



LINGUISTIC ANALYSIS OF CODE-SWITCHING IN PAKISTANI ADVERTISEMENT TAGLINES AND ITS IMPACT ON THE AUDIENCES' PERCEPTION

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Abstract

This research analyses sociolinguistics concept of code-switching in the Pakistani advertisement taglines. The study identifies the dominant language used in the taglines and the linguistic category employed for code-switching. The research has employed a qualitative method and a descriptive approach. A purposive sampling technique was used to examine thirty-two TV commercial slogans that were analysed for three days, which were aired on various TV channels during the prime-time slot of 8 pm to 9 pm. Fifteen advertisements out of thirty-two have used code-mixing. The bilingual ads are examined to determine whether the code-switching occurs inter-sentential or intra-sentential according to Pollack's (1980) classification. In ad slogans, for the identification of Matrix Language (ML) and Embedded Language (EL), Myers-Scotton's (2002) Frame Model (MLF) is used. The study's findings show the prevalence of the English language in taglines. In almost half of the advertisement taglines, the advertisers used code-switching, however, Urdu is the Matrix language, and English is the Embedded language to make the taglines appealing. The impact of code-switching is also analysed, and how these advertisements shape the audience's perception, language, and ideas. Code-switching has become an art form in our communication, and the media successfully endorse it through their advertisements.

Keywords: *Advertisement Taglines, Code-Switching, Linguistic Analysis, MLF Model, Pakistani Advertisements.*

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1. Introduction

Nowadays, advertisements are considered the most effective tool to spread information about different products and services proficiently. It not only changes people's way of thinking but also has a greater impact on their decisions and choices. The core objective of ads is to disseminate information about a product or service, its type, quality, place of purchase, and its price (Olateju, 2007). Hence, they transfer information to a considerable number of people. The language in ads is mostly simple, short, but often catchy, as its main purpose is to grab the attention of the audience. Ads mostly disseminate information or spread awareness about any social issue (Ojiakor Umenze, Onebunne, & Ekezie, 2019). The best strategy used in making an advertisement is to convey the message using limited words to stimulate responses (Osundare, 1996).

The relationship between language and society is built up by sociolinguistics, which is a branch of linguistics. It includes the study of accent, dialogue, register, dialect, code-switching, jargon, code-mixing, gender, and language. The language used in ads depends on the context, as the ads for grocery items have a simple language of daily use. Some ads, like banking or state agencies, are based on their clients who are mostly educated (Pathak, 2018).

English is considered the lingua franca, and it enhances the lexical choices made in languages all around the world (Shooshtari & Allahbaksh, 2013). The English language has become the language donor as it has a considerable impact on the vocabulary of other languages, and it is also considered now as the language of sci-tech (Riaz & Khan, 2013). English is often used by people to connect and associate themselves with the upper strata and the cultured class. This is the main reason that people from all over the world use the techniques of code-mixing and code-switching.

Code-mixing is explained as shifting and switching between the dual languages in communication (Skiba, 1997). "Mixing means the transfer of the units of code A into code B at inter-sentential and intra-sentential levels" (Kachru, 1986). In Pakistan, many English words are borrowed into Urdu, and people speak and mix codes unknowingly. Even people who belong to the lower class and have no exposure to the English language speak words like TV, cup, charger, glass, plate, sorry, thank you, table, fan, and light (Ehsan & Aziz,

2014). Variation has occurred in the Urdu language due to the excessive usage of the English language. As time passes, the Urdu language is losing its value (Mushtaq & Zahra, 2012).

According to Poplack (1980), code-switching has two main types: Inter-sentential and Intra-sentential. She further discovered the terms 'Insertion' and 'Alternation'. Inter-sentential mixing involves mixing between sentences, and it usually occurs at the clause or sentence level. The second type is intra-sentential mixing, which refers to mixing within a sentence and is considered a complex type of mixing. According to Esan's (2019) article, there are three types of code-switching: Inter-sentential code-switching, Intra-sentential code-switching, and Tag switching. The Inter-sentential code-switching can be analyzed at the start or the end of a sentence; however, Intra-sentential code-switching is within a sentence. Moreover, Tag switching is the use of a sentence or a phrase from another language while communicating (Amjad & Rehman, 2020).

1.1. Research Objectives

The objectives are as follows:

- To identify and classify the patterns of code-mixing employed in selected advertisements' taglines.
- To investigate how the usage of code-mixed language in advertisements taglines reflects and reinforces the bilingual identity.
- To assess the role of media, particularly television advertising, in normalizing and propagating code-mixed discourse in multilingual societies like Pakistan.

1.2. Research Questions

- How recurrently are code-switching and code-mixing techniques utilized in Pakistani commercials' taglines?
- How does code-mixing in advertisements taglines reveal the bilingual or multilingual identity?
- What influence does code-switch in commercials' slogans have on its audience?

1.3. Purpose of the Study

This research paper mainly focuses on examining and evaluating the advertisements of the Pakistani TV channels and the code-switching or code-mixing techniques used in their slogans. The basis for choosing this topic is that there is no

research done that examines code-switching in TV ads' slogans. Mainly, the studies have analyzed complete advertisements and found the number of words that code-switch. Some studies have analyzed billboards and identified code-switching. Moreover, some research is on limited TV channel advertisements, and no recent research has been done. This research paper examines the catchy slogans of various advertisements aired on different TV channels. In addition, the impact created by these ads in shaping the audience's perspective is also analyzed.

1.4. Limitations of the Study

The research has analyzed a limited number of advertisement taglines. A large set of data can be used and analyzed for much better results.

2.Literature Review

Comprehending the relation of words “culture and language” rather than distinct terms is much more difficult. Human beings interact socially, and language gives them the basis to synchronize with society and communicate in a certain way (Halliday, 1984). Conversely, Prucha (1983) analyzes the social needs of individuals and their effect on language and growth. Hidden and vague socio-linguistic structures of the advertisements play an essential role.

Mainly, the advertisements and commercials are intended to sell a product or a service; however, the language used is used to persuade and seduce the audience to buy the product (Akinbode, 2012). Promoters use definite tactics and schemes to make their product chic and appealing so that a broader range of the public is attracted. In addition, these advertisements, especially TV commercials, create certain ideologies and stereotypes and have a greater effect on younger generations' mental expression (Habib & Hussain, 2024). One of the appealing and seductive ways to advertise products and services or propagate information about institutes is through code-switching and code-mixing. To make an advertisement catchy, attractive, and fascinating, English words are often mixed or switched with Urdu (Riaz, 2019). Shooshtari & Allahbaksh (2013) pointed out that English is infused in advertisements to add a fun element and increase memorability.

In the field of research, code switching and mixing are not new for researchers. It is under discussion and a topic of examination in several linguistic settings like broadcasting, the workplace, commercials, textbooks, educational texts, and e-mails. It is the goal of educationists to define the code-mixing and code-switching techniques. According to Hymes (2003), code-switching points toward the alternative use of two or

more languages, variations of a language, or communication ways. It is a recurrent transfer from one language to another language naturally during bilingual communication. Hammink & McLaughlin (2000) have defined mixing of code as exchanging a word, phrase, or clause. By not changing the topic, it intentionally amalgamates the features of more than two languages.

In multilingual societies, code-switching is often used for achieving fluency and effectiveness in communication. The history of bilingualism dates back to the subcontinent era and the time of colonialism, the time when the British dominated the subcontinent and imposed everything according to them, and people were forced to accept everything, including the usage of the English language. The regal chiefs have left this legacy for the people of Pakistan (Jabeen, 2018). Approximately seventy-four languages are spoken in Pakistan, sixty-six are local, eight are borrowed, and two languages, Urdu and English, are considered the official languages (S. Mahfooz, 2019). English is the lingua franca and is considered a language of communication globally (Mustafa, 2012). The speakers use the methods of code-mixing, borrowing, and code-switching to enhance the domain of the English language. In multilingual countries, code-switching is a common method. It is difficult for non-native speakers to speak another language fluently, so code switching becomes an essential tool. It is an efficient and effective way for people to communicate and interact (Amjad & Rehman, 2020). Due to colonization, migration, educational, and technological developments, shifting from one language to another is a common ritual in the past few decades. In past, when there was no technology, the people were unaware of their surrounding countries, but with the technological advancements, the whole world has become a 'communication globe' (Shay, 2015). It becomes easier for the ESL learners to enhance their process of learning process and work more adeptly through code-switching (Simasika, 2015)

Pakistani children acquire their mother language at home. For educational and work purposes, the children have to learn English. In today's Pakistan, the English language governs our text and speech. In both official and unofficial purposes, English is used along with the Urdu language. It is not only happening at the linguistic level, but we can also analyze this at the media level (Imran & Hussain, 2024). Media means all forms of communication, for instance, print media, TV, radio, and other digital platforms. Media play a fundamental role in changing styles, ideologies, and linguistic perception (Johnson & Ensslin, 2007). In this advanced technological world, the media has its effectiveness. A nation's cultural and social practices are conveyed through media.

Furthermore, an essential way to grab viewers' attention is by using ingenious and innovative language in advertisements and commercials (Kotler, 2003). Hashim (2010) investigated that language mixing is a universal phenomenon as he researched the

advertisements of six different languages. The advertising industry's interest in making ads unique, engaging and captivating is fulfilled by mixing English with the local or regional language. After examining Pakistani commercials for more than a month and analyzing them semantically, Mehvish (2019) identified various techniques to enhance the enchantment. Moreover, the influence of code-mixing used in Pakistani ads on twenty students was explored by Mushtaq & Zahra (2012). It concludes that code-mixing helps in disseminating the message effectively and has a beneficial impact on the viewers.

After investigating code-switching in 12 Pakistani TV commercials of beauty and health care, Khan A. M. (2014) determines that the language of advertisements reproduces a mutiny in language inclinations and practices. In Pakistan, the meaning of beauty changes daily for men and women. By following the new and innovative fashion trends in beauty, the lower strata desire to connect with the upper strata, as disclosed by the language of ads (Khan, 2014). In the same way, the stylistic analysis of TV commercials in Pakistan was also done based on. The outcomes showed that English has replaced Urdu language for various causes: The results show that Urdu has been affected by English for many reasons: elegance, style, simplicity, and technical development (Riaz, 2019). Likewise, Amjad & Rehman (2020) also researched the impact of the English language and how multilingual nations accepted the use of different languages by analyzing ten media ads.

In advertisements, the English language incorporation is a sign of contemporaneity. Due to media development, English is considered a stylish and esteemed language. The recurrent code-mixing of English and Urdu is not only observable in daily life but also substantial in media as well (Khan A. M., 2014).

As English is considered more important for children than the mother tongue, code-switching is often thought of as a danger to the mother tongue (Maluleke, 2019). In general, there are various causes of code-switching. The first and foremost is that people mostly switch code to compensate for speech deficiency. The other reason is to express harmony to a specific group. When a specific language becomes dominant over the mother tongue, code-switching is dangerous at that instant. Primarily, there are three types of code-switching: Inter-sentential, Intra-sentential, and Tag-switching. The terms code-switching and code-mixing are opposite to each other, as code-switching is the personal way out of the user, while code-mixing occurs when a person is unaware of what words or phrases to use (Esan, 2019). English is a sign of power and opulence as it is the rank of official language in Pakistan. People switch from Urdu to English to create an impact. Cultured individuals speaking two or more languages switch codes more often in routine life. With the advancement of technology, code-switching has become common in educational institutions, offices, and even at home (Memon, 2011). Even in TV channels and digital programs, code-switching is a recurrent practice. In Pakistan, people are multi-

lingual and have a decent grasp of both the languages Urdu as well as English, so they switch code not because of less knowledge but because of better knowledge of these two (Nordquist, 2020).

It has become a tradition to switch code in multi-lingual nations, and they do it purposely, while this is an uncommon phenomenon in monolingual nations. It is high time to use code-switching and code-mixing as research and investigate by several scholars. Media ads are created to grasp the attention of the viewers. Due to the advancement of technology, ads have various attention-grabbing features such as visuals, pictures, music, catchy lines, and discourse. In advertisements, text is much more important than other things. Mainly, slogans grab the attention of the audience more than anything (Amjad & Rehman, 2020).

The terms for recipient or host language from which the words are switched or borrowed are taken from the constraint-based model of (Myers-Scotton, 2002), known as the MLF model, Matrix Language Frame Model (Keller, 2020). The term Matrix Language (ML) used by Myers-Scotton is used for the language that is dominant in which the language is spoken. While the Embedded language (EL) denotes the language from which a word or phrase is taken and added to the spoken language. It includes words, phrases, and vocabulary from different languages, and one language is dominant, that is, Matrix Language, in most scenarios.

In 1933, the MLF model was first presented, but after some time, many changes were made; however, the main objectives are the same. To examine the processes of code-switching, many investigators have formulated various frameworks. In this research, the framework used to analyze the slogans and persuasive lines of advertisements is proposed by Kachru (1978), which was changed by Rasul (2006) to make it more suitable for the Pakistani language context.

3. Methodology

The research has employed a qualitative method and a descriptive approach. A purposive sampling technique was used to examine thirty-two TV commercial slogans that were analyzed for 3 days, which were aired on different TV channels in the prime time of 8 pm to 9 pm. 15 advertisements out of 32 have used code-mixing techniques. These ads are linguistically and textually examined. Matrix and embedded languages are also identified. The advertisements are divided into English ads, Urdu ads, and bilingual ads; however, only the ads involving code switching or code mixing are selected for linguistic analysis.

The ad slogans or taglines are analyzed from TV channels and online platforms. The advertisement slogans are textually and linguistically examined. First, bilingual ads are examined to determine whether the code-switching occurs inter-sententially or intra-sententially according to Poplack's (1980) classification. After that, the dominant and prevalent language was analyzed in the ad slogans. In ad slogans, Myers-Scotton's (2002) Frame Model (MLF) is used for the identification of Matrix Language (ML) and Embedded Language (EL). Kachru's (1978) Framework, which was used by Rasul (2006) with some adjustments, is employed in this study for linguistic analysis of code-switched advertisement slogans or taglines.

3.1. Ethical Considerations

This research has cautiously considered the ethical considerations. The data is collected and analyzed thoroughly with honesty. Authentic, verified, and latest data has been used by watching various advertisements on different TV channels. The advertisements are available publicly, therefore, there is no copyright or privacy violation issue. The research encapsulates the whole society without discriminating against any particular class or ethnicity. Latest advertisements are analyzed more than once for three days to extract the accurate data.

4. Findings and Results

The data is presented in tabular form to measure the frequency of the English language used in advertisements, and the degree or magnitude to which code-switching or code-mixing is taking place. The data is classified into three classes: advertisements with English taglines, advertisements with Urdu taglines, and advertisements with code-switch or taglines. The number of ads analyzed is illustrated in tabular form below:

The Number of English, Urdu, and Bilingual Advertisement Taglines.		
	Number	Percentage
Total no. of advertisements	32	
Ads with the English taglines	9	28.13%
Ads with the Urdu taglines	8	25.00%
Ads with Bilingual Taglines	15	46.88%

The table above illustrates that advertisements with bilingual or code-switched taglines are prevalent and lead. The English taglines in ads are greater (28.13%) than the Urdu taglines, which are just 25% of the total.

Classification of Advertisements with Bilingual Taglines.		
	Number	Percentage
Total no. of Ads with Bilingual Taglines	15	
Code-Switching at the Inter-sentential Level	1	6.67%
Code-Switching at the Intra-sentential	14	93.33%

The data in the above table demonstrates that out of 32 ads, 15 advertisements have bilingual taglines and have patterns of code-switching. One out of fifteen ads has a tagline with code-switching at the inter-sentential level, while the remaining 14 ads have intra-sentential code-switching. Inter-sentential code-switching means taking one sentence from Urdu and one sentence from English. Intra-sentential level of code-switching involves the addition of a phrase, word, or clause. Inter-sentential code-switching is prominent in advertisement 1 only. It is evident from the table that the intra-sentential code-switched taglines are more prevalent when making advertisements than the inter-sentential code-switched taglines, as the former connects to the audience better than the latter.

Classification of Matrix Language Advertisements with Bilingual Taglines.		
	Number	Percentage
Intra-sentential Code-Switching	15	
Ads with Urdu as the Matrix Language	14	93.33%
Ads with English as the Matrix Language	1	6.67%

The table demonstrates that the Urdu language is repeatedly used as a Matrix language in bilingual advertisement taglines. For Urdu-speaking people, these ads prefer to use Urdu as the Matrix language. There is only one advertisement with English as the Matrix language, which is advertisement number 1, which is for Pepsi.

The Number of Urdu & English Language Words used in Ads with Bilingual Taglines.		
	Number	Percentage
Total no. of words in taglines	74	
No. of Urdu words	43	58.11%
No. of English words	31	41.89%

The table illustrates the overall number of words analyzed in advertisements with bilingual taglines. It is evident from the findings that the number of Urdu vocabulary words used is more than that of English words. It is because advertisement makers want to connect with the audience and take care of their comfort. The prevalent use of English vocabulary is used to target the youth as they associate themselves more with modernity and prestige.

The processes that are responsible for code-mixing and code-switching can be analyzed through text analysis. The words or phrases that are code-switched are underlined and italicized for better comprehension.

4.1. Advertisement Tagline 1

Pepsi: *New Stronger Pepsi* – Kya *Taste* hai yaar.

The advertisement for Pepsi on air nowadays has the above-mentioned tagline. It has inter-sentential code-switching as the first sentence, *New Stronger Pepsi* is in English, and the second part *Kya Taste hai Yaar* is in Urdu. The first clause has Matrix Language English, and the second clause has Matrix Language Urdu. The second part, if analyzed separately, has intra-sentential code-mixing because of the English word *Taste* that is inserted in the Urdu sentence. *Kya Taste Hai yaar* means *What a Taste man*. The English words inserted are of the following linguistic category: *New* (adjective), *Stronger* (comparative adjective), *Pepsi* (proper noun), and *Taste* (noun).

The word ‘*yaar*’ is an informal word used by the multilingual youth of Pakistan a lot in their conversation. This word is used to connect with the audience, specifically the younger generation and to grab their attention towards the new Pepsi taste, which is stronger than the previous one.

4.2. Advertisement Tagline 2

7Up: Aik *MINT* Mein *Refreshment*

The recent advertisement for 7Up has the tagline *Aik MINT mein Refreshment*. It has intra-sentential code-switching. The Matrix Language is Urdu and English words like *Mint* and *Refreshment* are inserted in the sentence. English is the Embedded Language. Both words inserted are nouns according to the linguistic category. The Urdu word ‘*Aik*’ means one, and the whole tagline means ‘*Refreshment in one mint.*’ If analyzed deeply, it has a bilingual pun and has a dual meaning due to the word *MINT*, as this word in Urdu is used to pronounce *minute* in the Pakistani context. The two meanings conveyed are ‘*refreshment with mint flavor*’ or ‘*refreshment in one minute.*’ This ad is perfect to capture the attention of Pakistani viewers, who are dealing with the scorching summer season.

4.3. Advertisement Tagline 3

Tang: *Snack Time* ka *Perfect Partner*

Advertisement of Tang has intra-sentential code-switching with Urdu as the Matrix Language. English is the Embedded Language. The English words inserted in this Urdu phrase are Snack (noun), Time (noun), Perfect (adjective), and Partner (noun). These words are so common in Urdu and are code-mixed by the bilingual Pakistani despite having the Urdu alternatives. The meaning of this phrase is that ‘Tang is the perfect partner for snack time.’ The tagline persuades the children to enjoy Tang with their snacks.

4.4. Advertisement Tagline 4

Sting: *Taste* Bhi Tez Bhi

There is intra-sentential code-mixing in the above slogan. The ML that is dominant language is Urdu, and the Embedded Language is English. The use of the English inserted noun Taste creates parallelism with the Urdu adjective ‘Tez,’ which means sharp, fast, or strong. There is repetition of the word ‘Bhi,’ which means also. It creates a rhythm in the slogan. The complete phrase means “Tasty as well as Strong.”

4.5. Advertisement Tagline 5

Sunsilk: Khoob *Shine* Karen gy, *Glass Shine* Karen gy

The tagline of Sunsilk has intra-sentential code-switching. The Matrix Language is Urdu. The Embedded Language is English. The English words inserted in the phrases are Shine (verb) and, Glass Shine (compound noun). The Urdu word ‘Khoob’ means a lot. The complete tagline means the hair will shine a lot like a shining glass. The tagline insists on the word shine and creates a rhythm in using it. The compound noun glass shine is used to seize the audience’s attention. It creates imagery of brilliance in the mind of the viewer that, after using their premium quality Sunsilk, “the hair would shine like glass.” The insertion of the English language in Urdu produces a metaphorical blend in the language.

4.6. Advertisement Tagline 6

Knorr: Iska *Magic* he or

The Knorr noodles advertisement has intra-sentential code-switching in its tagline. In this, the Matrix Language is Urdu, and the Embedded Language is English. The word Magic is a noun according to linguistic category. The Urdu word ‘Iska’ means this, and ‘he or’ means different or exception. The tagline conveys the meaning that “Knorr has

different and exceptional magic in it.” The word magic is used to infuse wonder and innovation.

4.7. Advertisement Tagline 7

Bright: *Bright Sab Right* Kar de ga

It is one of the most famous advertisements on air on every channel. It also has the intra-sentential type of code-switching. The Matrix Language, the dominating language used in the ad, is Urdu. The Embedded Language is English with two words infused in the Urdu phrase. The words are Bright (proper noun) and Right (adjective). The Urdu word ‘Sab’ means everything. The words Bright and Right closely rhyme with each other. The word Right conveys the meaning of correctness and cleanliness. It depicts to the audience that it has all the qualities of a perfect detergent. The use of this rhyming and code-switching attracts the audience. The complete slogan means “Bright will correct everything.”

4.8. Advertisement Tagline 8

Wall’s: Waah Yaar, Toh hojaye *Toffee Choc-bar*

The latest wall’s advertisement tagline has intra-sentential code-switching in it. The Matrix Language is Urdu, and the Embedded language is English. The slogan is in Urdu with two English words inserted at the end, Toffee and Choc-bar. According to the linguistic category, Toffee and Choc-bar are both nouns. ‘Waah’ is an exclamatory word in Urdu that means ‘wow’ to express delight and excitement. ‘Yaar’ is an informal Urdu word used for buddy or friend. ‘Toh ho jaye’ is a way of asking, let’s have it. The complete slogan means “Wow, friend! Let’s have the Toffee Choc-bar”. It is a fun and casual way of attracting the audience towards the new Toffee flavored ice cream. It arouses feelings of camaraderie and pleasure.

4.9. Advertisement Tagline 9

Lifebuoy: *Up to 5x* Mazboot Baal

The advertisement tagline of Lifebuoy shampoo has intra-sentential code-switching. The Matrix Language is Urdu, and the Embedded Language is English. The words up to and 5x are inserted from the English language into the Urdu phrase, showing the bilingual nature of the tagline. Up to is a preposition, and 5x is a quantifier expressing quantity. The quantifier helps to create credibility, and it is a powerful marketing tool that suggests that the product has scientifically proven results. The Urdu word ‘Mazboot’ means strong, and ‘Baal’ means hair. Code-switching in this tagline is logical and adds

precision. The tagline conveys the meaning that by using Lifebuoy, you will have “5 times stronger hair.”

4.10. Advertisement Tagline 10

Omore: *Wow* Bhari *Bite*.

The tagline of Omore has intra-sentential code-switching. Urdu is the Matrix language, and the Embedded Language in this tagline is English. The words taken from the English language are Wow and Bite. Wow is an interjection, and Bite is a noun according to the linguistic category. The Urdu word ‘Bhari’ in the tagline means loaded or heavy. The whole phrase conveys the sense of “excitement for having a loaded bite” of Omore ice cream. It creates a sensory feeling and enchants the audience as it describes the product richly.

4.11. Advertisement Tagline 11

Jazz: Meri *Superpower*

The recent advertisement on-air has a short, powerful slogan. It has intra-sentential code-switching. Urdu is the Matrix Language and English is the Embedded Language. The Urdu word ‘Meri’ means my. There is only one English word inserted in the tagline, that is, Superpower. Superpower is a noun in the linguistic category, and it is used to emphasize the importance of a mobile network. It attracts the audience due to its energy and capability. The slogan means ‘My Superpower.’

4.12. Advertisement Tagline 12

Sunsilk: *No* Tootna, *Only* Barhna

Another advertisement for Sunsilk analyzed on YouTube has intra-sentential code-mixing. The Matrix Language is Urdu in this ad as well. The Embedded Language is English. The English words infused are No and Only. No, according to the linguistic category is a determiner while Only is an adverb. The word ‘Tootna’ means to break, and the word ‘Barhna’ means to grow. Both these words are verbs. The markers ‘No’ and ‘Only’ create contrastive meaning. Similarly, ‘Tootna’ and ‘Barhna’ have different meanings. The contrastive points in the slogan enhance its beauty and thus are a source of attracting the audience. The tagline means ‘No breaking, Only growing.’

4.13. Advertisement Tagline 13

Telenor: Telenor k Sath *Fun* ka *Scene on* Kro

The recent advertisement tagline of Telenor has intra-sentential code-switching. The Matrix Language is Urdu in this ad as well. The Embedded Language is English. The words like Fun and Scene on are taken from the English language. The word Fun is a noun, Scene is a noun, and on is an imperative or a verb. The word 'Sath' means with. The tagline has a youth-centric approach. This is the energetic, vibrant, and catchy line for a tech audience. It is highly appealing to the youth. This complete phrase means 'To start or light up the fun with Telenor.'

4.14. Advertisement Tagline 14

Wall's: *New* Wall's to Bnti Hai

The other advertisement for Wall's on air also has intra-sentential code-switching. The Matrix Language is Urdu in this ad as well. The Embedded Language is English. The word New is inserted in the Urdu phrase to make it feel much more connected to the audience. New is an adjective if viewed from the grammatical point of view. The simple, straightforward slogan is used to introduce the new product and express its novelty. This phrase means 'New Wall's deserve a try.'

4.15. Advertisement Tagline 15

Glow & Lovely: Aik, Do, Teen Guna *Glow*

In the tagline of Glow & Lovely, intra-sentential code-switching is used. The Matrix Language used is Urdu, and the Embedded Language is English. Glow, an English word, is inserted in the Urdu tagline. Glow is a noun and is often used in advertisements related to beauty and cosmetics. The word 'Aik' means one, 'Do' means two, 'Teen' means three, and 'Guna' means times. The tagline uses numbers to show the intensity of the glow. The tagline means 'One, two, three times Glow.'

5. Discussion

As evident from the above-mentioned examples, code-switching of English into Urdu is quite common and evident nowadays. It is not only common in everyday conversation, but also in written expression as well. The mass media play a crucial part in disseminating and propagating it.

Print and electronic media are perfect tools for this purpose. TV advertisements are a dynamic source and symbol for representing different products or services. Hence, Pakistani advertisements, particularly their taglines, have extensive code-switching. The utilization of the English language in making slogans is gradually increasing, as the data mentioned in this research paper indicates.

The Matrix Language used in most of the bilingual advertisement taglines is Urdu. The greater extent of code-switching has been evident in every tagline because of the insertion of English words. Nouns and adjectives are mostly code-switched into the Urdu phrase.

Languages are mixed due to various factors. In the advertisement taglines, the choice of words is really important, as producers try to use the minimum words to convey maximum meaning, which creates a considerable impact on the audience's perception. In addition, the language used should connect to the audience. It is different from the print advertisements because the taglines should be crisp, accurate, and precise. The TV advertisements have catchy, attention-grabbing taglines and slogans to persuade the audience. They are not only for the literate, but they also connect to the uneducated people. English language use in taglines and slogans makes them cool, modish, and stylish (Tina, 2015). In recent times, the English language has been linked to modernization and globalization. Those speaking English and using English words often in the Urdu language are considered to be of higher status. Adopting and using the English language acts as a stimulus that impels people to categorize themselves with modernization (Kathpalia & Wee Ong, 2015). Parents feel pride when they hear their children communicating in English instead of Urdu. This code-switching is not only used at homes but also in educational institutions by the teachers to communicate and convey the message more effectively.

English is measured as a respectful and prestige language Da Silva (2014), and it has ruled Pakistan for centuries during the colonial era. It has maintained its dominancy and power since that time, and it is prevalent in every sphere of life. Due to this dominance and power created by the English language, code-switching is used by people frequently, whether consciously or unconsciously. The Urdu language is the amalgamation of different languages like Arabic, Persian, and Sanskrit etc. Its vocabulary is continuously enriched with borrowed and loan words from the English language, which fill its lexical gaps. Code-switching conveys meanings and personal intentions in a better way (Trudgill, 2000). When the mother language is short of words, the speaker takes help from a second language, resulting in switching and mixing of languages.

This area has a lot of scope, as little research has been conducted on TV advertisement taglines. Similar studies and research could be done on a larger scale with a greater number of sample advertisement taglines. Different linguistic theories can be applied, and they can be analyzed from a different perspective. The advertisements can also be explored through a semiotic lens by examining the imagery, symbols, and signs used in them that play an important role in grabbing the audience's attention.

5.1. Impact of Code-Switching on the Audience

In Pakistani advertisements, code-switching not only serves as a language tool but as a premeditated tool that has a greater impact on audiences' behaviors, language and perception. The incorporation of the English language into the Urdu commercials conveys modernism and superiority. It reverberates with the educated and upper-class society. Khan A. M. (2014) identifies that the excessive use of English changes the customers' perception, as the English language is concerned with modern lifestyles.

The relatability, attractiveness, and charm of the advertisements are increased by the use of code-switching techniques. Factors like fashion, ease of communication, and the advancement in technology contribute to the excessive usage of English in Pakistani commercials (Riaz, 2019). The advertisement producers cleverly employ code-switching to connect to the diverse demographic segment and thus enhance their engagement with the product (Toor, Afzaal, & Meo, 2023).

However, the code-switching impact is not positive across all audiences. A study conducted by Abasyn (2021) on young Pakistani viewers aged 18 to 35 found that many people felt comfortable with code-mixed advertisements, but the effectiveness of such ads differs depending on the viewers' academic background and vocational phase. Code-switching may not be suitable for the audience who wants to see content in their native language.

Moreover, the use of code-switching is quite prominent in the younger generation, and such ads influence them a lot. They often grab words from such advertisements to make their daily conversation more flowery. The code-switching method examines the relationship between society and language. Pakistanis are bilingual and multilingual, and the prevalent use of English in commercials is a reflection of their identity. Globalization has enabled people to shape their minds, ideas, and ideology through language.

The marketing campaigns are appealing and have effective strategies to lure the audience. They shape their perception and instill a certain ideology. They connect with the people to attract them towards the product. Language plays a crucial role in shaping perceptions. Audience is easily beguiled by the use of language. People are now using borrowed words from the English language more often than Urdu words, despite the presence of alternatives. However, these advertisements can only attract people belonging to a certain demographic of society. Advertisements are a powerful tool that persuade the audience to buy a product without knowing its credibility. Behind the advertisement, it is the language, the code-switched language, which has a great influence on the audience.

Code-switching has become an art that is enhancing our communication, and the media is assisting it through commercials and advertisements.

6. Conclusion

The conclusion drawn from the results and findings is that the media is also endorsing code-switching to grasp the attention of the viewers. The research has unveiled the consistent usage of the English language and the mixing of code in advertisement taglines. The increasing use of code-mixing is creating a trend and has a great impact on individuals' observations and perceptions. This adds plenty of vocabulary to the Urdu lexicon. Thus, code-switching and code-mixing are the techniques that allow languages to interact and come into contact with each other. It is evident from the research that bilinguals use code-mixing and code-switching techniques when they do not find a particular word in their native language. People find it difficult to use one language throughout their communication. This becomes a habit, and soon the borrowed words become part of their language. Moreover, people find the English language as the symbol of modernism and style because English is the lingua franca and the prestige language. These are the reasons why code-mixing is quite usual in multilingual communities. Pakistan is also a multilingual nation, where more than one language is spoken, and English is the official language. People of Pakistan use code-switching techniques intentionally or unintentionally to keep up with the masses. The research conducted has proven that English words are frequently used in advertisement taglines. The terms that are loaned out from the English language are becoming a part of our everyday communication inadvertently. The taglines are infused with English to make them attractive. People may forget the complete ad, but the slogans and taglines are instilled in their minds due to their appealing formation of words and code-mixing.

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