran Shareef etc. and is a common noun in Arabic that means 'city' but in Pakistani society, advertisers or shop owners use this word as a plural noun which is associated with the city of Saudi Arabia where the Holy Prophet PBUH spent his life. This is one of the reasons to use this word frequently for naming the shops. That shows how they add religious touch in advertisements to attract the attention of the audience or the purpose of using it could be to have more blessing in business as other Islamic words are also used such as 'Bismillah, Ya Allah, YaHayyu and YaQayyum etc.

The word 'stationers' caries /ɪ/ sound at start that usually appears in English words that are written in Urdu font style. The pronunciation of this word would be /ˈɪsteɪˌʃən.ərz/ in Pakistani English variety, the similar example of the word 'school' has been explained in the above billboard. The linking word 'and' connects two phrases that are equipped with code-switching. For instance, 'MadinaShareef' is purely an Urdu phrase while, stationers is an English word; and '*lafafa*' is an Urdu word while 'house' is an English word. The phrase could have been 'shopping-bag house'. But in Pakistani English variety, such code switching is common and used without following any specific grammatical rules and regulations.

*Figure.10*MuhammadiLafafa House

Analysis

The above image contains an Islamic word 'Muhammadi' which shows the connection to the name of Prophet Muhammad PBUH. Moreover, the *'dumma'* and *'shadd'* have been placed carefully at the top of the word to avoid mispronunciation. In the analysis of a previous ad Fig.1, is mentioned that such rules are avoided generally which causes mispronunciation for basic leaners of Urdu but for this specific name, intentionally these rules have been followed to avoid any mis-conception in the pronunciation as this name has huge honor in Pakistani society where people's sentiments are associated with this name. Code-mixing is again there as the word *'lafafa'* has been used with 'house'. That has been explained in the above ad.The bottom text also contains code-switching. For instance, *'dori-bag'* instead of string-bag. While, some other compound nouns have been written in Urdu font style: File Cover, Cash Memo etc. The analysis of this advertisement shows that English words are frequently written in Urdu font style which are commonly read by the readers and these words are becoming part of Urdu language.

Discussion

The findings clearly state that Pakistan is a place where more than one languages are used (Ashraf, Turner &Laar, 2021) and the research found Urdu and English on the billboards as they are designed to target a huge number of people. It is quite important to use the language or languages that could be easily understood by the public.The analysis of the signboards shows that Pakistanis have established a unique variety of English that consists of code-switching (Nawaz, Yali& Hameed, 2023) at extreme level and English words are written in Urdu font-style. Such variety may be observed when there is lack of vocabulary in the targeted language or, sometimes the English words are so common and they become part of Urdu language. King (2001) suggests that vocabulary is the crucial part of language as it helps bridge the gap between languages. Moreover, cultural influence or emotional appeals are added in the advertisements in order to attract the audience. As Pakistan is an Islamic country therefore, some Islamic terminologies were used in the signboards such as 'MadinaMunawara, Hafiz, Muhammadi etc. as product names. Secondly, such names are common and easy to remember. Overall, the purpose of advertisements is to inform, persuade, remind, influence and perhaps change opinions, emotions and attitude (Cook, 2001).The purpose of using such cultural keywords may also be to generate power (Fairclough, 2013) that directly or indirectly change the opinion of the public. It is not only language but specific images have also been used in the data selected for this study. It is somehow significant to use certain images to make the designing attractive and many advertisers repeatedly use such images (Hussain and Farid, 2023). Multimodal Analysis may be a good choice to analyze such kind of data in terms of pictures as it explains the power and ideologies in the discourse (Jewitt 2016).Pakistani English Variety that is written in Urdu font style may misguide the basic Urdu users. During the data collection process, the researcher came across some data that was not included in the research for instance, Grill Fish (گرل فش)might be read as Girl Fish. The reason of such misunderstanding in the pronunciation is that some English words are new for Pakistani people as English is used as second language and many are trying to learn it. Those English words when are written in Urdu fonts cause such issues in pronunciation.

Conclusion

Advertising is the most common tool to market any business and the advertisers keep on playing with language by strategically using linguistic or semiotic elements in order to attract the audience. Pakistan is a multilingual country where English keywords are common and have become part of local languages, more frequently the part of Urdu language. Moreover, some other features from standard Englisheshave been added to Pakistani English

variety and there is a need to have an investigation on those features in order to look the deviation of PakE from the standard Englishes. The current study with the help of selected data has investigated that Pakistani advertisers use a huge number of English words in Urdu ads while the American English is dominant in terms of phonological features. The research concludes that there are some errors in the text of billboards and it seems these have been designed by some non-professional people. Moreover, there was no systematic and smooth sentence structure as extra code-switching made the decision difficult which language dominates. Advertisers may follow either English or local language. The nouns were more in number as compared to other categories of English words because these nouns are so common and the products are usually known with English names for instance; tape, pen, glue gun etc. Therefore, the advertisers use those words that may attract the audience easily. Secondly, the religious words are found in advertisements excessively as they are also quite common. Religious terms as emotional appeals have also been part of advertising language as they are common and emotionally attract more people. Advertisements often contain images that create a link with text such as celebrities are shown with those targeted products. The current data did not contain such images rather the product images were randomly used.

Limitations and Recommendations

The multimodal analysis could be presented in more details but the key focus of the study was to explore the language features only. Therefore, the less information regarding the analysis of images have been shared. We believe that future studies will focus on the other genre of advertising in order to explore the more features of Pakistani emerging English variety. Such studies will be helpful in applied linguistics for instance, in teaching English as a second language. Moreover, if there is unnecessary code-switching that might be discussed in the upcoming researches. For this short study, we kept the limited data focusing on the billboards in Urdu Bazar Lahore while, the data from posh areas of Lahore such as Gulberg or Defense could bring different results. In this study, there has been less focus on error analysis such as syntactic analysis but future studies may bring more details about what sort of errors are found in advertisements. Furthermore, the study analyzed only Urdu advertisements while a comparison of English and Urdu advertisements could be more helpful to understand the features of Pakistani English in depth. In terms of image analysis, the billboards that contain the photos of celebrities may be analyzed for further studies. Such researches in future will show the marketing strategies and enrich Multimodal Analysis in a comprehensive way.

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