

Language Mixing: A strategy for promotion used in advertising

Muhammad Yousaf,
Wasima Shehzad,
Fizza Farukh
Sahara Khan

Abstract

Language mixing is a popular phenomenon found in the multilingual scenario of Pakistan. However, scholarly work in this area with reference to advertisements is quite limited. Our paper focuses on the investigation of bilingual language use in advertising through print magazines and attempts to highlight the growing trend of extensive and creative incorporation of English and Urdu in bilingual advertising. We have attempted to find out various recurring patterns of language mixing in the Pakistani advertisements. The language patterns, thus identified, also helped in determining the dominant language in the bilingual advertisements. This study shall help in enhancing understanding of the patterns of English use in the advertisements published in the countries other than inner circle countries such as Pakistan- a society where English, though is the official language of the country, is used as the second language by some and considered as a foreign language by the majority; while Urdu remains the national language and means of day to day communication.

Keywords: *language mixing, bilingualism, media discourse*

1. Introduction

Pakistan is a multilingual dominion; it has six major languages and more than sixty minor languages but the two languages that take up the sphere of influence (the government, the business sector, the media, the education sector etc.) are English and Urdu (Rahman, 1996). Urdu is national language whereas English is official language of the country, which makes English and Urdu both important for the general population. In general, English is considered more important because it allows social mobility. Urdu being the lingua franca is also the language of power and jobs in Pakistan along with English (Yousaf, 2014).

Ever since the British Colonial era English language has been viewed as a symbol of prestige in this country; and Urdu despite being the lingua franca and an absorbent language, could not remain uninfluenced by it. Urdu has this characteristic of being open to accommodate other languages. As Bhatia (1992) also points out that in terms of mixing with other languages the Indian languages, are comparatively 'open' and can easily borrow from other languages including non-Indian languages. Urdu itself is a mixture of many languages — particularly Persian, Arabic, Turkish and English. These particular characteristics of Urdu language are another linguistic reason that makes incorporation of English a growing norm.

Secondly, with the advent of globalization, English has influenced almost every sphere of life. Printed advertising is one of the many genres that have a strong tendency of incorporating English. Looking at the advertisements of a particular country gives an insight into many ways English is incorporated to meet the everyday needs of the country because advertising is a medium where language is used to persuade consumers about particular brands, items, or goods as Goddard

(1998) states that to achieve its purpose of persuasion, the advertisement needs to use the shared resources provided by the language of a community. The advertising agency and/or the professionals hired by a company to advertise its goods need to know about the attention, interest, desire, and action (AIDA) of the audience. Keeping this information in view, they thoughtfully develop their advertising tag-lines, decide on their brand names, and write advertising copies. Hence, language of advertisements is a reflection of particular trends of language use in a society; therefore, language of advertisements needs to be analyzed to investigate different ways through which it is crafted in advertisements to find out the trends of language use in a society.

Advertising is a procedure through which companies market their products and make people aware of the product's benefits. Kotler et al. (2008) defines advertising as a paid presentation that promotes products from a sponsor who is identified. According to Anthony (2006), advertising is a tool for marketing which is used to attract buyers to particular products or services of a company. There are many mediums through which this purpose is achieved by the advertisers, for instance, television, radio, billboards, pamphlets, newspapers, and magazines (Ekola, 2010). Our focus of attention is the medium of magazines because magazines' advertisements are more likely to grab the reader's attention as compared to a newspaper advertisement as the whole page is usually dedicated for one single advertisement of a product. Majority of the magazines cannot survive without advertising because income is generated from them in order to run the periodicals (English & Hach, 1984). Advertisers carefully select a particular magazine, keeping in mind its popularity and target audience in order to reach to their desired goals (Khan et al., 2011). Along with this, the advertisers also focus on the language of the advertisement; the language of advertisement, broadly speaking, has two main communicative functions, which are information and persuasion. Various studies show that persuasion is a necessary purpose of the language used in advertisements for example Del Saz (2000) explains the discourse of advertisement adopts an informative function to camouflage persuasive intention. Hence, [language of] advertising is persuasive, but it persuades by being informative (Harris and Seldon, 1962: 74, quoted by Vestergaard & Schrøder, 1985: 5).

In order to achieve its purpose of persuasion, the advertisers need to use the shared resources provided by the language of a community, so that people can connect to it (Goddard, 1998). This indicates how significant is the role of language and, the careful preparatory work with an understanding of the linguistic norms of the community the creators should have before launching an advertisement for a particular audience. Going through this hard work proves success for the advertising companies, because appropriate utilization of language in advertising helps them achieve their target of sales promotion (Goddard, 1998; Han, 1991; Vestergaard & Schrøder, 1985; Zhang, 2002). One of the strategies adopted by the advertisers for appropriate utilization of language is the mixing of two or more languages, which is discussed in the following section.

2. Language Mixing in Advertisements

Researches such as Krishna & Ahluwalia (2008) state that the use of mixed language brings informality in the text and attracts the reader, thus, it becomes a strong reason for the companies to use bilingualism. In bilingual advertising, the mixed language messages majorly involve the methodology of code switching in their slogans where one word or expression taken from one language is inserted into another language (Krishna and Ahluwalia, 2008). However, there are further dimensions to it as explained by several researches such as Hsu (2008) who defined seven categories through which Chinese and English languages were incorporated by advertisers in Taiwanese advertising. Earlier, Gully (1996) had reported various language-level patterns found in

his work on Arabic and English mixed advertisements. This establishes that written advertisements move beyond the limited aspect of code-switching, moving to language mixing which is a broader general term that 'encompasses both code-switching and code-mixing' (Ferrara and Taylor, 2008: 1).

With globalization English language gained a strong position in the world (Poplak, 1980), and rightly became the language of globalization (Crystal, 1997; Graddol, 1997) which influenced almost all discourses including advertising discourse. The advertisement creators around the world are incorporating English with the indigenous languages of the respective countries for marketing purposes. There are numerous reasons behind this, but the prior reason seems to be of reaching a wider consumer base (Gupta, 2007). A Mexican shopkeeper's signboard justifies this use of two languages in advertising in very simple words, saying, "I would sell only half, if I did not use English" (Bhatia and Ritchie, 2004: 517). This reflects the importance of incorporating English language in advertising in order to approach a wider community. Bhatia (1992) and Piller (2000) who found a constant integration of the English language with the native language have studied this innovation in the use of English language in the advertisements particularly in non-native context. The same conclusion was made by Haarmann (1984) and Takashi (1990a; 1990b) during their study of the use of English language in Japanese advertising.

Use of English language in Chinese-English bilingual advertisements was studied by Gao (2005) who termed it as a proof of bilingual creativity. He reported that the use of English meant to convey to the potential purchasers that the product was of good quality, because of the assumed superiority of the English language amongst the Chinese audience. Taiwanese consumers also show a positive attitude to the incorporation of English because it provides them an opportunity to learn English, makes the advertisement more expressive and interesting and contributes in linking English to the daily routine (Chen, 2006). Thus, this explains why English language is constantly being incorporated by the companies.

Similar studies have been conducted in other countries of the world also such as France and Germany (Hilgendorf and Martin, 2001; Piller 2001; Martin, 2002), Mexico (Baumgardner, 2006), Russia (Ustinova and Bhatia, 2005; Ustinova, 2006), Ireland (Kelly-Holmes, 2005), Jamaica (Dray, 2003), India (Bhatia, 1987, 1992, 2001, 2006; Bhatia and Ritchie, 2004) and Bangladesh (Banu and Sussex, 2001). These studies reflect an increasing incorporation of English in advertisements.

Quoting a copywriter of an advertising agency in India Gupta (2007) says that, according to him, this is the way the people of this area speak and he is fine with it. Thus, this highlights the awareness of the advertisers about the population's use of two languages and conveys that it is an acceptable phenomenon in advertising. Similarly, in Pakistan there is a trend to mix Urdu and English. Unfortunately, not much attention has been given to the language of advertisements in Pakistan in contrast to the large body of work that has been done in this genre worldwide as discussed above. Although Meraj (1993) conducted a small study on Pakistani advertisements focusing on product names informing that 70 % of the product names were drawn from English, 9 % were Urdu names and the remaining 21% were mixture of the two languages. The current study brings the diverse and creative use of bilingualism in advertisements to the forefront. The objective is to formulate a typology of different language-based patterns that are practiced to incorporate English and Urdu in advertising in Pakistani magazines. In doing so, this study shall

help to advance understanding of the practices of English usage in the bilingual advertisements in a society where English is either a second or a foreign language.

Keeping the above discussion in view it is deemed important to find out what kind of patterns are formulated when Urdu and English languages in Pakistani printed advertising are incorporated. The paper provides an insight into bilingual linguistic patterns extensively used in the Pakistani context of printed advertising. It also identifies the dominant language of the bilingual advertisements. Furthermore, the study endeavors to answer the following research questions:

- (1) What are different language mixing patterns in the English-Urdu mixed advertisements (bilingual) printed in English and Urdu Pakistani magazines?
- (2) Are the language-mixing patterns in English-Urdu mixed advertisements of the English Pakistani Magazines same as those found in the Urdu Pakistani Magazines?
- (3) Which language- mixing pattern is most extensively used in the English-Urdu mixed advertisements printed in English and Urdu Pakistani Magazines?
- (4) Which is the dominant language of advertisements in English and Urdu magazines published in Pakistan?

3. Methodology

The study investigates the creative use of both Urdu and English languages in the bilingual advertisements published in weekly magazines. Quantitative approach based on the content analysis of the advertisements ‘... tabulating the occurrences of content units’ (Franzosi, 2007: 1) was used.

3.1. Selection of the Magazines

Two weekly magazines were selected to collect ads; English magazine “Mag” published by Jang Group Publishers and Urdu magazine “Family” published by Nawa-i-Waqt Publishers. Since, Urdu is the national language and English the official language of Pakistan, we wanted to have a balanced sample to find out whether the recurring language mixing patterns of Ads were similar or different in Urdu and English magazines. Secondly, both magazines are popular among people for being inexpensive and easily available from newspaper hawkers and online. Therefore, gathering data of advertisements from two different language magazines helped in generalizing the findings of the study. Moreover, choosing two different publishers and in different languages helped in finding out which language use dominated in the advertisements published in Urdu and English Magazines.

As far as the readership in Pakistan is concerned, Mag and Family are the two most widely circulated magazines in Pakistan. According to the statistics provided by Channel Seven Private Limited, the circulation of Mag is 50000, whereas the circulation of Family is 122757 copies weekly. Keeping in the view the circulation, the rates of the advertisements are also different; Mag full-page color Ad costs 35,000.00 Pakistani Rupees, whereas, full-page color Ad in Family magazine is published for 146,486.00 Rupees. It is clear that the Urdu magazine has wider circulation.

3.2. Advertisements Sample

The magazines had different kinds of ads ranging from public awareness messages to fast moving consumer goods. Since the focus of this work was not on the kinds of advertisements based on products/goods or brands, so the categories of the ads in this aspect were not explored. The

advertisements were categorized on language bases in terms of English-only, Urdu-only, and bilingual advertisements; which was relevant categorization with regard to the present study focused on bilingualism. Using the technique of criteria sampling was used only the bilingual advertisements were taken for the study. Thus, a corpus of 163 Urdu-English bilingual advertisements was collected, where seventy advertisements were from 'Mag' (English magazine), and 93 advertisements were from 'Family' (Urdu magazine). Although the same number of ads would have been an ideal situation but this was the real life data, consisting of all the bilingual Ads published over a period of 4 months approximately.

3.3. Units of Analysis

Advertising is a combination of pictures and language. Similar to Cook's analysis of advertising discourse (2001), our study's focus is on language therefore the text was separated from its context for the analysis.

All the text that appeared in the bilingual advertisements including the text of the monograms was taken into consideration, except the company and product's brand name.

The analysis of advertisements showed different types of mixing of Urdu and English, which enabled the researchers to make different categories of the advertisements based on the language used in them. These categories were named as "Patterns" of language use. Then every pattern was further analyzed for an in depth understanding.

An advertisement belonging to a specific category may have one or more than one stretch (es) of language each of which can be called as a "discourse unit". The advertisements consisted of one or more than one discourse units. In the present study, one stretch of language in an advertisement, i.e. "one discourse unit", has been considered as a "text". Hence, the advertisements that consisting of more than one "stretch of language" or "discourse units" carried more than one "text". If only one "stretch of language" or "discourse unit" appears in the advertisement, it has been named 'text', and if the ad consists of more than one "stretch of language" or "discourse unit", one of them was named as "text 1" and the other was named "text 2" and if there was still another "stretch of language" or "discourse unit" it was called "text 3". It is important to explain here that the order of appearance of the "stretches of language" or "discourse units" was not the reason to label them; rather the different patterns of language mixing (Urdu and English) and the script of languages (Roman or Perso-Arabic) became the basis of categorization. The results and discussion section provides examples of the appearance of the "text(s)".

Every "text" in the advertisement was considered separately and different language-level mixing patterns were identified in which English words or script was intermingled with that of Urdu or vice versa, or when Urdu and English appeared separately in the same advertisement at one place or the other. In this way, the language mixing in the form of lexical, phrasal, or sentential use of two languages simultaneously was studied, categorized, and analyzed.

3.4. Theoretical Framework

Sebba's (2012) approach for classifying mixed language content in categorical units while analyzing bi/multi-lingual texts served as the guiding principle for our study. According to him 'the phenomena of language alternation or language mixing in writing are substantially different from the corresponding practices in the spoken mode, and require a theoretical approach and analytical tools which are specifically designed for written language' (2012: 24). He defines

language mixed texts as ‘complementary texts’ which can contain any combination of language mixing type in them. He further claims that all bi/multilingual texts cannot be simply defined under such one neat category. Further types and units within language mixing certainly exist and the “framework allows the analysts” to define and categorize them by themselves. On the same principle, we have tried to identify various patterns of bilingual usage, which can serve as the method of analysis for future studies regarding exploration of bilingualism in advertisements.

3.5. Procedure

The analytical procedure of occurrence count was performed for finding the distribution of English-mixed language patterns. The data was analyzed in the following phases:

1. At the initial stage, the advertisements from both the English and Urdu magazines were divided broadly into three categories: Urdu-only, English-only, and bilingual advertisements.
2. In the second stage, the content (text) of the bilingual advertisements was analyzed to determine different kinds of language patterns, in which both the languages were incorporated. These patterns were then categorized accordingly and number of appearances in different ads was noted.
3. In the last phase, the bilingual advertisements were studied carefully to find out the proportion of Urdu and English used in each advertisement. Based on this proportion, the advertisements were placed under the category of ‘English Dominant Advertisements’ or ‘Urdu Dominant Advertisements’ (See Results and Discussion for details).

A note about the script of languages would be helpful here. Although, Urdu language that follows Perso-Arabic script is written from right to left, the Roman script used for Urdu inscriptions, in our data, followed the English rule of writing from left to right. Similarly, English language that follows Roman script is written from left to right; the Perso-Arabic script used for English inscriptions followed the Urdu rule of writing from right to left. This was the common practice in Pakistani advertisements.

4. Results and Discussion

Leung (2010) argues that in China, for consistency with the mainstream medium of language an advertiser who targets local population chooses to use local language for the advertisement but decides to insert certain elements in English. How far this technique is employed in the Pakistani context where Urdu is the lingua franca was an interesting question. Both the English and Urdu magazines’ bilingual advertisements were studied separately so that a comparison could be drawn between frequencies of occurrences of bilingual advertisements published in both the magazines during the same period. Another motive to carry out this work was to find out language-level mixing patterns in these advertisements, in which both Urdu and English were incorporated.

4.1. Language Mixing Patterns in Pakistani Bilingual Advertisements

Out of the total advertisements, 60% were bilingual. It is important to note that although Pakistan is a multilingual country but only Urdu and English was used in the advertisements. No other vernacular language was used for the advertisement in either of these magazines.

We have divided the ads into categories for a better understanding of language mixing patterns used in Pakistani print media advertisements. The categories and occurrences of ads in specific categories are summarized in Table 1.

Table 1: Language Mixing Patterns and Dominant Language of Ads in Mag and Family

S. no.	Pattern	Mag			Family		
		Urdu dominated	English dominated	% out of total ads	Urdu dominated	English dominated	% out of total Ads
1	Text 1 = Urdu (R) Text 2 = English (R)	7	12	27.14	2	7	9.68
2	Text 1 = Urdu (PA) + English words incorporation (R) Text 2 = English (R)	8	1	12.85	6	-	6.45
3	Text 1 = Urdu (PA) + English words incorporation (PA) Text 2 = English (R)	9	-	12.85	22	-	23.65
4	Text 1 = Urdu (PA) Text 2 = English (R)	8	12	28.57	18	10	30.1
5	Text = Urdu (PA) + English words incorporation (PA)	5	-	7.14	9	4	13.97
6	Text = Urdu (PA) + English words incorporation (PA and R)	4	-	5.71	5	-	5.37
7	Text 1 = Urdu (PA) + English words incorporation (PA and R) Text 2 = English (R)	2	-	2.85	5	-	5.37
8	Text = Urdu (R)	1	-	1.42	3	-	3.22
9	Text 1 = Urdu (R) + English words incorporation (R) Text 2 = Urdu (PA)	1	-	1.42			
10	Text 1 = Urdu (PA) + English words incorporation (PA) Text 2 = English (R) + Urdu words incorporation (R) Text 3 = English (R)	-	1		-		1.07
11	Text 1 = Urdu (PA) Text 2 = English (PA) Text 3 = Urdu (R)	-	1		-		1.07
	Total	45	25	72	21		
	Total Percentage	64.2%	35.7%		77.41%	22.58%	

R = Roman Script**PA** = Perso-Arabic Script**Text 1** = First Script format within a category

Text 2 = Second Script format within a category

Text 3= Third Script format within a category

Eleven patterns of writing text of the ads were identified in the data under investigation. Among these patterns, 8 were common in the advertisements of both the English and Urdu magazines (making 84.2% similarity), whereas one new language pattern, Pattern 9, was discovered in the English magazine which was not part of the Urdu magazine' advertisements. Similarly, two new patterns, Pattern 10 and Pattern 11, were discovered in the Urdu magazine' advertisements which were not present in the English magazine (making 15.7% dissimilarity). These categories of patterns are discussed below:

Pattern 1

Text 1 = Urdu (R)

TAAZGISEBHARPUR...

(freshness) (with) (full)

Text 2 = English (R)

NOW AVAILABLE, FRESH NEW PACK

In this pattern, the advertisement made use of both the languages; however, they were kept separated and conveyed different messages or different parts of the message to the audiences of the advertisement. One was about the freshness of the juice and the other about the pack. Interestingly, none of the languages interfered in the structure of the other. English was written in its own Roman script but Urdu instead of its own Perso-Arabic script was also written in Roman script (see Figure 1). The occurrence of such pattern in the advertisements of Mag (English) was 27.14%, and in Family (Urdu) was 9.68 %. It is clear from the results that this pattern of the language mixing was comparatively more frequent in the English weekly Mag as compared to Family.

Pattern 2

Text 1 = Urdu (PA) + English words incorporation (R)

ہٹاسکے Fruit Extracts روا Vitamins

(Altogether)

(and)

Text 2 = English (R) Vitamins & Fruit Extracts

Such a pattern had both the languages used in it. The whole text can be seen as divided into two language structures; English and Urdu. Urdu was used as matrix language and English words or phrases were incorporated in it. One feature of this pattern was that; although the structure of Urdu was used for the sentence but both languages were written in their own scripts i.e. Urdu in Perso-Arabic and English in Roman script. This pattern was present in the advertisements of both magazines; in Mag, occurring 12.86% times, and in Family where it occurred 6.45% times. This indicates that the percentage of this pattern of language mixing was almost double in the English weekly, as compared to Urdu. The Figure 2 represents this pattern.

Pattern 3

Text 1 = Urdu (PA) + English words incorporation (PA)

"ہم اپنے معزز کسٹمرز کے بے حد مشکور ہیں جنہوں نے ہماری پرائڈکٹ کو بے حد پسند کیا اور ہمیں یہ ایوارڈ ملا

(Award)

(Product)

(Customers)

**Text 2 = English (R) Emerging Brands of the Year Award 2010
ITS ALL ABOUT CHAMPIONS**

In this kind of pattern, both languages were used. There were two separate parts of the advertisement as far as language structures are concerned. Like the previous category, one of the structures was of English and the other was of Urdu language. The part of the advertisement, where only English was used to convey the message, had its usual SVO structure and Roman script. In the other part of the advertisement, the text contained mixing of the two languages; Urdu was used as the matrix language and words or phrases of English were incorporated in it. However, unlike the previous pattern, English was not written in Roman script rather it was written in the Perso-Arabic script (Figure 3). The appearance of this pattern in Mag was 12.85% times and 23.65% times in Family. This pattern was observed more in Urdu weekly, Family that reflects that Perso-Arabic script for English is more favored by Urdu publishers than English.

Pattern 4

Text 1 = Urdu (PA) ”بے داغ گوراپن صرف 15 دنوں میں
(Spotless fairness only in 15 days)
Text 2 = English (R) Now Introducing...

Here languages were used separately, reflecting discourse practice whereby the ad could be seen as consisting of two parts (Figure 4) - one that delivers message through English and the other that uses Urdu to convey information to the audience. Both languages had their own native structures and scripts (Figure 4). Although this was found in the category of bilingual Ads, languages were not mixed to achieve the purpose of advertising. In our corpus of English weekly, Mag, the appearance of this pattern was 28.57%. On the other hand, in the Urdu magazine Family, the percentage was thirty. Like the previous pattern, this particular pattern was seen to be more frequent in the Urdu weekly than the English weekly.

Pattern 5

Text = Urdu (PA) + English words incorporation (PA)

”وٹامن سی سے بھرپور بیج ...
(Peach) (Vitamin)
یہ اینٹی آکسیڈنٹ، وٹامن اے اور فائٹو کیمیکل کا قدرتی ذریعہ ہے
(Fighting chemical) (Vitamin A) (Anti Oxidant)

In this kind of pattern, the two languages were used in a mixed form. However, Urdu structure was used as base to incorporate both languages, English words or phrases were embedded in the SOV (Subject-Object-Verb) structure of Urdu. The script was also changed from Roman to Perso-Arabic (Figure 5). In other words, only Perso-Arabic script was used in this pattern. Though this pattern of bilingual use of language was found in both Magazines, yet with 13.97%, it was more frequent in the Urdu weekly as compared to 7.14% occurrence in English weekly.

Pattern 6

Text = Urdu (PA) + English words incorporation (PA and R)

بلیک شانن وہ جو DEEP ہو...

(Black Shine)

The advertisements containing this language-mixing pattern had the matrix language of Urdu written in Perso-Arabic script and within that text, some English words were written in Perso-Arabic script while some in Roman script (Figure 6). The matrix language was Urdu because its syntactical structure was followed in the sentences of the advertisements. This pattern was discovered in both the Magazines. In the English magazine this pattern occurred with the percentage of 5.71, while in the Urdu magazines, the pattern occurred with the percentage of 5.37%. The results indicate that this pattern is almost found equally in both the English and Urdu magazines.

Pattern 7

Text 1 = Urdu (PA) + English words incorporation (PA and R)

ایک مکمل all day سکن کیئر سسٹم

(Skin Care System)

Text 2 = English (R)

Fruity, Fresh & Fair..

Advertisements having this particular language-mixing pattern were similar to the category discussed above. However, they contained an additional pattern that distinguished them from the previous category. They contained text that was placed separately in the advertisements and this text was in English only (Figure 7). This particular pattern was present with the appearance of 2.85% in English magazine, while in the corpus of the Urdu magazine it came with a percentage of 5.37%. Thus, this specific pattern appeared more in the Urdu magazine than the English magazine.

Pattern 8

Text = Urdu (R)

Hum se hain ye mehfilen, hum se dil lagana hai

Aur kya chaiye, hum se hee zamana hai

Advertisements containing this language-mixing pattern contained Urdu language that was entirely in the Roman script. In addition, the syntactic structure of the sentence(s) was that of Urdu. The pattern appeared in both magazines. Its occurrence was rare in the English magazines' advertisements, with a percentage of 1.42%, as compared to 3.22% in the Urdu magazines' advertisements (Figure 8).

Pattern 9

Text 1 = Urdu (R) + English words incorporation (R)

Daily Lo, Fit Raho

(Take)

(Be/Stay)

Text 2 = Urdu (PA)

آپ کے گھرانے کے لئے

(For your family)

In this language-mixing pattern, the matrix language was English, and Urdu words in Roman script were incorporated in it. This text's sentence follows the syntactic structure of English that is why the matrix language was declared as English. Besides this, Urdu in its Perso-Arabic script was present separately in the advertisement as well (Figure 9). This pattern appeared only in the English magazines' advertisements, it was not found in the Urdu magazines' advertisements, but even in English Magazine its percentage was 1.42% that is quite low.

Pattern 10

Text 1 = Urdu (PA) + English words incorporation (PA)

..انجھے کرتے ہیں... اور فٹ ربتے ہیں

(Fit)

(Enjoy)

Text 2 = English (R) + Urdu words incorporation (R)

Sehat Fit, Maza Hit!

(Health)

(Taste/Enjoyment)

Text 3 = English (R)

CHOCOLATE FLAVOUR

In this pattern, two languages English and Urdu were used variously to convey the information to the audience within a single advertisement. Unlike majority of the other categories, an advertisement falling in this category of the pattern can be divided in 3 parts. One in which the English language was used with its SVO structure and Roman script, used to deliver the information to the audience. In the second part, Urdu was used as the matrix language where English words and phrases were incorporated after changing their script from Roman to the Perso-Arabic script. Whereas, in the third part English was used as the matrix or base language and Urdu words or phrases were incorporated in it after changing them from Perso-Arabic to Roman script (Figure 10). This pattern of mixed languages used in advertisements is quite different from the other patterns and is not much common. It was not observed in the data from English weekly, Mag and it only once occurred in the data from Urdu weekly, Family where its percentage was 1.07. Although, this trend was rare, it provides an interesting instance of the bilingual usage of advertising.

Pattern 11

Text 1 = Urdu (PA)

Text 2 = English (PA)

Text 3 = Urdu (R)

خوبصورتی جو صرف ظاہری ہی نہیں...

... فیرنس کریم؟ مڈ ماسک؟

(Mud Mask)

(Fairness

Cream)

Safi Kafi Hai

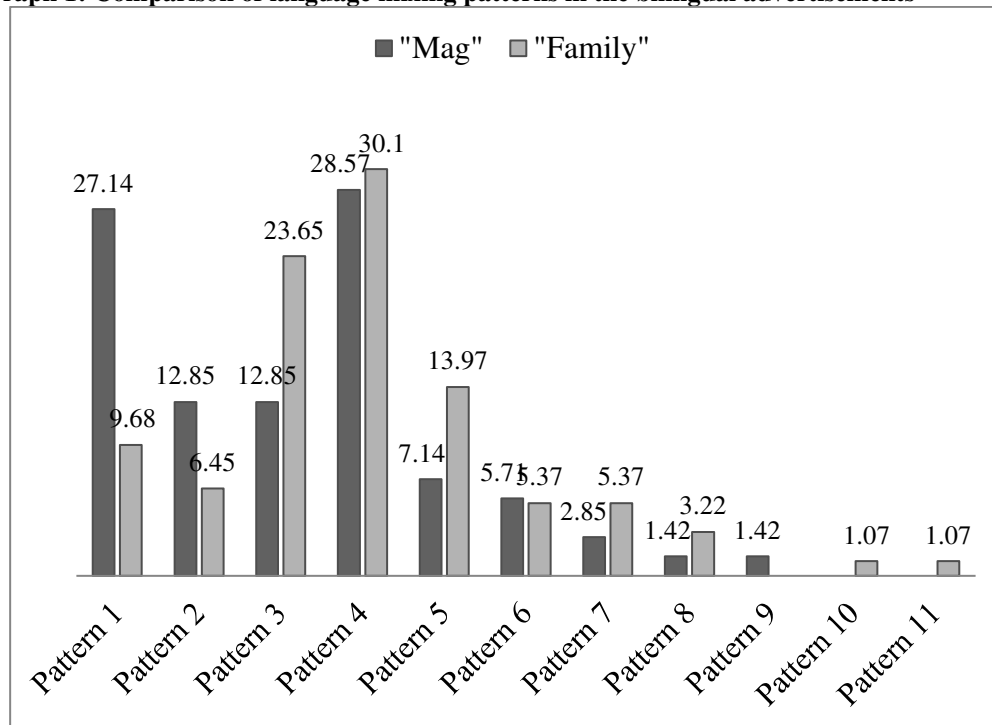
(Safi) (Enough) (Is)

Like the previous pattern, this language pattern used in bilingual advertisements can be divided into 3 parts (as shown in Figure 11). In one part, solely Urdu language was used with its own SOV structure and Perso-Arabic script to impart the information. In the second part, the SVO structure of English language was applied (i.e. the matrix language was English) in which words or phrases of English written in Perso-Arabic script were incorporated; and in the third part of the text, Urdu's SOV structure containing words or phrases of Urdu written in Roman script were

incorporated in it (Figure 11). This pattern did not occur in the data collected from Mag while in the data collected from the Urdu weekly magazine, Family its percentage was very low i.e., 1.07%.

Comparing all the patterns found in the advertisements we find that Pattern 4 is the most frequent one in both English and Urdu magazines. With 30.1 % presence in Urdu magazine and relatively lower occurrence, i.e. 28.57% in English magazine, this was the most dominant pattern. Hence, the language-mixing pattern has the highest percentage of occurrence in the Pakistani corpus of advertisements. Moreover, it would be pertinent to have an overall picture of all the patterns found in the data, therefore the percentages of occurrences of the patterns are illustrated in Graph 1.

Graph 1: Comparison of language mixing patterns in the bilingual advertisements

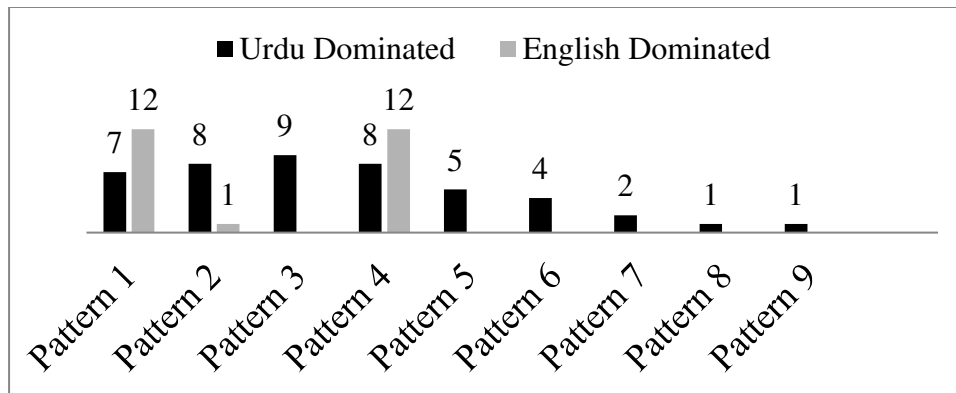


4.2. Dominated Language of Advertisements

Dominated language in the Mag Ads

The results displayed in Graph 1 give clear view of the dominated language use in the bilingual Pakistani advertisements. The comparison of the “Urdu Dominated” and “English Dominated” language advertisements in different categories is shown in the Graph 2.

Graph 2: Urdu and English dominated advertisements in Mag



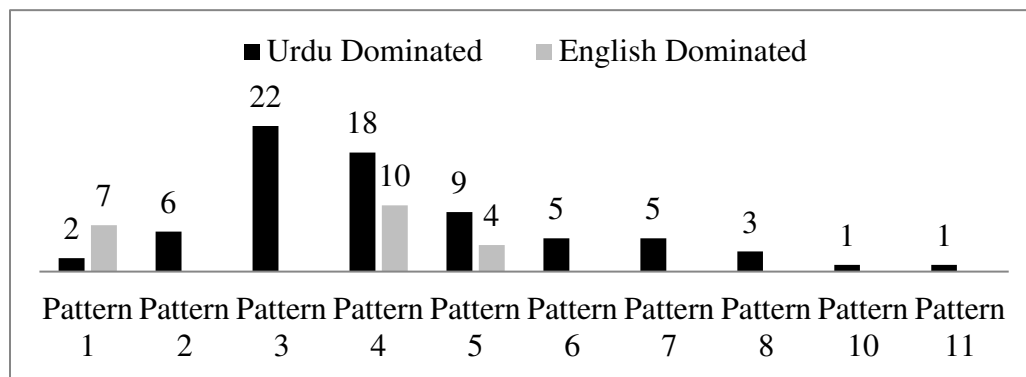
As can be seen from Graph 2 only two patterns are English dominated otherwise all of the remaining eight patterns are Urdu dominated. Pattern one was used in 16 ads out of which 31.25 % were Urdu Dominated and 6.25 % English dominated Pattern 4 was identified in 20 advertisements out of which 60% were Urdu Dominated and 40% were English Dominated making it an English Dominated pattern.

Pattern 2 with 88.88% Urdu makes it visibly an Urdu dominated pattern. It is the case with pattern 10 also Rest of the patterns were also overshadowed by Urdu.

Dominated language in the Family Ads

Graph 3 indicates that Urdu is the dominant language used in bilingual ads of the Urdu magazine, Family.

Graph 3: Urdu and English dominated advertisements in Family.



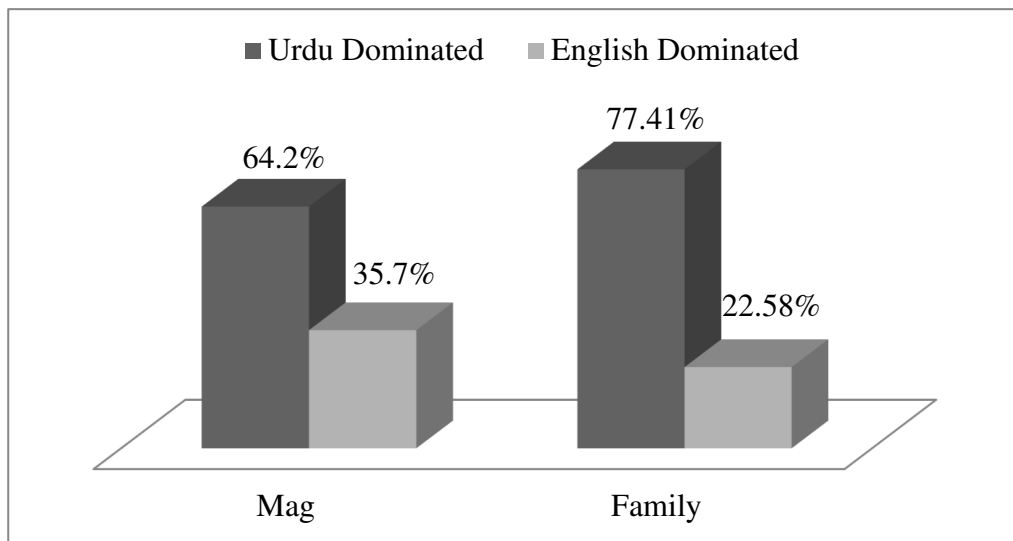
This graph is not much different from the graph for Mag. The graph shows that only one pattern is English dominated and all other patterns are Urdu dominated. Pattern 1 has nine advertisements out of which only 22.23% advertisements are Urdu dominated and remaining 77.77% are English dominated which makes this pattern an English dominated pattern. Pattern 2 consists of 28 advertisements out of which 64.28% advertisements are Urdu dominated 10 are “English

dominated”. Therefore, the pattern is “Urdu dominated”. It is the case with pattern 5, which consists of 13 advertisements; 69.23 % ads are Urdu dominated whereas 30.76% are English dominated.

4.3. Comparison of Language Domination

Graph 4 shows the percentage of Urdu dominated and “English dominated ads in both magazines.

Graph 4: Dominated language of Pakistani Bilingual advertisements in Mag and Family



It is evident from the analysis that Urdu is dominant in bilingual advertisement regardless of the magazine’s language. The percentage of the Urdu dominated ads in the English magazine is 67.10 and the percentage of the English dominated ads is 32.85 which is less than half of the Urdu dominated ads. On the other hand, in Urdu weekly, Family, the percentage of the Urdu dominated advertisements is even higher i.e. 77.41% while percentage of the English dominated advertisements is 22.58 which is less than one third of the Urdu dominated advertisements.

The results demonstrate that although Urdu is the prime language used for advertising in the country, there is remarkable trend of mixing English in the language of advertisement.

5. Conclusion

Eleven different language-level mixing patterns were discovered in the bilingual advertisements of Pakistani magazines and have been discussed in detail. Among these, eight patterns were common in the advertisements of both *Mag* and *Family* (making 84.2% similarity), while two new patterns were discovered in *Family* (Urdu magazine) advertisements which were not present in the advertisements of *Mag* (English magazine). Similarly, one new language pattern was discovered in the English magazine which was not a part of the Urdu magazines' advertisements (making 15.7% dissimilarity).

The language pattern which was most extensively used in the advertisements of both Urdu and English magazines was the one containing Text 1 = Urdu (PA) & Text 2 = English (R) where both, Urdu and English were parts of the text of the advertisement but separately, and both languages were in their Perso-Arabic script and Roman script respectively (Fig. 4). Urdu was the dominant language and it was incorporated more than the English language in the bilingual advertisements of Pakistani magazines.

Language-mixing is becoming a significant part of advertising discourse as bilingual use of English and Urdu is fairly common in the advertisements of magazines whether they are English magazines or Urdu. Use of various mixing patterns shows the diversity and creativity in which Urdu and English are used for designing advertisements. This use of mixed language reflects the society's socio-cultural and discourse practices since whatever an advertisement presents, it speaks in the language of the audience in order to persuade them to buy the product.

Moreover, it can be deduced from the study that both highly educated audiences (who read English magazine, *Mag*) and the less educated audiences (who read Urdu Magazine, *Family*) can understand the message conveyed in bilingual advertisements where Urdu and English are mingled in a variety of ways. Their understanding of the bilingual advertisements reflects the understanding and practices of bilingualism at societal level. In addition, this preliminary study is valuable in the sense of providing a detailed method for the analysis of language mixing pattern in bilingual ads.

Suggestions for further Research:

- A diachronic study to find out the changing bilingual trends in the advertisements can be conducted in future.
- Similarly, causal study needs to be conducted to find out the reasons why advertisers resort to the bilingual advertisements and what effects these have on the audience.
- It would also be interesting to understand the relationship of different kinds of advertisements based on goods/products and the bilingual practices used in different kinds of the advertisements; which can be both at inter-sentential and intra-sentential level.

References

- Anthony, S. (2006). The Critical Importance of Advertising. Retrieved on December 10, 2012 from: <http://www.articlesbase.com/advertising-articles/the-critical-importance-ofadvertising-80205.html>

- Bamgbose, A. (1998). Torn between the norms: innovations in world Englishes. *World Englishes*, 17(1), 1-14.
- Banu, R. & Sussex. R. (2001). Code-switching in Bangladesh. *English Today*, 17, 51-61.
- Bhatia, T. K. (1987). English in advertising: Multiple mixing and media. *World Englishes*, 6(1), 33-48.
- Bhatia, T. K. (1992). Discourse functions and pragmatics of mixing: Advertising across cultures. *World Englishes*, (11)2/3, 195-215.
- Bhatia, T. K. (2001). Language mixing in global advertising. In Thumboo, E. (Ed.). *The Three Circles of English*, 195-215. Singapore: Uni Press.
- Bhatia, T.K. & Ritchie, W.C. (2004). Bilingualism in the global media and advertising. In T.K. Bhatia & W.C. Ritchie (Eds.), *The Handbook of Bilingualism*, 513-546. Blackwell Publishing Ltd.
- Bhatia, T.K. (2006). World Englishes in global advertising. In B.B. Kachru, Y. Kachru, and C.L. Nelson (Eds.). *The Handbook of World Englishes*, 601-619. Blackwell Publishing Ltd.
- Baumgardner, R.J. (2006). The appeal of English in Mexican commerce. *World Englishes*, 25(2), 251-266.
- Chen, C.W. (2006). The mixing of English in magazine advertisements in Taiwan. *World Englishes*, 25(3/4), 467-478.
- Cook, G. (2001). *The Discourse of Advertising* (2nd ed.). London and New York: Routledge.
- Crystal, D. (1997). *English as a Global Language*. Cambridge: Cambridge University Press.
- Del Saz, M. (2000). *La cortesía en el discurso publicitario*. València: Universitat de València. SELLMonographs, n° 8.
- Dray, S. (2003). Sociolinguistic struggles in outdoor texts in a Creole-speaking community: the significance of embedding. In Sarangi, S., & Van Leeuwen, T. (Eds.), *Applied Linguistics and Communities of Practice* (pp. 39-59). New York: Continuum.
- Ekola, T. (2010). *PANTILLISET ON TOUR: Code-switching in Finnish magazine advertisements*. (Unpublished Bachelor's dissertation). University of Jyväskylä, Finland.
- English, E. & Hach, C. (1984). *Scholastic Journalism* (7th ed.). Iowa: State University Press Iowa.
- Family Magazine. Retrieved from <http://www.newspapers.com.pk/family-magazine.htm>
- Ferrara, L. & Taylor, E. (2008). Language mixing in bilingual English/ASL discourse. Paper presented at the University of Melbourne Linguistics and Applied Linguistics Post Graduate Conference, University of Melbourne.
- Franzosi, R. (2007). Content Analysis: Objective, Systematic and Quantitative Description of Content. Retrieved from http://www.unive.it/media/allegato/Scuola-Dottorale/2011/allegato/Content_Analysis_-_Introduction.pdf
- Gao, L. (2005). Bilinguals' Creativity in the use of English in China's advertising. In J. Cohen, K. McAlister, K. Rolstad, & J. MacSwan (Eds.), *ISB4: Proceedings of the 4th International Symposium on Bilingualism* (pp. 827-837). Somerville: Cascadilla Press.
- Gallup & Gilani Pakistan. (2009). *Media Advertising Spend Edition* [Cyber letter]. Retrieved from <http://www.gallup.com.pk/News/Media%20Cyberletter.pdf>
- Goddard, A. (1998). *The Language of Advertising: Written Texts*. London: Routledge.
- Graddol, D. (1997). *The future of English? A guide to forecasting the popularity of the English language in the 21st century*. London: British Council.
- Gully, A. (1996). *The Discourse of Arabic Advertising: Preliminary Investigations*. *Journal of Arabic and Islamic Studies*, 1(1), 1-49. Edinburgh: Edinburgh University Press.

- Gupta, R. (2007). Bilingual Advertising in a Multilingual Country. *Language in India*, 7. Retrieved from <http://www.languageinindia.com/april2007/bilingualadvertising.pdf>
- Haarmann, H. (1984). The Role of Ethnocultural Stereotypes and Foreign Languages in Japanese Commercials. *International Journal of the Sociology of Language*, 50, 101-121.
- Han, Y. (1991). *The Language of Newspaper Advertising in Chinese*. Doctoral Dissertation. Ohio State University.
- Hilgendorf, S. and Martin, E. (2001). English in advertising: Update for France and Germany. In E.Thumboo (Ed.). *The Three Circles of English*, 217-240.
- Hsu, J.L. (2006). Nativization of English Usage in Advertising in Taiwan: A Study of Readers' Attitudes. In R.F. Chung, H.C. Liou, J.L. Hsu and D.A. Ho (eds.), *On and Off Work: Festschrift in Honor of Professor Chin-Chuan Cheng on His 70th Birthday*, 181-214. *Language and Linguistics Monograph Series Number W-7*. Taipei: Institute of Linguistics, Academia Sinica.
- Kelly-Holmes, H. (2005). *Advertising as Multilingual Communication*. New York: PalgraveMacmillan.
- Khan, M.A., Bhatti, M.A. & Shahzadi, A.I. (2011). Presentation of Pakistani Cultural Values about Dressing in Advertisements of Local Urdu and English Magazines: A Comparative Study of *Akhbar-e-Jahan* and *Mag the Weekly*. *European Journal of Scientific Research*, 51(3), 406-414.
- Kotler, P., Armstrong, G., Saunders, J. & Wong, V. (2008). *Principles of Marketing*. London: Prentice Hall.
- Krishna, A., & Ahluwalia, R. (2008). Language choice in advertising to bilinguals: Asymmetric effects for multinationals versus local firms. *Journal of Consumer Research*, 35, 692-705.
- Leung, C. (2010). Code Mixing in Print Advertisement and its Cultural Implications in Hong Kong. *European Journal of Social Sciences*, 12 (3), 417-429.
- Martin, E. (2002). Cultural Images and Different Varieties of English in French Television Commercials. *English Today*, 18, 4, 8-20.
- Meraj, S. (1993). The Use of English in Urdu Advertising in Pakistan. In *The English Language in Pakistan*. Edited by Boumgardner R. J. Karachi; Oxford University Press, 221-252
- Piller, I. (2000). Multilingualism and the Modes of TV Advertising. In F. Ungerer (Ed.), *English Media Texts Past and Present: Language and Textual Structure*, (pp. 263-279). Amsterdam: Benjamins.
- Piller, I. (2001). Identity Construction in Multilingual Advertising. *Language in Society*, 153 - 186.
- Poplack, S. (1980). Sometimes I'll start a sentence in English y termio in espanol: towards a typology of code-switching. *Linguistics* 24, 182-192.
- Rahman, T. (1996). *Language and Politics in Pakistan*. Karachi: Oxford University Press.
- Rodman, G. (2006). *Mass Media in a changing World History, Industry, Controversy*. (1st ed.). New York, NY: Mc Graw Hill Companies Inc.
- Sebba, M. (2012). Multilingualism in written discourse: an approach to the analysis of multilingual texts. Published online before print April 16, 2012, doi:10.1177/1367006912438301 *International Journal of Bilingualism* April 16, 2012 1367006912438301

- Sebba, M. (2013). Multilingualism in written discourse: An approach to the analysis of multilingual texts. *International Journal of Bilingualism*, 17(1), 97–118. 10.1177/1367006912438301
- Takashi, K. (1990a). *A Functional Analysis of English Borrowings in Japanese Advertising: Linguistic and Sociolinguistic Perspectives* (Doctoral Dissertation). Georgetown University, Georgetown.
- Takashi, K. (1990b). A sociolinguistic analysis of English borrowings in Japanese advertising texts. *World Englishes*, 9(3), 327-341.
- Ustinova, I. and Bhatia, T.K. (2005). Convergence of English in Russian TV commercials. *World Englishes*, 24(4), 495-508.
- Ustinova, I.P. (2006). English and Emerging Advertising in Russia. *World Englishes* 25, 2, 267 - 277.
- Vestergaard, T. & Schrøder, K. (1985). *The Language of Advertising*. New York, NY: Basil Blackwell.
- Yousaf, M. (2014). *A Sociolinguistic Study of Students' Identity, Language Use and Attitudes towards Languages in Multilingual Punjab*. Unpublished M.Phil thesis, Air University: Islamabad
- Zhang, H. (2002). Bilingual creativity in Chinese English: Ha Jin's *In the Pond*. *World Englishes*, 21(2), 305-315.