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RESEARCH ARTICLE

CODE-MIXING, CODE SWITCHING AND BORROWING IN URDU AND PAKISTANI ENGLISH LANGUAGE IN MEDIA AND DAILY LIFE CONVERSATIONS.

Shaista Jabeen.

MS (linguistics)University of Lahore.

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Abstract

A broadly used language throughout the world is probably English, which remarkably impacts its advancement. Pakistan is also not immune and here at all levels of education English is infused. One of the reasons of spread of English language is a great mixing of English words and phrases in other languages of the world. As far as Pakistan is concerned, in national language of Pakistan which is Urdu, English vocabulary is often mixed and borrowed. The phenomena of borrowing, code-switching and code-mixing cannot only be observed in spoken discourse but also obvious in written text. This paper investigates how far this pattern is shown in media and daily life conversations of Pakistani people. This paper present that that fundamental part of bilingualism and multilingualism are varieties and changes in a language. This inclination of code-mixing and code-switching has acquired a few changes in Pakistani individuals and their way of life with the fact that the culture is ordinarily conveyed by that language. This paper will show how Pakistani culture is influenced by the mixture of English and Urdu language word. It is done by qualitative method empirically. In Pakistan tendency of code-mixing have been divided into three classes which are word class, phrase class, and sentence class. The maximum integer occurred in Pakistan is a word level. The increasing interest of Pakistani community in English language has been revealed in research findings.

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Introduction:-

In the mid-fifties the study of language contact and its advancement started with the work of Haugen and Weireich. In various situations when languages come into contact, at that point the converging of one dialect constituents can arise in the constituents of another dialect as different linguistic phenomenon like code-switching and code-mixing. It is asserted that code-switching and code-mixing are most normal and predominant methods for communication among bilinguals as these two are noteworthy linguistic phenomenon.

Corresponding Author:- Shaista Jabeen.

Address:-MS (linguistics)University of Lahore.

The foundations of bilingualism in Pakistani setting go back in the nineteenth century when Pakistan was under the British colonial rule that brought both power and language in the subcontinent. So a considerable factor causing the advancement of bilingualism is colonization (Kachru, 1986). English language is having prestigious position in Pakistan and its power and importance is increasing day by day. Both consciously and unconsciously many people of Pakistan mix various dialect or different varieties of language in their daily life conversations. In their conversation sometimes they keep switching from one to another language and sometimes they also try to mix few words of various languages to full fill the aim of communication. In the field of Sociolinguistics this propensity of code switching and mixing has become one of the most significant concern in modern era. This blend of language is being utilized for day by day life conversations as well as in daily papers, ads, media, books thus on.

Language has dependably been an extremely delicate issue in Pakistan fit for activating unpredictable reactions from the all sections of population as "language varieties are socially and politically inserted" (Heller, 2007)

Including Urdu which is the national language of Pakistan, English, and more than 70 provincial languages are used in Pakistan. Urdu and English debate has serious implications, In this background globalization significantly affects multilingual setting of Pakistan, In result English has developed as important part of the semantic division in Pakistan. Code-mixing, code-switching and borrowing of English in provincial and national dialects is one of the measurements of the spread of English in Pakistan. Practices of borrowing words in Pakistan is a greater part of individuals talk and conversations in more than one dialect as Pakistan is a multilingual country.

To the extent the instance of the subcontinent is concerned, Urdu developed in a setting where English, Persian, Arabic, Hindi and many other languages played significant role in the communication. After colonization, in social-political setting of the subcontinent English rose as an overwhelming language and left its perpetual effects on Urdu & Hindi dialect. As a worldwide language in recent decades, the rise of English towards frequent borrowing from English into numerous different languages has likewise contributed, and Urdu in such manner has no exception. Such phenomena is known as borrowing. Media other than being an entertainment and recreational platform has turned into a vital mean for correspondence in the present day society. Particularly, the news channels, nowadays, have seek the attention of individuals as a result of the country's economical and political circumstance.

All news channels, to win the "rating scale", are working in various territories to shape the news. To attract the viewer they try to bring innovation in their language. On the behalf of ground reality that society, dialect, and media are tied in a comfort relationship (Rasul, 2006). The media is playing two dimensional role in Pakistan at one hand it represent common public and also shapes the mentality of the people of Pakistan. A language of people associated with high class in Pakistan is English language. People sometimes use English words in Urdu language and sometimes they switch from Urdu to English language. This sociocultural or in fact spoken sociolinguistic phenomena is mirrored in media, thus, impacting the society.

Literature Review:

In multilingual society the phenomena of code-mixing, code-switching and borrowing is a universal. This phenomena can be seen in various fields like daily life conversations, news-papers, Television, magazines, radio, web etc. Numerous analysts have tried to decipher code-mixing and code-switching. Those are Hymes (1974), Amuda (1989), Atoye (1994), Belly (1976) and Wardhaugh. Hymes portrays only code switching as "an average term for selective usage of no less than two vernaculars, collections of a tongue or even talk styles" while Bokamba (1989) has in like manner given his comprehension of these thoughts. Spolsky (1998) says, "It is greatly fundamental that people develop some data and limit in a minute language in this manner wind up clearly bilingual". The least challenging importance of a bilingual is a man who has some utilitarian limit in a minute language. This may vacillate from a limited limit in no less than one spaces, to greatly strong request of the two languages. Wardhaugh (1992) says, "Conversational code-mixing incorporates the consider mixing of two tongues without a related subject change."

Hudson (1996:53) portrays code-mixing as a case "where a comfortable bilingual talking with another comfortable bilingual changes vernacular with no change at all in the situation." He furthermore says, "To get the right effect the speakers alter the two languages against each extraordinary as a kind of phonetic blended drink."

As demonstrated by Rasul (2009:p.42) from the day of foundation of Pakistan Urdu language was given the position of a national language, yet "certain components the common establishment, questionable issues of specialist language, and, wonderfulness factor affixed to English, industrialization and globalization-have added to the

atmosphere of English with the rising of every first light". In like manner, English has had the semantic range of Pakistan and it is making an irritating situation for the national language.

Code-Switching, Code-mixing and Borrowing :

Crystal (1987) suggests that the phenomena of code or language mixing occurs when a person who is a bilingual interchanges between two dialects during discourse with another bilingual individual. Code-switching is the phenomena when person switch from one language to the other during conversation.

Code-mixing happens when speaker use the two languages together to the extent that they change from one language to the next over the span of single articulation. In the field of linguistics, borrowing (lexical Borrowing) is the procedure by which a word from one dialect is adjusted for use in another. The word that is acquired is known as borrowed word or a loanword. One Language may have words for which there are no reciprocals in the other language. There might be words for objects, social, political, and social establishments and occasions or theoretical ideas which are not found in the culture of the other dialect or a language. Code-mixing, code-switching and lexical borrowing terms are most of the time confused with each other. Code as a verbal part might be little as morpheme and complex and extensive like the entire language framework (Ayeomoni, 2006). In code-mixing, linguistic components of at least two or more than two languages are integrated in a similar expression in different ways (Yee Ho, 2000). As code-mixing is the way through which linguistic units that can be morphemes, phrases, words, or a sentences are exchanged from one language to the other language (Kachru, 1983). The term Code-mixing focuses at the mixing of at least two language in the domain of a sentence while code-switching implies the mixing of the codes of at least two languages at the level of clause grammatically (Poplack, 1980).

Significance of the study:-

In a country like Pakistan where numerous dialects are spoken the study of the phenomenon of code mixing, code switching and borrowing in the national language is of tremendous significance and this phenomenon is usual. The present study is very significant for understanding the sociolinguistic culture in the Pakistan. Another significance of this study is that it revealed the fact that media language approach is not fixed.

Objectives of Study

Objectives of this study leads to:

1. Find out the causes and code-mixing and code-switching patterns among Pakistani media and daily life conversations of the people.
2. To understand the sociolinguistic culture of Pakistan.
3. To point out the fact that English language in Pakistan has been tailored as a compulsory requirement in media.

Research Methodology

The collected data is from Pakistani English print media Dawn recorded Tv programs, news and magazine Mag and by observing daily life communication of the people of Pakistan. It is done empirically through qualitative method. The extent of code-mixing in Pakistan has been divided into three main classes which includes word class, phrase class, and sentence class. The current paper investigates how far this pattern is shown in Pakistani media and daily life conversations of Pakistani people.

Data Analysis

When a bilingual speaker fails to communicate smoothly in one language then the phenomena of code mixing, code switching and borrowing occurs. Media imitates back the modern literary rituals and practices as it is an impression of any society.

The data has taken from the news and daily life discourses for this investigation and it has shown that code mixing is chronically grasped by the all the community of Pakistan.

In past era language of news has been changed. The equivalent of words such as "headlines, breaking news, up-date, break, welcome back" are present in Urdu Language and in past these were used but now they are not available. After a comprehensive recorded news examination it was observed that code mixing is practised in the media very frequently under the study. Even though, the equivalence of the most of the words in English exists in Urdu language but they do not exist in daily use of language. For example words like Email, curfew most of the time public is ignorant with their equivalent.

Moreover, even those English words whose equivalents are known to public, observations unveiled that they were also introduced in the Media like Election, International

Data Analysis:-

Code mixing, code switching and borrowing occurs when a bilingual speaker fails to communicate smoothly in one language. Occasionally code mixing of a word occurs in light of the way that it is shorter and in this way requires less linguistic effort. As media is an impression of any society, thus it imitates back the modern literary practices and rituals. Likewise, print media also replicates the existing literary traditions and produces the literature in such a way that it becomes acceptable for its readers. The data for this investigation has been taken from the news and daily life discourses has shown that code mixing is chronically grasped by the all the community of Pakistan.

The language of news has changed in the past era. Words like “headlines, breaking news, up-date, break, welcome back” have their equivalent in Urdu Language and were used in past however with the modification in social perspective have been discarded. After a comprehensive examination of the recorded news it was observed that code mixing is frequently practised in the media under study. Even though, most of the words of English language used in the news have their equivalence but they are not in everyday use. For example Email, Bag, Curfew Security, most of the time public is ignorant of these equivalent words.

Moreover, it was observed that even those English words whose equivalents are known to public, were also introduced in the Media . For example words like Election, International. The equivalent Urdu words were searched out and are listed below against the English words used in the media.

English words and their Urdu equivalents (Date of news: 13th July, 2017)

The words of English which are used in Urdu news and their Equivalents in Urdu language

Email	Barqi marasla
Break	waqffa
Party	Jamaat
Record	Inderaj kerna

The paper presents two major categories of code switching one is inter-sentential code switching and the other is intra-sentential code-switching. The inter-sentential code switching is the switching of one language. The intra-sentential code switching occurs within the sentence.

This example illustrates the intra-sentential code-switching in English used in Pakistan at phrase level.

He is known as shair ka bachaa (courage) and admi ka bachaa (noble,idealistic).

In the above example Urdu equivalent word shows the culture and social traditions of Pakistan and also shows the state of mind and conduct that have been utilized as a part of English sentence structure. In an average Pakistani setting, a man having incredible bravery and respect is named as shairkabachaa.

You were right modern technology and city life makes men very khusk (dry)

In the above example English intensifier is used with Urdu word. This sort of code-switching is extremely rare.

There is another fascinating element of English used in Pakistan is the Urdu and English code-mixing is the use of independent Urdu clause, phrase or a sentence with English in spoken as well as in written English. Here are some examples where some independent Urdu clauses co-ordinated with English clause.

I will be a great musician, very soon. main na-umeed nai hun gi

I will not be disappointed.

He is about to open an outlet of clothing brand which he labels as khadi. Ajkal log brand conscious ho gay hain.

Now a days people have become brand concious . (October 12)

There are also some cases in which the clause of English is subordinate to an Urdu main clause..

Mujhy shikaayat hai that we are not able to make history. (June 31,2017)

I have an objection that we are not able to make history.

In this example, the subordinate clause of English precedes the main clause of Urdu.

He suggested that we should inform the police as soon as possible, warnakamkhrabhojaeyga

He is not paying attention to the tasks given to him in class, jub fail hojaeyga tub samjh ay gi

The phenomena of Code-mixing and code-switching in the above examples provides an interesting observations. It has already mentioned that the code mixed words are those words in the language which have their equivalent but they are mixed as an act of social practice.

Code-mixing of single words with their Urdu equivalents are listed below:

Bag	basta	cup	payali
Fashion	Rivaj	date	tareekh
Student	Taleb-e-ilm	Result	Nateeja

Frequently used English words by Pakistani media in Urdu language.

Accident	Advance	Fashion	Transfer	University	Result
Airport	Compartment	library	Mood	Plate	corruption
Break	Coupon	Lunch	Teacher	Bus	law
Report	Degree	order	Train	Blast	record

Likewise, Fashionable, Party, date, Test, Car, Kitchen, Time have switched their Urdu equivalents due to their recurrent practice.

The phenomena of code-mixing: Intra-word mixing: speakers in their conversation use the words and phrases in which we find the combination and mixing of both Urdu as well as English language. This intra-word mixing often leads to the construction of many regular words of Urdu language.

Istri stand	Chati race	Barqi fan	Paan shop
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A new tendency of mixing is also observed in making the plurals of some Urdu words by adding (s) to these words particularly nouns on the pattern of plural formation in English language. Though it is moderately latest practice but is being approved by many Urdu speakers.

Charpais	Masaalahas	Halwas	Minaars
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Intra-sentential mixing: This kind of mixing of English words in Urdu language is very common in the pakistani society. People hardly speak a sentence which consists of all words of Urdu language. Here are some examples of this common type of mixing. The words in italics are Urdu words.

humen hopeful aur positive response nahin mil raha.

We are not receiving any hopeful and positive response.

Tumhen promise kernahoga k tum meri help krogi.

You will have to promise that you will help me.

Humen early morning is programmeko start kernachahey.

We should start this programme early morning.

Education kam honey k bawajodwowyiityhai.

In spite of low education he is a witty person.

The analysis of the data demonstrated that words related to official and governmental departments were used in English, though they have substitute in Urdu language.

English words related to government used in urdu language.

Chief Justice	Judge	Supreme court	Assembly	High court
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English Words related to court.

Law and order	jail	magistrate	Supreme court
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Words related to science and technology use in Urdu language

Email	Drone	Mobile phone
rifle	website	revolver

English words of forces used in Urdu Language

Rangers	Army	Air force
Army chief	Police	ISBR

There are many other English words which are used commonly in Urdu language for example names of colors red, green, white etc and names of objects like trouser, coat etc

English Words that have no substitute in Urdu language

Ballot paper	Polling station	Returning officer	Megawatt	Mobile market	Load shedding	Presiding officer
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This study also uncovered that there are some words which are having their alternates but they have turn out to be part of Urdu language for example words like hospital, ICU, doctor etc.

Findings and Discussion:-

The investigation of the gathered data mirrored that code mixing, borrowing and code switching are the basic parts of Pakistani media. It is observed that code-mixing was practised at word level for the most part and at a phrasal level once in a while. It is observed that generally the code-mixed were nouns. The most of the advancement in science and technology is made by west and that is the reason most of the terminologies are in English language. English as official language in Pakistan used in all major departments. It is the language of court, government, forces, commerce, trade, science and innovation. It has turned into a vital part of the general public to such an extent that even governmental issues couldn't flee from its grip. The phenomena of code switching, code-mixing and borrowing can be easily found.

There are few reasons behind the code-mixing, code-switching and borrowing in Pakistani Urdu language. First the medium of instruction in Pakistan is English language in every single instructive establishment in Pakistan. The books gave by Education office in the majority of its government funded schools are in English. At more elevated amount the vast majority of the books are composed by computer writers and are in English. So the understudies embrace English as their second language and when they communicate in Urdu they do implanting of English in Urdu as a characteristic result of their instructive Foundation. Second reason is lack of vocabulary, Lack of vocabulary: Sometimes people use English words and phrases while speaking Urdu because they do not find appropriate translation equivalent of those English words in Urdu. It is a somewhat related to instant borrowing as mostly it happens when we, instead of searching for exact Urdu word, make hurry in the use of English vocabulary. Third reason is the use of English for professional purposes, Some respondents claimed that the dexterous use of English in their conversation helps them to convince their clients and customers as the use of English terms has good impact in the presentation of different sale products. Another reason of using English by Pakistani people is to flaunt their status, from the psycho-social examination of various respondents through observation technique we locate a psycho-social reason behind the inclusion of English words. Individuals do this to flaunt their socio-linguistics status. To them, the great skill in English is a proof of high educational and economical status. To awe the opposite sex is also one of the reason The analysis of data demonstrates a fascinating reason for code-mixing among youth.

The youth of Pakistan is making the rich utilization of English in their discussion to draw in and awe the opposite sex, particularly in schools and colleges. They imagine that the utilization of English dialect in their discussion adds to their identity and image. Sometimes we find ourselves in a difficult circumstance where we need to utilize some harsh and caustic words in our discourse. There we utilize English words for metaphorical reasons on the grounds that the utilization of correct Urdu wording there may cause horrible circumstance. Besides discussing a delicate issue like love, sexuality, some of the physical infections we utilize English phrasing as the equal words in Urdu sound odd or may distort the genuine meaning. Individuals, some of the time, abuse others in English to keep up the level of refinement.

Conclusion:-

Hence it is concluded that the people under discussion related to media are mixing English codes in Urdu language very commonly and subconsciously with the aim of conveying their message in the best possible way to the audience. Secondly, they also have some other reasons behind this code switching, code-mixing and borrowing. The most important that the people hesitate to make an effort to find out the equivalent word in Urdu language that is the utilitarian approach of the society. Moreover, some of the words from English used in the media don't carry their equivalents in Urdu language while others carry but they are either in passive vocabulary of user or totally unknown to them. As a result, to fulfil their communicative purpose they use any word of English language.

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