

“CROSSING LANGUAGE BOUNDARIES: CODE-SWITCHING TRENDS IN URDU NEWSPAPER EDITORIALS”

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Abstract

The current study explores the phenomenon of code-switching within the editorials of the two Urdu newspapers, focusing on the period from July 1 to July 15, 2024. Utilizing a qualitative descriptive methodology, the research had analyzed the types of code-switching, and occurrence of core loan words particularly between Urdu and English. The findings reveal that intra-sentential code-switching is the most prevalent form in editorials in comparison to other types. The study highlights the linguistic choices made by writers and editors, shedding light on the complex interplay between language, culture, and communication in a multilingual context. the research contributes to a deeper understanding of language dynamics in Pakistani media. The implications of these findings extend to discussions on language policy, media representation, and the cultural factors influencing language use in journalistic discourse.

Keywords: Code switching, Intra-sentential, Newspapers, editorials.

1. Introduction

Language is an innate capacity of human beings to share ideas in a dynamic way (Chomsky, 2002). It's a complicated part of how we humans talk to each other. There's so much variety in language, culture, society, and the situation happening around us. Studying these differences helps us to understand more about how people live and communicate in different places especially in multilingual societies.

Take Pakistan, for example. It's a place with lots of languages! Urdu is the national language, and English is the official one. But there are many other local languages too like Sindhi, Pashto, Punjabi, Balochi, and Kashmiri. Together, they make up the rich multilingual identity of the nation. Researchers say that over 60 languages are spoken there 6 major ones & 57 minor ones (Fareed, 2016; Rehman, 2010).

People have become very familiar with the English words without knowing them. They speak those words frequently and think as they are Urdu words for instance Thank you (shukria), cold drink (sherbet), table (maza), chair (kursi) tea break (chai ka waqfa), lunch break (dupher ke khane ka waqfa), dinner time (raat ke khane ka waqt), etc. There is a long list of such words which have become mixed in Urdu as a part of Urdu language. People not only speak them on TV in all programs, talk shows, morning shows, educational programs, dramas, films, news and in general conversation. People speak as kahan ja raha ho? Where are you going? Kia ho raha he? What's happening? Madam result kab aye ga? same style or language is used in newspapers contents

Code switching (CS) is the alternation of two languages within a single discourse, sentence or constituent (Poplack 2000). According to Romaine (1992) code switching is the use of more

than one language varieties or style by a speaker within a conversation or communication or between different conversational patterns and circumstances. Code switching is one of the mostly used and dominant processes studied in sociolinguistic studies. additionally Heller (1988), code switching is the use of more than one language in the course of a single communicative episode.

In exploring the implications of code-switching in written communication, this study examines its prevalence and dominance in Pakistani Urdu newspapers. The research had revealed the frequency and types of code-switching used in print media, particularly in editorials this mixture of linguistic features underscores the significance and influence of code-switching in modern communication, reflecting the complex linguistic choices made in a diverse cultural landscape. The study investigates the linguistic landscape as well as the editorials of Pakistani Urdu newspapers, and the incorporation of foreign elements into the Urdu language. The research has been aimed at two primary objectives: firstly, investigating core loanwords as found in Pakistani Urdu newspaper editorials; secondly, looking into types of code-switching occurring in these editorials.

2. Literature review

Khan (2014) undertook a sociolinguistic study of classroom discourse in code-switching. The author indicates that such practice is not limited to the occurrence within Pakistan but across the globe in the bilingual and multilingual societies. Code-switching is the interchange of both languages within the same conversation as per views of Abudarham (1987, p. 28), which is understandable only to bilinguals or multilingual who understand the systems of these languages. Nilep (2006) describes that code-switching is using the elements of the language for interaction in terms of the words which are transferred or replaced, which apply according to both situation and context on having a single conversation. Linguistic practice is a critical defining of bilingualism and occurs either between sentences (inter-sentential) or inside a sentence (intra-sentential). Intra-sentential language change is defined by Poplack (1980) on code-switching as an inter-sentential type where both languages alternate between sentences; otherwise, it is called intra-sentential where language changes between single sentences. Most common displays of multilingual texts come from posters to advertisements, newspapers, and even web pages (Sebba, 2012, p. 99). Mixing languages is often taken to be negative, and frequently referred to as an indication of idleness and potentially injurious to a language (Sridhar, 1996, p.58). The common practice of mixtures is talked about by bilinguals and multilingual, as Kachru (1986) notes. Hsu (2008) gave an insight that the inclusion of English denotes different aspects and follows a common trend among the youth. Rahmati and Khanum (2020) conducted a qualitative descriptive study examining code-switching in Urdu newspaper editorials. They defined code-switching as the use of multiple languages or language varieties within a single conversation, highlighting it as a prevalent linguistic practice in Pakistani society.

Poplack (2001) argues that core loanwords are more likely to appear in a language when the speakers are bilingual and regularly switch between languages. These words gradually get absorbed into the everyday speech of the borrowing language.

Newspaper editorials are important media discourse and have their own distinguished linguistic features. According to Biber every variety or sub variety of a language or a register has systematic linguistic and functional variation, which is displayed by its specific linguistic features. Typically, the linguistic features of editorial states opinion, directs readers' attention and expresses the ideologies of a news organization. These features of editorials provide a motivation to study their linguistic structure with regards to their social, functional and cultural perspectives. Pakistani newspaper editorials are relatively not well-studied. However,

they provide an interesting representation of the English language the current research is qualitative in nature. Qualitative research focus on the in depth exploration of research problems to provide the solution of hidden philosophies and ideologies with the help of reliable and valid results (H.G Wells, 2010)

2. METHODOLOGY

The present study utilized a qualitative descriptive design where linguistic phenomena as represented in Pakistani Urdu newspaper editorials were explored without using any control variables. The research wanted to give descriptive analysis and systematic observation on loan words core types and types of code switching and thus indicating the social language movement in the media discourse. The purposive sampling was used to collect data from the indicative editorial sections of, say Urdu newspaper for July 1-14, 2024. The observation was thus used to analyze other sections in the editorial sections to identify lexical borrowing or code switching.

Theoretical Framework

The current research can be deconstructed under a double theoretical framework. The principal broad categorization for classification was Poplack's (1980) model of code-switching into intersentential, intrasentential, and tag-switching types. The analytical framework was also supported by Hudson's (1986) theory of core loanwords, wherein terms from other languages get inserted into the discourse due to the absence of native equivalents. These two thus have a very comprehensive lens with which to study language mixing within Urdu editorials.

4. Findings and discussion

This section includes analysis of data retrieved which include intra sentential code switching and loan words. The presentation of the finding was conducted through the utilization of two distinct methodologies, namely the formal and informal approaches. The formal method was employed by utilizing a table. The table presents the distribution of the data in terms of percentage. In the informal method, the results were elucidating in a descriptive manner through the utilization of the sentence.

Data 1

- Supreme Court kay tera rukni full court nay jummay kay roz aath panch ka aksaryati feslay kay tehat....

In the first example there are two code switched words . The words are “Supreme court” and “full court” are English words being used in Urdu sentences. According to Poplack (1980) switching within a sentence is intra sentential yet it refers to core loan. Although, we have an equivalent of supreme court in Urdu as “Adalat e uzma” and for full court is “Mukammal Adalat “. yet these words are not used mostly therefore, this sentence belongs to category of core loan words.

Data 2

- Daleel ye de jati hai kay, ku k vice chancellors ki post aik intizami post hai. Vice chancellor in this sentence is an English word that shows intra sentential code switching, vice chancellor has Urdu equivalents of naib sadoor . However, the writer has used it, in order to present the multilingual identity . while it is considered as core loan word.

Data 3

- Jese hi riyasat nay operation ka ailaan kiya Achaank America mein 8 farwari kay intikhabat ki shifaf inquiry karni kay liye qarardad pass kar de gaye.

In the above example two English words has been used that are “operation” and” inquiry “both English word are used with in a sentence .so, the type of code switching is intra sentential. Furthermore the Urdu vocabulary is present for both of the words as “ karwai and taftesh’ respectively. And the both words are not core loan words but it shows the effect of multilingualism on journalists.

Data 4

- Pakistan institute of development economics nay 2023 main aik survey kiya tha .
In the sentence "Pakistan Institute of Development Economics” nay 2023 main aik survey kiya tha," the author used intra sentential code switching by switching between English and Urdu .in this instance , there is no core loan word present. The author choose to use the English word survey instead of the Urdu equivalent (jaiza) ,indicating a deliberate preference for English to convey the message .it shows that the journalist used these term to clarity and also demonstrate that the readers can also understand the terms because of the Global impact of English.

Data 5

- Tijarat or sarmayakari kay zarye us nay Pori dunya main apna jl pphela deya hai or victory k bajaaaye mulk kay sath WO shared prosperity kay asool or success ki approach n kay sath agy barh rahaaa hai.
In this instance, five code-switched words are used: "victory," "shared," "property," "success," and "approach." This example illustrates intra-sentential code-switching. Additionally, none of these words are considered core loan words, as their Urdu equivalents " (Jeet), (Mushtarka) (Malkiyat), (Kamiyabi), and (Nazariya) are widely understood in Urdu speaking community.

S.NO.	DATA	TYPE	CORE WORD	LOAN WORD
01	IS mission main inhy qabiz israili foj ki mukammal pusht panahi hasil hai.	INTRA SENTENTIAL	Not core loan word	
02	Usne apne mukhalif ko fixup karne ke lie ghaar ky dahane pe ek bara pathar rakh dia.	INTRA SENTENTIAL	Not core loan word	
03	Log ab gari me lohy ka lamba tala string lock lga kar jaty hen warna achy brand wali garian minto me utha li jati hen.	INTRA SENTENTIAL	Core loan word	
04	Noon league ki qayadat ka wo konsa leader tha jo jail nahi gaya.	INTRA SENTENTIAL	Not core loan word	
05	Compnia rat no baje se subha aath baje tak load shedding kar rahi hen.	INTRA SENTENTIAL	Core loan word	
06	Is waqt dunya me do hi mumalik hen jahan polio ka virus mojud he un me se ek pakistan bhi he.	INTRA SENTENTIAL	Core loan word	
07	Ghareeb to ghareeb ab middle class or tankhwadar tabqy ke log bhi khule asman taly sone par majboor hen.	INTRA SENTENTIAL	Core loan word	

Discussion

The analysis of the collected data revealed the code switching and core loan words is essential aspect of Pakistani media. It was observed that code switching primarily occurred at the word level, with occasional instances at the phrasal level. Since much of the advancements in science and technology came from the west not related terminologies are in English. English as the official language of Pakistan, is used across all major sectors, including the judiciary, government, military, commerce, trade and scientific innovation. It has become such a crucial part of society that even politics has not escaped its influence. The phenomenon of code switching

The analysis of the collected data emphasized that code switching and core loan words are essential aspect of Pakistani print media. It was observed that code switching mainly presents at word level and occasionally at phrase level. The phenomena of code-switching and core loan words are thus prevalent and easily observed across various domains.

The type of CS was intra sentential and core loan words. Code switching is using two or more languages of varieties of Pakistan in conversation. It is a common phenomenon in Pakistani society.

Conclusion

Code-switching in the newspapers gives good insight to the study of multilingual societies like Pakistan in its language use. The present study examined the coexistence of English and Urdu in the print media pertaining to the types of code-switching made and the other essential English loanwords. Code-switching in the Pakistani Urdu newspapers, the findings show, is no longer an act of coincidence; rather, it is a strategic linguistic tool deliberately employed to address a bilingual and heterogeneous readership. Taking Poplack's (1980) typology of tag switching, intersentential switching, and intrasentential switching as a guideline, the present study found that intrasentential code-switching is most widely adopted. Moreover, the rampant assimilation of English loanwords, particularly in business, politics, technology, and entertainment, signifies their normalization in Urdu discourse. Words such as "budget," "internet," "technology," "load shedding," and "retirement" have embedded themselves in Urdu texts while reflecting the broad socio-cultural and economic impact that these terms have had on language usage in the Pakistani media.

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