# CODE SWITCHING AND CODE MIXING FREQUENTLY ADOPTED BY PAKISTANI URDU NEWS CHANNELS

**Shahida Baloch[1]**
Mehran University Jamshoro, Sindh, Pakistan.
**Zameer Ali[2]**
**Tooba Noor[3]**
[2, 3] Shaheed Benazir Bhutto University SBA, Pakistan

## *ABSTRACT*

*This research papers aims at finding code-mixing and code switching in Pakistani Urdu news channels and possible reasons for code-switching and code-mixing in Pakistani Urdu news channels. The research is qualitative in nature. The data was collected from three famous Urdu news channels of Pakistan and further semi-structured interviews were conducted from five faculty members of Media studies department, Shaheed Benazir Bhutto University, Shaheed Benazirabad, later on interviews and videos were transcribed to get the results. The findings of the research show that code-mixing and code-switching is adopted by Pakistani news channels .The findings further suggest that dominancy of English language, reputation of news channels, development of technology, no alternative words in Urdu are some of the causes of code-mixing and code-switching in Pakistani Urdu news channels.*

***KEY WORDS*:** Code Mixing, Code Switching, Pakistani News channels, English Language and Media.

## 1. Introduction

Language is a tool used for communication to share thoughts, emotions and feelings and to maintain mutual understanding by the deliverance of expression in a proper manner. It is vital and significant for identification, education, employment, culture and stratification.  Language is concerned with national prestige and power. Language starts to fall when another language takes place in communication. Pakistan is a multilingual nation, but the national language is Urdu. English owns the place of official language in Pakistan due to the influence of British because they colonized the sub-continent and introduced their language and culture in sub-

continent. In Pakistan the social change is associated with media. The change that media propagates is visible in the language as well as in other social aspects of viewers such as dressing, food and games. Media in Pakistan is free in terms of language policy; there is no restriction on the media regarding the purity and uniqueness of language. They are not made confined by the state to follow any particular dialect, accent or variety of any language. From the very beginning, print media as well as electronic media is working in Urdu language but the effect of English language can be seen since the inception of the media in Pakistan. The writers, authors and critics used to mix the words in media because of many reasons such as for conveying ideas, for good impression and for prestige of institution, as language mixed with English words is considered as language of well educated and sophisticated class in the realms of Pakistan. The utilization of English in media by non-English countries is a wide phenomenon. In German and many other languages, there exist descriptions of English lexical items in print form of mass media. (cf. Carstensen & Busse 1993). In Pakistan, English is considered as a noble language, as it is also an international language, many of the latest books of knowledge are in English language and that knowledge is as it is transferred to Pakistani people that particular (English) language. That is the reason it is used as a medium of instruction in educational and professional institutes. Code mixing is a common language phenomenon in bilingual countries. Code mixing and switching takes place for better understanding and results. It fulfills the gap which occurs in communications between the broadcasters and viewers of the media. Code mixing in Pakistani media is not a new issue; it is a necessity and need of media from early days. But now it is rapidly increasing day by day due to many factors, for instance, the influence of western media, interference of social media, pressure from educational institutes and interest of youth. Code mixing and switching is observed in Urdu news channels of Pakistan. It gives positive attitude, but contrary the negative impacts are also there such as the loss to purity of national language and its literature.

### 1.1. Code Mixing And Code Switching

Code mixing (CM) and code switching (CS) are very important features and well defined and well studied speech processes in multilingual societies and communities and societies. The word code denotes the sense of different language usage; it is a practice of bilingual and multilingual societies. Code switching means shift from one language to other because of clauses. According to Hymes (1974 p.103), "code switching has become a common term of alternate use of two or more languages, varieties of language or speech styles". It means code switching occurs when a person changes his language, style and dialect.
Holmes (1992) stated that "code switching occurs when the speakers shift their language from one language to another. Code switching is switched essentially between sentences (p. 50). " Wardhaugh (2010: p.98) stated that "Most speakers command several varieties of any language they speak, is the norm for many people throughout the world rather than uni-

lingualism, or multilingualism even bilingualism". He defined code as a source of medium between two groups.

Code became the need of bilingual societies, in this regard it is divided into two parts that is code switching and mixing. Switching takes place at word, sentence and speech level, whereas mixing means to mingle one word with the words of other targeted language. These two concepts are almost similar having minute differences. Here we can observe the statement of Fasold (1984): "code mixing is a use of at least two different languages together to the extent that interlocutors change from one language to the other in the course of a single utterance. On the other side Hudson said: "The alternation of grammatical rules drawn from two different languages which occurs between sentence boundaries". He means to say that code switching is the speaker's use of different varieties of the same language at different times and in different situations. Code mixing is also known as intra sentential switching which shows the identification of entity, register and to interpret the context. In our society code mixing of English in Urdu language is commonly used.

### 1.2. Objectives:

➢ To explore the adaptation of code-switching and code-mixing in Pakistani news channels.
➢ To find out factors for code-switching and code-mixing in Pakistani news channels

### 1.3. Research Questions:

Do Pakistani Urdu News channels code-mix and code-switch?

What are reasons of adaptation of code-mixing and code-switching in Pakistani Urdu News channels?

### 1.4. Scope of the study:

This study focuses on adoption of code-switching and code-mixing in Pakistani news channels and further it also focuses on reasons for code-mixing and code-switching in Pakistani news channels.

### 1.5. Significance of the study:

Code mixing and switching in Pakistani news channels is an important research topic for researchers to work on its different approaches in order to analyze the socio-linguistics factors behind the phenomenon of code mixing. This paper helps to understand the language of media without any particular policy. The study also aims to find out to what extent code mixing and code switching have been adopted by Pakistani Urdu news channels.

### 2. Literature Review:

Code mixing and code switching has become a global phenomenon taking place throughout the world at different forums. According to Gardner-Chloros (1997), code switching is a commonly observed phenomenon in the world like Europe, Africa, India and United States in the Bi and multi- lingual societies and communities. While Hymes (1974) and Ayemoni(2006) define code mixing and code switching as an alternative use of two or more languages. Code mixing and code switching are two different linguistic terminologies. Bing (1987) explained the term code mixing as, that the speaker uses words, phrases or clauses of one language while the person basically speaks another language. Code mixing is the shift found within phrase, clause and sentence.

### 2.1 Code-Mixing in advertisements:

Elizabeth Martin cited in her thesis Bhatia, who in 1987, studied the use of English as a commercial language. Elizabeth Martin in 1998 did an analysis of mixing of English language in written French advertisements. Martin, (1998) presented evidence to the structural techniques related to code switching and code mixing in advertising slogans in France.

In another study, Gupta (2007:7) collected 900 advertisements from magazines and newspapers and came to know that they used code-mixed language for instance, Coca –Cola: ' life ho to aisi!'

AaliaMeharKhan (2014) also examined code-switching and code-mixing in advertisements of beauty products, claiming that English in Pakistan, has achieved the standard of lingua franca, and it is a language of high prestige. For analysis four famous Pakistani channels were selected and advertisements from these channels were recorded, transcribed and were analyzed.   Aalia concluded that the code- switching and mixing is not only used for structure and fluency, but also due to prestige of English language in society.

### 2.3. Code-switching as linguistic and cultural activity

While Talaat(2005)  Code switching is not a phenomenon related to linguistics, but is also a shows a social function of English  to bring linguistic changes in Pakistan and that change in linguistic pattern is evident in both social, print and electronic media in Pakistan and quoted examples of code-switching from Pakistan's prominent Urdu news daily like "supreme court main *judges* kitadaadbarhanaykay lie *act* 33 tabdeelkiajae"

 Similarly Nilep (2006) in his study suggests that code switching is a type of linguistic activity. It contains the usages of grammatical systems and subsystems. The linguistic preferences/choices have a relationship rather close relationship with the lifestyle and culture of the people. So in order to study linguistic practices, it is imperative to have a glance at the norms and social practices of the society/people. Linguistic codes emerge from social interaction among

people. He also focused on phenomenon of code-switching with reference to the education and social class of the speakers that were shown in advertisements. The use of English in Urdu speech is considered as a sign of prestige and aristocracy and sign of highly educated, so he advocates that character in the advertisements that were selected will help in understanding the role of one's education and financial position in his/her linguistic choices.(code-switching, code-mixing)

## 2.4 Code-mixing and code-switching in newspapers and channels

Mohammad Mooneeb et el, studied the motivational factors of cod-mixing in Indian film songs and measured its    impact on the audience, prepared questionnaire with the help of that questionnaire positive relationship was found  between code mixing of English in songs and interests of audience in those code-mixed Indian songs.

In another study EndaleepEhsan and Syed Abdul Aziz, 2014 cited Shen(2010)  studied Chinese-English code switching in Chinese sports news reports . Shen, (2010) explored that switched constituents vary from single lexeme or word to phrases and sentences.

AaliaMehar khan (2014) cited , Anwar( 2007) presented an analysis of Urdu-English code switching in Pakistan , the data was taken from Pakistani  English newspapers and magazines like "He is called *sherkabacha* ( bashful, brave) and *mardkabacha*(high minded.(January08,06 Dawn)

Similarly, AndleebEhsan and Syed Abdul Aziz (2014), studied code mixing in Pakistani private news channels and equivalent words in Urdu language The private news channels were selected for data collection. Recordings were taken from those news channels. The study concluded that language has changed since decade and in Urdu the words are available, bur English words have taken their place.

In another study, AndaleebEhsan& Syed Abdul Aziz analyzed 30 samples of news on airs that showed frequent code mixing adopted by news readers, and noticed that most of the words have equivalence in Urdu but are not in everyday use: like "*benalakwami*" for international.

This study aims to find gaps in studies carried on the type of code mixing and code switching in Pakistani media. The sole purpose of this paper is to analyze both code switching and code mixing in Pakistani news channels by taking notice of on air news bulletins, talk shows, speech of politicians and others so the wider aspects of this phenomenon can be analyzed. This paper has also has advantages to analyze the effects of code switching and mixing on first language speakers of native languages and changes brought in first language due code mixing and code switching.

### 3. Research Methodology:

The research is qualitative in nature. In order to analyze the adaptation and factors behind code-switching and code mixing 20 audio and video recordings of news channels were downloaded and were transcribed to for analyze. A semi-structured interview was conducted from five faculty members at School of Media studies at Shaheed Benazir Bhutto University to find out possible reasons for code-switching and code-mixing in news channels

### 3.1. Instrument:

Audio-video recorder and qualitative questionnaire are used to collect data for the research.

### 4. Data Analysis:

Code mixing is need of Pakistani news channels, as the result shows that the code mixing in news is not new phenomenon but it has an influential effect of latest technology. There were twenty recorded news collected from three news channels of Pakistan. The recordings were transcribed for analysis to find out the code mixing and code switching within the collected data and questionnaire designed to seek reason for these reveals that code mixing is necessary in news such as the headlines, breaking news, after the break, up to date, latest news, don't miss it. These are used to get the attention of the audience. The other reason is multilingualism. Pakistan is a multilingual nation so to make everyone clear, code switching proves to be successful. Here is the list of most commonly used English words in Urdu news channels of Pakistan.

| CHANNEL 1 | CHANNEL 2 | CHANNEL 3 |
|-----------|-----------|-----------|
| Case | Education | Policy |
| Cease fire | Results | Staff |
| Arrest | Effort | Common wealth |
| Attack | implementation | Allegation |
| Bureaucracy | Need | Survey |
| Internet | petroleum | Documents |
| Resources | authority | Experienced |
| Tips | legislative | Experts |
| Hours | Other hand | Chief |
| Workers | Show | Foreign minister |
| Readers | Suspend | Break |

| | | |
|---|---|---|
| Audience | Retired | Edition |
| Politicians | To the point | in charge |
| Sports | Few | Senate |
| Limsssited | residence | Parliament |
| Contrary | provision | Court |
| National | assembly | Report |
| Games | judicial | Youth |
| Foundation | Supreme court | FIR |
| Alert | Justice | Security safety |
| Industry | selection | Guards |
| International | Fast | Protocol |
| Scene | recorded | Cabinet |
| Meeting | address | Group |
| Top stories | commission | Leader |
| Updates | Made in Pakistan | Twitter news |
| Monsoon | The reporter | Joint action committee |
| Super hero | governor | Long range |
| League | House | Click |
| Team | minute | Play |
| Hit | Pilot | Super hit film |

**Table 1 : code mixing and Code-switching in news channels.**

## 5. FINDINGS AND RESULTS:

The result of the findings presents the importance of code mixing in Pakistani news channels. These reflect that English language plays an integral role in Pakistani academics

and social matters that is the reason it is also working as the official language of Pakistan. During the analysis, it was seen that there are some factors due to which code switching and mixing takes place in news. One of them is government register; the other is science and technology. Most of the words related to government offices are used in English by news reporters. Code mixing is mostly observed as nouns. There are many names which are taken in English. There is no specific word for them in Urdu. It promotes the western style of news so the channels get good and latest reputation among the audience. The result shows that code mixing has become need of news channels because there is influence of politics, there are many words in politics or acronyms so they cannot be utter in Urdu language. Similarly when the news is about armed forces, words are in English. The major need is for trade, traveling and commerce; it can be seen in advertisements to enhance the publicity of products. Code mixing is the consequence of language dominancy because there is no alternative for some words in Urdu. For example, mobile, megawatt, station, register and loan. Due to insufficient absorption, the other language takes place.

## 6. CONCLUSION:

Code mixing is a linguistic phenomenon which takes place in multilingual countries. In Pakistan English owns the place of official language. It is considered as the prestigious language due to its need and demand in all fields. Like other areas, it has importance in the media as well. The newscasters are mixing and switching the words on daily a basis. They even start with the mixed words such as breaking news, headlines and updates. There are many reasons for this frequent adaptation. One of the influence of technology, scientific inventions; others can be news related to politics, government, foreign affairs, and education in abroad and trade with other countries. Because there are many new words which have no substitute in Urdu language. These can be the names of places, person, objectives, and brands and even can be abbreviations. Researchers can do a lot of work in this field as they can categorize the mixing words in the form of borrowing and loan words. Then the media may have a separate language policy. It can save the value of national language and mixing can be done till the need of the time. In this way, newscasters can mix and switch the words in limit and for specific purposes.

## 7. Limitations of the Study:

This research is confined to only news channels and on air news in those news channels and semi-structured are conducted from faculty in media department at Shaheed Benazir Bhutto University, SBA. So the results cannot be generalized to greater extent as language experts may highlight more factors for it

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**Appendix**

**Questionnaire**

**Name:**_____                                    **Destination:**_____

**Q:** How do you see code-mixing and switching in famous Urdu news channels of Pakistan?

Q: What do you think is it because English is official language?

Q: What kind of English words are usually mixed in Urdu language in Pakistani news channels?

Q: What do you think are there any social reasons for code-mixing and code-switching in Pakistani Urdu news channels?

Q: Do code mixing and switching add something to reputation of News channels?

Q: According to you, what are possible reasons for code-switching and code-mixing in famous Pakistani News channels?

Q: Is this phenomenon of code is followed by newscasters or they have instructions to do that?

Q: Does technology has any role in promoting Code-switching and code-mixing in news channels?

Q: Does the dominancy of languages has any role for this phenomenon of code?