

CODE SWITCHING AND LANGUAGE CONTACT IN SCENARIO OF BILINGUAL/MULTILINGUAL SOCIETY AS A SPOKEN GENRE OF TV ADDS: AN AGENDA FOR PAKISTANI SOCIETY

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ABSTRACT

This article provides a descriptive qualitative account of code-switching, which refers to switching from one language to another or using multiple languages when speaking or writing. This study deals with intra sentence (within one sentence) code switching in the language of television commercials. To facilitate the sociolinguistic analysis, 12 commercials for beauty and health products were recorded and transcribed from four television channels. Linguistic analysis focuses on the social aspect of the code-switching language used in those advertisements (sex, geographic background, socioeconomic class, and education). Based on the analysis and findings, it is concluded that the language of advertisements for beauty and health products reflects the changing language practices and preferences of Pakistani consumers.

Keywords: Language contact, code-switching, borrowing, diglossia, interference. insertion; hybridization and synthesis, Social aspects, code-switching, Pakistan, television

1. INTRODUCTION

Bilingualism can be considered as a common language situation where two or more languages come into contact. This field is an interdisciplinary and complex field of study and usually concerns the study of the interaction and use of two or more languages in speech production, language processing and comprehension. Many researchers have been interested in and studied bilingualism from different perspectives.

The pioneering phase of bilingualism began in the late 20th century with the work of Weinreich (1953), Haugen (1953), and Mackey (1967). The study of bilingualism has recently become the norm, especially since most countries in the world are bilingual.

According to world language statistics, the world has 7,388 living languages compared to the number of countries, which according to the United Nations is about one hundred and ninety-five (195) sovereign countries. It can be concluded that there are more languages than countries. Therefore, bilingualism is and will spread. The fact that there are more languages than countries makes the field of bilingualism a richer and more interesting terrain for linguistic research. In addition, recent studies have shown that bilingualism is healthy because it "brings opportunities not only to the individual, but to the whole society". (Li, Dewaele, & Housen, 2002, p.3).

Several linguistic behaviors such as code-switching, code-mixing, borrowing, diglossia and interference have emerged from bilingual/multilingual situations. CS is the most celebrated in the literature. It can be said that CS has been a central topic among other language contact phenomena

in bilingual/multilingual research literature. Milroy and Muysken (1995:7) argue that CS is likely to be a "central issue" in bilingualism/multilingualism. This is confirmed by Riehl (2005), who argues that most research on bilingualism focuses on the CS phenomenon. Similarly, Bullock and Toribio (2009) argued that "of all the contact phenomena of interest to researchers and students of bilingualism, code switching has arguably dominated the field" (p. 1).

Jacqueline Toribio, Professor of Linguistics at the University of Texas at Austin, defines code-switching as follows:

“the alternating use of two languages in the same stretch of discourse by a bilingual speaker”

1.1. Literature review

1.1.1. Bilingualism

Bilinguals are those who need and use two or more languages in their daily life (Grosjean, 1992, p. 51). Having found that bilingualism is recurrent (1995, p. 11), it can be inherited as an "inherited limitation of two languages" (Bloomfield, 1935, p. 56). A common understanding of bilingualism can be "the simultaneous learning of two or more languages while making progress in the primary language" (Genesee, 2009). Bilingual discourse is an important part of language learning and a source of cultural mixing between interlocutors.

A distinction must be made between bilingual communities where everyone has two language skills or when someone promotes bilingual living in a monolingual community. Of course, when illustrating a person as bilingual, different factors must be taken into account. Both external and internal factors must be considered. External factors include the socio-political status of languages, the perspective on language mixing, the language society around the speaker (whether it is a bilingual background or individual bilingual status), and finally the role of speech in a given situation. . The internal parts include language proficiency, interlingual communication, formality and familiarity, the subject of the message to be formulated and other parts related to the development of the grammar of two languages.

Three classifications of bilingualism exist: combinatorial, coordinate, and sub-coordinate (Weinreich, In this regard, one language is stronger and faster than the other, leading to the construction of one meaning, especially the one that was derived first. Likewise, when 2-5 year olds use weaker language, representations of stronger language are found in their utterances. In essence, the concept of weaker and stronger language is evident in the speech of infants and toddlers.

It is important to know the behavior of bilinguals regarding the use of two languages. Grosjean (1998) suggests investigating this by looking at language from its perspective. This approach involves an examination of language usage as well. Language choice shows the ability of bilinguals to express themselves. In fact, this choice is usually related to the language ability of the listener. If the listener is monolingual, the speaker must use the common language. If the listener is able to communicate fluently between two languages, the speaker can do so without difficulty. Learning to speak and to use a language requires primarily focus on social activities, as the social environment of bilingual individuals heavily influences their decision-making. An individual's bilingual proficiency cannot be assessed solely by observing extra-linguistic factors, but also involves examining internal language components. Scholars read about the rise of two languages and connect them. Knowledge of two languages and speaking skills in normal use or in test rooms are encouraged. In addition, when studying the language use of strategic details, it is necessary to recognize the fact that the people being studied do not speak only one language. The

proficiency of a second language can impact their comprehension, proficiency, or use in exams that are administered gradually.

Significance of the Research:

This study offers insights into language practices in beauty product advertising discourse. For men too, the idea of clear skin and beautiful hair was emphasized, and the introduction of men's beauty products changed advertising messages. In today's world, the language, its setting, and characters all draw viewers towards something else - a language that makes you realize what kind of beauty is on your mind.

Code switching in Pakistan:

The study of code switching in Pakistan begins with the phenomenon of bilingualism. Yousaf (2004) says that there is continuous language change in Pakistan. As a child in Pakistan, they first learn their mother tongue at home and then study Urdu. However, as they grow older, it becomes increasingly important to learn English for academic and official purposes. Nowadays, English is playing a significant role in our communication. Whether it is a formal or informal situation, English is spoken along with Urdu. According to Niazi and Khan (2003), the use of English as a cue of language proficiency and success is demonstrated in private schools where teenagers are both bilingual and switch between codes. English and Urdu have gained a significant foothold in our community, with the younger generation being more at ease using them interchangeably. They find it not only convenient but also a way to enhance their social status. Urdu-English code substitution in Pakistani English is analyzed by Anwar ((2007), both at the paragraph and sentence levels). This article discusses this phenomenon. Examples are taken from Pakistani English newspapers and magazines.

- We reached there in time, lakin no body was there to receive us. p.8
- An honorable sardar or wadera (the landlord or chief) can walk free even after proven record of the most heinous kinds of against crimes him. (March 27, 2007 Dawn) p.4
- He is called sher ka bacha (bashful, brave) and mard ka bacha (high minded). (January 08, 06 Dawn) p. 6

Code switching in Pakistani Media:

Talaat (2005) contends that code switching is not only a linguistic phenomenon but also carries incredibly significant social consequences in Pakistan and leads to phenomenal linguists. This linguistic shift can be seen in both print and electronic media in Pakistan. In media language, we see the reflection of people's language practices. Code-switching is practiced in newspapers and some examples can be cited from leading Urdu newspapers:

- Awaam ko koi relief nahi mila.
- Supreme Court main judges ki tadaad barhanay kay liye act 33 tabdeel kia jaye.
- Pakistan main jamhooriat ka farogh hamari policy hai. (Jang, May 9, 2008)

From these examples, it is clear that English has become a part of our language, which is reflected by the language of our media and vice versa. This usage can be observed in the language of television as well.

3. Methodology

Twelve television advertisements from four television channels including PTV, Geo News, AAJ TV and TV-One were recorded and transcribed for sociolinguistic analysis of advertisements. The information collected includes advertisements for soaps, shampoos, hair dyes and bleaching creams. Due to English's status as a common language in Pakistan and its significant value in the

linguistic context, sociolinguistic research has focused on the use of coded languages in advertisements and investigated cases of cross-coded language mixing. The social aspect of this study answers the questions of how and why social settings, background settings, characters, etc. (which appear in advertisements) refers to mixed language use.

Interpretation and Analysis:

As mentioned before, the research material consists of twelve television commercials. These ads are for beauty and health products (beauty/antibacterial soaps and shampoos, hair dyes and skin creams, etc.). The language of this advertisement was analyzed from a sociolinguistic perspective.

Section 1:

In general, beauty products show consumers the best solution to their problems. The language of the advertisements is carefully chosen so that the viewer wants to look young and beautiful. Due to people's changing conversational habits, the language of advertising for beauty and health products is also changing. Code switching is visible in these ads and the language of these ads is a mix of Urdu and English. Components and ingredients of beauty products are usually reported using foreign lexical items. Beauty products usually target young women as buyers, so modern language and beautiful environment are chosen to give them a sense of social elevation and a dream of a better life full of beauty, youth and elegance. Code-mixing language is used in health products to leverage people's knowledge of health and cleanliness discussions. We are more familiar with the use of items such as 'bacteria', 'antiseptics' and 'viruses and bacteria' (eg Jaraseem and Jaraseem Kush) in Urdu. Words like "virus" and "bacterium" have no substitutes in Urdu, but their excessive and contextual use makes us understand that virus and bacteria are different. Viruses are much smaller and contagious. This information is essential for communication, and only coded languages can communicate effectively.

The ads of soaps and shampoos are intended for daily use, guaranteeing a healthy and clean life. Traders carefully select such language products, which not only promise to give beauty and health, but also give an idea about the composition of the product. The message design is being modified as people become more health-conscious and have access to information on TV, radio, and newspapers. In ads for beauty/antibacterial soaps, we find things like "doctors are number one", "international formula", "be 100% sure" and "beautiful steamy healthy skin". It is interesting to note that in the expression "international formula" the "international" in Urdu is called Bain-ul-aqwam, while the "formula" is called Nuskhaa and the "formula" as such. This expression indicates that the item is produced in accordance with international components and standards, and the term "international formula" can be confusing and challenging when compared to "bai-ul-aqwami nuskhaa" The expression "number one choice" means Awaleen intekhaab/ pehla intekhaab in Urdu and is used in both languages depending on the language choice of the speakers, but nowadays using the English equivalent is in fashion and indicates a strong social image. . Shampoo advertisements promise long, healthy, shiny hair in language that appeals to young and fashionable viewers, especially girls and young women. This is well-supported by the use of phrases such as "bright princess", "milk cure", "do Guna soft", [d] "strong" (where Gunak means "twice"), and "shining personalities" ("shanking" means Chamkeel) According to the Urdu translation of "shine," which translates to chamaki, shampoo ads for young women suggest that it can enhance their hair's shine and personality.

For anti-dandruff shampoos, the choice of phrases such as “Clear Men”, “no dandruff”, and “germ guard formula” is indicative of the fact that people have now become health conscious.

From the information gathered, it seems that men's beauty products were also introduced into the market, and their product names, such as "Clear Men" and "Fair Menz Fairness Cream", were invented to appeal to male customers. With changing lifestyles and the onslaught of media, men are conscious about their appearance and health. Due to the desire for good looks, men now consider having fair and shiny skin and hair as part of their social norms. Therefore, the demand for such special products for men has increased. Advertisements for hair color and straightening creams are designed to offer the perfect solution to hair and skin problems. Hair dye ads promise full gray coverage and zero damage, while fairness creams open up a new world of beauty where the buyer is sure to get a beautiful, glowing, flawless face. Such as "nikhaar jaatsa jolie" and "chehra ek dam cool, fair and brashing" "Beauty salon" is an English compound of the hybridized noun phrase "beauty salon jaisa nikhaar", while the use of "cool, fair and striking" conveys a linguistic change in the linguistic patterns of our youth. The words "cold" and "windy" are not grammatically or contextually similar in Urdu, and they are frequently used by young people who aim to be modern in their conversations. The modern clothing and fashionable appearance of the characters in such advertisements supports this point very well. The language used in the advertisements is not only optimistic, but also encompasses all the product attributes (chemical composition and advanced composition) For example, "international packaging", "advanced stabilized developer" and "Naye style ka brush applicator". "Naye style" in this sentence can be used as Naya Andaz in Urdu or "new style" in English. These expressions describe the attributes of the product, and there is no official Urdu definition for them, particularly for "advanced stabilized developer. It is worth noting that the whole English sentence can be mixed, but it is possible to create a variant of the sentences with a sentence hybrid, i.e. part of the sentence is in Urdu and part in English.

The products' names are worth noting, such as "Kala Kola" being used to give black hair, and "Fair and Lovely Multi Vitamin Fairness Cream" (take note of the words "fair and lovely" and "multi vitamin" . , "Saafi" (which removes all blemishes) and "Fair Menz fairness cream". "Fair Menz" means that the cream is designed for men's skin and gives beautiful skin. This brand is attractive, modern 275 (using the word "Menz" instead of men) and suitable for use as "Clear Men" (men's shampoo). To discuss the social aspects of these advertisements, it is important to note that fair skin, rosy cheeks, clear skin and long shiny hair are the signs of true beauty in our society. The idea is reinforced by the inclusion of high-profile characters in advertisements, such as a celebrity hair dyer, aspiring beauty stylists who use fair trade cream to model for clients, and wealthy young women shopping at upscale beauty stores. .). The setting is decorated (the model gives the description in a decorated studio and the households in these ads are well done) and the language is modern, conveying the message that using such products would make a difference in the customer's life. and finally in your social status. The products that are favored by the lower and lower middle class also showcase stylish and modern imagery in advertisements, which is interesting. Through these methods, viewers are motivated by the desire for socioeconomic status and wealth, enabling them to connect with upper-class individuals.

4. Conclusion

The data and analysis of the sections indicate that Urdu is enhanced through code switching and mixing, but we can also observe instances of utilizing certain words and structures to achieve

modernity and success. As a result, a new Urdu language emerges where we see changes in structures, phonology and usage. The information language proves that code-switch and code-mix are not only used for comfort and fluency, but also because people prefer the value language. English, which is seen as a symbol of socio-economic strength and power. complexity Regarding the language of Pakistani advertisements, it has been observed that the advertising messages are cleverly designed, with a high profile of the participants and a decorative environment that conveys that a particular product brings not only beauty, but also social wealth. As we know, our culture's perception of male and female beauty changes day by day (ie materialistic and class-based) and this is directly related to the use of modern and mixed language. Advertising's language is a clear indication of the desire of average individuals to join the upper class and embrace new beauty trends. Such language practice by bilinguals gives birth to a new linguistic culture, which makes us aware that the language must be enriched by incorporating structures from foreign languages, while preserving its monolingual identity.

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