

**PERCEPTIONS OF THE PEOPLE TOWARDS USE OF
CODESWITCHING IN ADVERTISEMENTS AND DAILY
LIFE**

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Certificate of Approval

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ABSTRACT

This paper presents an analysis of the perception of people towards use of code-switching in advertisements and daily life. This research aims at showing that people have appeal and attraction towards code-switching in advertisements and daily life. It also challenges monolinguals and some bilinguals who view practice of code-switching in negative manner. They regard CS as the result of non-proficiency of two languages and considered it incorrect language or a low prestige form. Despite this negative impression, code-switching in English and Urdu is found to be a useful and successful tool for better communication during studies, profession and social life of the people. This particular area of CS has not yet investigated in Pakistani context. Practically speaking, this research also shows that trend of using CS is increasing in advertisements and daily life from the last six years. Youth and children code-switch more as compared to that of old people. The data has been analyzed both qualitatively and quantitatively and was collected through questionnaire and interviews. Pilot study helps in making necessary changes before the final research is done on the ninety respondents. All the present data shows that CS between English and Urdu act as an impressive, appealing, attractive and stylish tool in advertisements and daily life. It is playing leading role for effective communication in most of the advertisements to attract the customers and in daily life to impress others. Finally directions for future research on code-switching are discussed giving particular emphasis to courses in languages. In the curriculum, more

emphasis should be placed on teaching of art of convincing and persuading others and communicative strategies to the students who would have to advocate their point of views in all professional fields. One successful strategy is code-switching. This research would encourage certainly the other researchers to explore this phenomenon in detail.

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TAYYABA MALIK

Dedicated to:

My Husband

Tanveer Aslam

&

My Daughter

Maisa Tanveer

TABLE OF CONTENTS

	Page
Approval Certificate	i
Abstract	ii
Acknowledgements	iv
Dedication	vi
List of Tables	x
List of Figures	xi
List of Abbreviations	xii
CHAPTER 1	1
INTRODUCTION	
1.1 Purpose	1
1.2 Background	1
1.3 Objectives	2
1.4 Research Questions	3
1.5 Code-switching	4
1.6 The Language of Advertisements	5
1.7 Pakistan and Code-switching	6
1.8 Key Terms	6
1.8.1 English	6
1.8.2 Urdu	7
1.8.3 Code-switching	7
1.8.4 Bilingualism	7
1.8.5 Advertising Agency	7
1.8.6 University	7
1.9 Scope	7
1.10 Justification	7
1.11 Significance of the research	8
CHAPTER 2	9
LITERATURE REVIEW	
2.1 Bilingualism and Multilingualism	9
2.2 Code-Switching vs. Code-Mixing	11
2.3 Types of Urdu-English code-switching	14
2.3.1 Intra-sentential code-switching	15
2.3.2 Inter-sentential code-switching	16

2.3.3 Tag switching	16
2.4 Reasons of code-switching	17
2.5 Models of code-switching	18
2.5.1 Matrix Language Frame Model	19
2.5.2 The 4-M Model	21
2.5.3 The Abstract level Model	24
2.6 Constraints on code-switching	26
2.7 Attitudes of People Towards code-switching	27
2.8 Advertising	28
2.9 Language of Advertising	31
2.10 The art of persuasion	34
2.11 Code-switching in the advertisements	35
2.12 World Englishes	38
2.13 Nativization of English and English in Asia	40
2.14 Pakistani English	41
CHAPTER 3	44
RESEARCH METHODOLOGY	
3.1 Methodology	44
3.2 Pilot Testing	45
3.3 Population	46
3.4 Sampling	46
3.5 Tools	46
3.5.1 Questionnaire	47
3.5.1a Reliability of Questionnaire	47
3.5.2 Interviews	48
CHAPTER 4	49
RESULTS AND ANALYSIS OF DATA	
4.1 Introduction	49
QUANTITATIVE RESULTS AND ANALYSIS OF DATA	49
4.2 Percentages represented through tables	50
4.3 Frequencies represented through figures	70
4.4 Effect of Gender of respondents on their perception towards code-switching in advertisements and daily life	90
4.5 Relationship between Age of the respondents with their perception towards code-switching in advertisements and daily life	91
4.6 Relationship between Qualification of the	

respondents with their perception towards code-switching in advertisements and daily life	92
QUALITATIVE RESULTS AND DISCUSSION	93
4.7 Discussion on interviews conducted in UMT Lahore	93
4.8 Discussion on interviews conducted in Advertising Agencies	98
CHAPTER 5	101
SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATION FOR FUTURE RESEARCH	
5.1 Summary	102
5.2 Findings	103
5.3 Conclusion	112
5.4 Limitation of research	113
5.5 Recommendation for future research	114
Bibliography	116
Appendices	121

LIST OF TABLES

Serial No.	Title	Page No.
1	Table representing distinction between code-switching, code-mixing and borrowing. Table 2.2	14
2	Table representing reliability statistics of the questionnaire Table 3.5.1a	48
3	Tables representing percentages Table 4.2.1	50
4	Table 4.2.2	51
5	Table 4.2.3	52
6	Table 4.2.4	53
7	Table 4.2.5	54
8	Table 4.2.6	55
9	Table 4.2.7	56
10	Table 4.2.8	57
11	Table 4.2.9	58
12	Table 4.2.10	59
13	Table 4.2.11	60
14	Table 4.2.12	61
15	Table 4.2.13	62
16	Table 4.2.14	63
17	Table 4.2.15	64
18	Table 4.2.16	65
19	Table 4.2.17	66
20	Table 4.2.18	67
21	Table 4.2.19	68
22	Table 4.2.20	69

LIST OF FIGURES

Serial No.	Title	Page No.
Figures representing Frequencies		
1	Figure 4.3.1	70
2	Figure 4.3.2	71
3	Figure 4.3.3	72
4	Figure 4.3.4	73
5	Figure 4.3.5	74
6	Figure 4.3.6	75
7	Figure 4.3.7	76
8	Figure 4.3.8	77
9	Figure 4.3.9	78
10	Figure 4.3.10	79
11	Figure 4.3.11	80
12	Figure 4.3.12	81
13	Figure 4.3.13	82
14	Figure 4.3.14	83
15	Figure 4.3.15	84
16	Figure 4.3.16	85
17	Figure 4.3.17	86
18	Figure 4.3.18	87
19	Figure 4.3.19	88
20	Figure 4.3.20	89

ABBREVIATIONS

CS	Code-switching
CM	Code-mixing
Ad\ad	Advertisement
Ads\ads	Advertisements
MLF	Matrix Frame Model
EL	Embedded Language
ML	Matrix Language
ENL	English as a Native Language
ESL	English as a Secondary Language
EFL	English as a Foreign Language

CHAPTER 1

INTRODUCTION

1.1 Purpose

This research aims at showing that code-switching is an effective tool in the hands of ad writers for creating appeal and attraction in advertisements. Writers of advertisements have an edge over other writers as they can be more creative. They often resort to code-switching as an appealing device. It also aims at showing effect of gender, age and qualification of people towards their perception towards code-switching in the advertisements and daily life. This research also deals with the controversial issue that code-switching is adulterating or enriching language. It investigates whether people regard code switching in daily life as positive or negative thing.

Therefore, in this chapter Objectives and Research Questions are stated. Then different definitions of code-switching are highlighted. Then ‘Language of Advertisement’, and ‘Pakistan and code switching’ are explained. In the end, Justification, scope and significance of the research are outlined.

1.2 Background

Bilinguals mix words of two languages to express their thoughts while speaking. A large proportion of the world’s population is bilingual or multilingual. Bilingualism is

present practically in all countries of the world. Pakistan is a multilingual country and has diverse culture. Majority of people have the knowledge of two or more languages, the linguistic phenomenon of mixing languages is quite common. The topic of this research is selected primarily because code switching is the vital part of the advertisements and has great importance in everyday life. Secondly it will create awareness among the advertisement writers and the newspaper readers about communicative role of code switching. In our society people code switch in daily life but do not give it due value. The need is to open the minds of the people towards code switching as an appealing technique for effective communication in advertisements and daily life.

1.3 Objectives

This research intends to:

1. Investigate whether or not code switching makes advertisements appealing and attractive.
2. Explore attitude of people towards use of code-switching in advertisements and daily life.
3. Find out whether gender of the respondents affects their perceptions regarding code-switching as an appealing and attractive device in advertisements and daily life.
4. Investigate whether different levels of qualification of the respondents affects their perceptions regarding code-switching as an appealing and attractive device in advertisements and daily life.

5. Investigate attitude of different age groups towards code-switching in advertisements and daily life.
6. Investigate whether code-switching is constructing or corrupting the languages. i.e. English and Urdu.
7. Suggest social and pedagogical implications of code-switching as an effective and convincing strategy for effective communication.

1.4 Research Questions

Q1. Whether or not code-switching makes an appeal to the readers of the advertisements and makes them attractive?

Q2. Whether or not code switching shows attitude of people towards the use of languages in daily life?

Q3. Whether or not gender of the respondents affects their perceptions regarding code-switching as an appealing device in advertisements and daily life and see whether female respondents have more appeal as compared to male respondents?

Q4. Is there a relationship between age and different levels of qualification with their perception regarding code-switching as an appealing device in advertisements and in daily life?

1.5 Code-Switching

Several scholars have attempted to define code switching in their own styles.

Milroy and Muysken (1995) define code switching as alternative use of two or more languages in the same conversation by bilinguals.

Crystal (1987) suggests that code switching occurs when an individual who is bilingual alternates between two languages during his/her speech with another bilingual person.

According to Luna and Peracchio (2005, p.7) code switching refers to the insertion of a foreign word or expression into a sentence (e.g. into an advertising slogan) resulting in a mixed language messages.

Grosjean (1982) thinks that code switching is a linguistic practice done by bilinguals around the world. Bilinguals use and encounter code-switching in a variety of everyday interactions and situations.

Malik(1994, p.4) proposes that:

Code-switching is a communicative strategy in a linguistic situation where two or more languages co-exist within the bounds of one society, or are kept inn constant contact by politically and economically determined interests. The speaker switches from one communicative code to another under situations and

normatively defined conditions (linguistic, psychological, social and pragmatic in nature).

1.6 The Language of Advertisements

In our everyday life, we are constantly exposed to different kinds of advertising in newspapers and magazines, on the radio, on bill boards, in buses, trains and in the streets. The current study focuses on how code switching as an important written form of communication – print advertisements is used in newspapers. The advertisement writers have to keep in mind psychology of mob in order to persuade them. All of us are involved in this activity since we start social interaction. The language used in press advertising has been a research interest of many scholars (Bruthiaux, 1996; Cook, 1992; Goddard, 1998; Vestergaard&Schroder1985; Chen2006). The language of advertising is a unique type of social communication which has deep insights into the ways in which the words of different languages are blended to give creative effects artistically. In Pakistan the trend is to use English and Urdu simultaneously in the same advertisements to attract the people to purchase the products or make use of emerging technologies. The purpose of advertising is to sell products or services, or to change or influence behaviors or attitudes of the people. Studies conducted on advertising extend our understanding on how language is used as a tool for effective communication.

1.7 Pakistan and Code-Switching

With more than 60 languages spoken, Pakistan represents a diverse yet cohesive linguistic and cultural environment. Many languages are inter-related and many are normally spoken across regional boundaries (e.g. Pashto, Punjabi, Siraiki, Balochi, Pharsi, Sindhi, Urdu and Kashmiri). Most of the children learn regional language and Urdu at home and English through formal education. In their daily conversation they mix vocabulary item of one language into another in order to communicate their thoughts and persuade others regarding their point of view. Coming to classroom context, Iqbal(2005) says that learning and teaching in classrooms is supported by blend of Urdu and English languages. According to him, code switching in Pakistani classrooms across a range of curricular subjects is a widespread phenomenon. If we take Urdu as an example, we find that the insertion of English items in Urdu syntax is a frequent feature in the speech of educated Pakistani speakers. Even if they do not possess the ability to speak in English, they use English words and phrases to give their Urdu language a touch of English. In the hierarchy of linguistic prestige, Urdu is placed lower than English. Urdu-English code-switching is a common feature of Pakistani bilinguals. Pakistan is a multilingual country in which people speak two or more than two languages in almost all fields of life.

1.8 Key Terms ¹

1.8.1 **English:** It is global lingua franca and the dominant international language in communication, science, media, politics, business, entertainment, aviation and diplomacy.

1.8.2 **Urdu**: The national and official language of Pakistan.

1.8.3 **Code-Switching**: Movement of bilingual speakers from one language to another language.

1.8.4 **Bilingualism**: Ability to speak two languages.

1.8.5 **Advertising Agency or Ad Agency**: is a service and business dedicated to creating, planning and handling advertising.

1.8.6 **University**: an institution of higher education and research, which grants academic degrees in variety of subjects.

1.9 Scope

The research is based on the opinions of Advertising Agency and the students of University of Management and Technology Lahore. Both qualitative and quantitative research designs are used to investigate perceptions of people towards the use of code switching in advertisements and in daily life. It is expected that the results of this research conducted in Lahore would be general enough to be applied to other speech communities in any other part of the world with similar kind of linguistic behaviors.

1.10 Justifications

This study will be beneficial for the writers of advertisements and education policy makers in the following way:

1. It will encourage the ad writers to make effective use of code switching in the advertisements.
2. It will develop confidence in the ad writers to make experiments with languages for persuading the readers to purchase the products.
3. It will help the education policy makers to redesign the curriculum that develops better communicative skills of the students so that they can advocate their point of views and persuade people in their professional field.

1.11 Significance of the Research

In teaching and learning strategies emphasis must be given to the art of persuasion. Students must be taught how they can advocate their point of view because in every professional field they have to convince the people and have to change people's thoughts or actions. They should experiment with language for better communicative skills and one manner is code-switching. This research will also make the ad writers confident for making effective use of code switching in the advertisements in order to purchase the products. This research provides future researchers with an awareness of the communicative role of code switching in the advertisements and daily life. This research attempts to find out the perceptions of people towards the use of code-switching in the advertisements and in daily life.

CHAPTER 2

LITERATURE REVIEW

In this chapter a number of topics are discussed in order to reinforce the present study. The review consists of three parts. In the first section, bilingualism, multilingualism and the views of various linguists on code-switching and code-mixing are presented. Following this I discuss types of code-switching, reasons of code-switching, models of code-switching and constraints on code-switching. Then a sketch of different attitudes towards code-switching is described. In the second section I make efforts to review some recent literature on advertising. Special focus is given to ‘language of advertising’ and ‘code-switching in advertisements’. Finally I discuss and touch upon World Englishes, Nativisation of English, Englishes in Asia and Pakistani English.

2.1 Bilingualism and Multilingualism

In twenty first century, distances have decreased and communication and contacts have increased the phenomena of bilingualism and multilingualism and the related issues have been accelerated at matchless speed. According to Grosjean (1982), bilingualism is found in every country, in all classes of society and at all age levels and emphasizes that it is a worldwide norm. He comments that the number of languages is thirty times as compared to the number of countries in the world. So sixty percent of the population of the world is bilingual. Study of bilingualism is important because code-

switching is a normal and common aspect of bilingualism. It is bilingual who code-switches and it is because of this bilingualism that code-switching exists.

Merriam-Webster's online thesaurus defines bilingualism as "the ability to speak two languages or the frequent oral use of two languages" and multilingual as 'of containing or expert in several languages' and 'able to use several languages'. Some linguists are of the opinion that bilingual can speak two languages perfectly. Others would, however suggest that even a minimal knowledge of both languages is enough to qualify as a bilingual. Bilingualism is practiced at both the individual and societal levels in many countries of the world. Canada is officially a bilingual country with two official languages. One is English and other is French.

As far as South Asia is concerned, multilingualism is an organizing force in the lives of people. Almost all South Asian countries are multilingual. More than one language is used in media, education, government, politics and military. Tracing back the history of Urdu in the Indo-Pak Sub-Continent, it is clear that Urdu itself as a language has borrowed freely from Arabic, Persian, and also through its contact with the local vernaculars of the Sub-Continent. With period of British rule and establishment of First British East India Company, English words started coming into Urdu. Another reason was introduction of English System of Education in the Sub-Continent. Pakistan is a multilingual country in which people speak two or more than two languages in almost all fields of life.