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RESEARCH PAPER

The Socio-Linguistic Functions of Code-switching in the Pakistani Fashion Journalism

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PAPER INFO	ABSTRACT
Corresponding Author: saqib.mahmood@gift.edu.pk	Code-switching is a natural linguistic phenomenon that means jumping from one language to another in a dialogue, conversation, and script. This study analyses the socio-linguistic functions and trends of Urdu-English code-switching in Pakistani Fashion Journalism. The data for this research was taken from Pakistani print and electronic media. The sample of the present study comprised of twenty-five Dunya Sunday Magazines, from the year 2018, and three recordings of the Good Morning Pakistan show from the ARY Digital channel, from the year 2017. The markedness Model of Myers-Scotton (1993) was used to analyze the functions of unmarked and sequential unmarked code-switching such as reprimand, expansion, emphasis, humor, clarification, confirmation, self-expression, social identity, diverting attention and changing topic, and finding difficulty in words. Seven examples of unmarked code choices were found out from electronic media and six instances from print media. On the other hand, only two examples of sequential unmarked code-switching were studied in electronic media. The results of the research highlight that code-switching was not only an influence of gatherings but also became a trend of fashion in the society of Pakistan; it was considered as a suitable process to make specific meanings in a discussion.

Introduction

This study examines the socio-linguistic currents of Urdu-English code-switching in Pakistani Fashion Journalism. The alternation of codes in communication is called code-switching Myers-Scotton (1993). In Pakistan Urdu is a national language, however, English is used as an official language. The style of Urdu-English code-switching is growing constantly in Pakistani electronic and print media. The study explores unrelated trends of Urdu-English code-switching used in *Dunya Sunday Magazines* and three recordings of *Good Morning Pakistan* shows. The theory Markedness Model of Myers-Scotton (1993) is used to analyse different roles of unmarked code-

switching and sequential unmarked code-switching like; confirmation, reprimand, emphasis, self-expression, humor, and finding difficulty in words.

Dar (2018) remarks that although Urdu is considered the national language of Pakistan, it is not free from the influence of other languages like English. Interestingly, the phenomenon of language shift in Pakistan can be observed from mother tongue (Punjabi, Pashto, Sindhi, etc) to Urdu and then Urdu language to English. The majority of students speak their mother tongue at home, use the Urdu language in school, and then get the knowledge of the English language for academic purposes (Dar, 2018). Code-switching is unavoidable in such situations. In Pakistan, this phenomenon can be observed in both formal and informal communication. Because of the spread of social media, the trend of Urdu- English code-switching is growing day by day in written and oral communication. Similarly, the influence of Urdu-English code-switching can be observed in both print as well as electronic media. This study explores the reasons for Urdu -English code-switching by applying the Markedness theory of Myers-Scotton (1993).

Literature Review

Bilingual speakers practice more than one code at the same time (Cakrawarti, 2011). Code-switching is examined as a skill of bilingual speakers. Bilingual moderators can speak two or more languages in a single discussion. They use more than one language or a variety of languages (code) in their conversation. In doing so, according to the situation, they alter their code. This alternation in code is called code-switching. Most people use two or more languages and require a selected language whenever they want to speak with one another.

According to the Merriam-Webster Dictionary, the meaning of the code is "a set of ideas or rules about how to behave" (Merriam-Webster, 2019). It can be observed that people commonly select more than one code in their lives, to interact with others or clear their views, in a different situation (Cakrawarti, 2011). On the other hand, Brezjanovic-Shogren asserts that code is employed as a useful tool during the conversation(Brezjanovic-Shogren, 2011). The main usage of the code in communication is largely because they want to convey their meanings and ideas in a better way.

Anwar (2009) has analysed Urdu-English code-switching in the Pakistani context. The main focus of his study was the instances of code-switching in the form of phrases and clauses from the English newspaper and magazine and analyzed code-switching as a grammatical phenomenon. Onysko argues that code-switching is a common phenomenon that is found all over the world (Onysko, 2006). English is a worldwide language and its influence can be seen in German magazines like *Der Spiegel 2000,* where the German language is often removed to English code.

Cooper argues that code-switching is practiced to fill the gap of language or deficiency of code skills (Cooper, 2013). Vergara says code-switching plays a positive role to express cultural heritage. Another example of code-switching is global advertisements and companies' use of code switch instances to win the heart of their

customers. For example, the company Taco Bell's slogan is *'Live Man'* that is switched as *'Live More'* in English code. This study was conducted in the United States and its basic aim was to identify culture. On the other hand, code-switching is used in advertisements to influence a particular audience.

Khan's (2014) study examined four television channels and found examples of code-switching. Ads for beauty and health care products were recorded from the television. It was identified that some people shift from Urdu to English to maintain modern generation status. Some studies have been conducted to explain the oral and written instances of code-switching. Halim and Maro's study demonstrated that online code-switching was playing a vital role to interconnect people online with each other. The attraction of online code-switching conversation had become more significant than code-switching in real life. The study was conducted in Malaysia and picked up the instances of code-switching from multiple Facebook statuses from 1 June 2011 to 31 March 2012. Five Malay-English bilinguals were selected who were English educators and were studying in Malaysia. That study aimed to highlight the instances of code-switching in electronic written style. The researchers observed that Electronic media was used for the electronic statement that has altered the ways of communication and written style.

Code-switching is considered a common multifunctional talent of conversation of bilingual communicators in formal and informal locations(Al Heeti & Al A, 2016). Al Heet's conducted his study in Iraq. The method of questionnaires was used to conduct interviews with Iraqi doctors to collect the data by recording audios. Doctors employed English code during the meeting instead of the Arabic language. The main reason to use English code was that they used to study in the Faculty of Medicine and had been learning English for about eight years. They had articulated it in classes, clinics, and hospitals. They considered English as an impressive and informative language as compared to the Arabic language. The central aim of this study was to pick up instances of inter-tag code-switching, inter-sentential code-switching, and intrasentential code-switching from doctors' conversations.

Bashir and Naveed described the significance of code-switching that was practiced in verbal debate in Pakistan (Bashir & Naveed, 2015). The shifting of language was seen in the speaking of ESL teachers in the method of education to deliver their ideas or speeches easily. The sample of the study was an audio recording of 20 minutes of four different diploma classes. Teachers practiced English code during class to convey the meaning impressively. In the same way, Urdu was used to describe something and to get the attention of the pupils in class (Bashir & Naveed, 2015). The researchers analyzed that English and Urdu languages were needed to each other and widely employed in the development of oral discussion.

Theoretical Framework

The markedness Model of(Myers-Scotton, 1993) is used to explore the phenomenon of code-switching in the present research. Four kinds of Markedness model are explained by (Myers-Scotton, 1993). Firstly, a speaker does not monitor the norms and traditions of society when he chooses the marked code choice. (Myers-Scotton, 1993). Secondly, a communicator in the situation practices exploratory code-switching when he or she is unsure to use marked and unmarked code choices. Exploratory code-switching is considered a useful device to maintain balance during meetings or conversations which is acceptable to all the speakers and members of the society (Myers-Scotton, 1993). Thirdly, the style of discussion in which a talker follows the customs of a culture is based on unmarked choice. Myers-Scotton highlights that the speaker uses the unmarked choice commonly because it is considered a safe way of speaking. The unmarked code-switching does not surprise the audience because it is based on expected relational associations. (Myers-Scotton, 1993). Fourthly, Myers-Scotton asserts that the unmarked rights and obligations set can be modified when the attention or the topic is shifted to another topic or subject during the discussion, is based on sequential unmarked code-switching(Myers-Scotton, 1993).

Material and Methods

Electronic and print media are used for data collection. A qualitative approach is used in the study to analyze data about fashion that is selected from *Dunya Sunday Magazines* and Nida's three shows. The purposive sampling method was carefully chosen to fulfill the aims of the research. Only such examples were taken from the electronic and print media, which are the best for this investigation. Twenty-five *Dunya Sunday Magazines,* from the year 2018, and three *Good Morning Pakistan* shows, from the year 2017, are chosen as the sample of the study. Data were analyzed in three steps. Firstly, the *Dunya Sunday Magazines* and the recordings of *Good Morning Pakistan* shows were collected. Secondly, the collected data was transcribed hardly unmarked, and sequential unmarked code-switching functions were identified by using Markedness Model as a theoretical framework.

Results and Discussion

Unmarked Code Choice

Myers-Scotton remarks that speaking in two codes within one topic or discussion, is a form of code choice, where the speaker adopts the design of unmarked code-switching (Myers-Scotton, 1993). In this type of code-switching, speakers display the form of unmarked code choice, where two or more codes are practiced constantly. This phenomenon of code-switching does not emerge during other types of code-switching like marked and exploratory code choice. According to Myers-Scotton, unmarked code choice may occur in certain situations. For example, when speakers need bilingual peers or want to represent mutual associations. Such code choice may happen in group participants and can also occur in the form of ability (Myers-Scotton, 1993). The functions which are performed by unmarked code-switching, are expansion,

emphasis, humor, reprimand, word-finding difficulty, and social identity (Myers-Scotton, 1993).

The markedness Model was used by Rose to analyze the types and functions of code-switching (Rose, 2006). This research was conducted in the field of education during class, between Afrikaans and English learners. The functions of unmarked code-switching were finding out from the data as humor, social identity, finding difficulty in words, and expansion. The functions of unmarked code choices in the selected data for the current study are explored in the following example.

Humor

The function of humor is observed in the unmarked code choice. The unmarked code choice occurs in the form of a single word or sentence. Unmarked code choice performs the function of humor by criticizing, entertaining, and expanding an argument. Rose has explored the function of humor in the research of multicultural and multilingual classrooms and it can be noted in the unmarked code choice (Rose, 2006).

Example 1

Nida: Aur pehnnae ka logon ko shooq hain laikin wo unnko lagta hae kae ye hum nae fashion keya hae. Fashion main lambay bunday to hony chahaen. Fashion main curling baal to hunae chahaen.

Wajid Khan: Bikol.

Nida: Lainaen jab tak yahan na ho to fashion to odurah hae...(Yasir, 2017b).

Table 1
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Fashion	To criticize and show reprimand, to create humor,
Curling, fashion	The usage of an unmarked code choice to expand and emphasis arguments

The above example of unmarked code-switching has performed the function of humor in a critical way. Nida uses fashion words to create laughter and criticizes modern people and society. The word *fashion* is used, repeatedly, that is why this word performs not only the function of humor but also gives information about the function of expansion, emphasis, and reprimand. Through the function of reprimand, Nida displays feelings of anger. The unmarked code choice word *fashion* has become a part of the Urdu language. Then the unmarked code choice word *curling* is commonly practiced in Urdu code. This word shows the expansion of an argument and the happy mood of Nida.

Emphasis

The function of emphasis can be performed by using a single word, repeating words and sentences. It is perceived in the form of unmarked code-switching. Unmarked code choice can be perceived in the collected data. The examples of unmarked code choice are described here.

Example 2

Nida: Yeh lo tum nae pehni hoi hae black jeans. Tekh hae, black jeans pehni hoi hae (Yasir, 2017b).

Table 2
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Black jeans	The function of emphasis and clarification

The function of emphasis and clarification can be observed in this example of unmarked code choice. Unmarked code choice *black jeans* are pronounced two times by Nida to emphasize her point.

Self-expression

The function of self-expression is also explored in unmarked code-switching. The function of self-expression is performed when the speakers want to express their life experiences and emotions.

Example 3

Moomna Batool: Ab zara baat ho Jae malbusath ki dunia ki to moijye zareeq bareeq yani chamak damak aur shan-o-shukat walae dresses Zaida achae nah ilagtae, yah uhn keh li jiae kae main aij kay dour ki modern larkihon Jeans, colorful short shirts, T-shirts, jackets, mufflers, scarf aur long shoes yeh sab meri awleeen pasand hain (Bukhari, 2018b).

Table 3
Unmarked code choice in code-switching

Unmarked code-switching	Functions
jeans, colorful short shirt, Jacket, mufflers, scarf aur long shoes	To show expansion through stylizing
Modern dresses	Self-expression

Batool expresses her personality through the unmarked code choice words like *modern* and *dresses*. Firstly, she says that she does not like heavy clothes, on the other side, she describes that she is a modern girl of the present age. She considers herself a fashionable girl who knows and everything about new trends. Through the unmarked code choice of the word *modern*, she represents her personality. The unmarked code

choice of words *jeans, colorful short shirt, Jacket, mufflers, scarf or long* shoes cleary perform the function of self-expression. The function of expansion is also performed here to create fluency in the argument.

Social Identity

Rose described that the unmarked code-switching occurred in the group and peers' conversations. All members involved in a conversation could understand these choices, although these were taken from different languages (Rose, 2006). According to Kieswetter, the unmarked code choice happened in a situation when the speech pattern carried the social meanings (Kieswetter, 1997), whereas Myers-Scotton described that the unmarked code choice consisted of a continuous pattern by the use of two or more languages (Myers-Scotton, 1998).

Example 4

Nida: Ap sab bani ho gi apni shadi pae ya main bani ho gi yah banti ja rahi ho gi, mager aij kal bara trend faraq ho gaya hai. Kouch log khtay hain kay hamain makeup ous tarah ka chahae, jaisay Arabic makeup hota hai, Christian bride ka makeup hota hai, jaisay white gown kay sath light soft makeup hota hai. Ous hisab se to hum ap ko, aek to dikhain gay Asian bride, aek hum ap ko dikhain gay Christian yah Arabic bride or sathsathpir hum apkodikhain gay Mughlai Raja Maharani bride,teek hain awo kis tarah ous ki taiyare hoti hai, ye teene looks aij Khasee ap ko kar kay dikhae gay (Yasir, 2017a).

Table 4
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Trend, white gown, light soft makeup, looks	Expansion
Asian bride, Christian ya Arabic bride, bride	social identity, to create fluency
Makeup, Arabic makeup, Christian makeup	in conversation

The function of expansion and social identity is performed in the above example of unmarked code choice. Nida expands her conversation about different bridal looks and makeup sense. The unmarked code choice of the words *trend, white gown, lightsoft makeup, and looks* are used to enlarge the argument. The unmarked code choice words *Asian bride,Christian ya Arabicbride, bride,makeup, Arabic makeup, Christianmakeup*perform the function of social identity. Through these words, Nida does not only represent the social identity but also signifies the religious status in society. She gives information about makeup and bridal looks.

Example 5

Eid-ul-Fitar kae baad be kaam az kaam do teene haftoon tak Eid milain parties' kaa ahtamaam keya jata hae, aij kal mard our nojawan tabqa be Eid milain parties main Sherkat kae liyae malbusat ka intikhab khaas ahtamaam kae sath kerta hae(Bukhari, 2018a).

Table 5
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Parties	Expansion of an argument social and
religious	festivals and identities

The function of social identity is observed in this example of unmarked code-switching. The unmarked code choice word *parties* are used as a borrowed word. This word shows the function of social and religious festivals. Not only men but also women give special attention to their dressing at religious and social festivals.

Finding difficulty in words

The speaker used two or more languages in this situation when there was no suitable word in the formal language. In the moment of code-switching, the function of finding difficulty in the word was fulfilled by replacing the word in another code (Rose, 2006). Dar described the speakers picked up words from other languages when they did not find suitable words in the native language to express their feelings like hatred, anger, love, and satisfaction (Dar, 2018).

Examples 6

Nida: Jiii! To ye hamare dulneeh jo hain, ye inn ko ab hum nay light lipstick di hai, to ap dakhain gay kay ye kaise lag rahi hain? In hi kapron py, isi puray attire main, hum inn ki lipstick bright kar dain gay (Yasir, 2017a).

Table 6
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Light lipstick, lipstick bright,	The function of the expansion
Attire	Finding difficulty in words

The example of unmarked code-switching is performing the functions of expansion and finding difficulty in words. The unmarked code choice *light lipstick, lipstick bright* words explore the function of expansion to enlarge conversation. On the other side, the function of finding difficulty in the words has been explored by using the *attire* word. The English word attire is used instead of the Urdu word (laabas) to create fluency in the conversation. Ndebele remarks that code-switching can be used to replace words due to the speaker's educational background. These words are available effortlessly. Speakers use them when they feel such words (in the first language) do not convey the exact meaning (Ndebele, 2012).

Expansion

The function of expansion is performed to understand the conversation of its meaning in a better way. The speaker uses more codes than one at the same pattern of speaking. A code-switching pattern is used to understand the function of expansion. Rose remarked that the function of expansion was often noted in unmarked code choice during conversations in the multicultural classroom (Rose, 2006).

Example 7

Nida: Haan mix ker diya, yahan black shade diya, ander golden diya yahan black diya thora sa eye shade or ouper ye jo hai ye peechi peechi shade hai jo mary hath main hai is waqt...(Yasir, 2017a).

Table 7
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Mix, black shade, golden, black, eyeshade, peechi, peechi shade	The function of expansion and clarification of eyes makeup

The above example of unmarked code choice is performing the function of expansion and clarification. The unmarked code choice *mix* is observed as a function of expansion to develop communication. These unmarked code choices *black shade, golden, black, eyeshade, peechi, peechi shade* are performing two functions at the same pattern of speaking. Nida, who is the host of *Good Morning Pakistan* shows, clarifies the sense of eye makeup.

Example 8

Zoya Ali Nazami: *Dunya* kay zariye main nay dulhnuon kay liye malbusat kay nae trends makeup style, hair style, jewellery aur khubsurat Rangoon ka intikhab kiya hai (Bukhari, 2018d).

Table 8
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Trends	The function of an expansion
Makeup style, hairstyle, jewelry	Development of conversation

The unmarked code choice is an essential part of a conversation. This type of code-switching can be seen when a speaker uses two or more languages in communication to understand and create fluency in the argument. Nizami is telling about new trends of fashion, fresh styles of dressing, and giving the sense of makeup and jewelry by using the unmarked code-switching words *trend, makeup style, hairstyle,* and *jewelry. Trend* word is performing the function to broaden the argument.

Confirmation

The function of confirmation is discovered in the selected data. Speakers confirm something. The unmarked code choice is noted in the function of confirmation like marked code-switching.

Example 9

Nida: Acha jo is nay ye jo jewelry pehni hoi hai, ye jewelry tum baher se lay kar aye ho (Yasir, 2017a).

Table 9
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Jewellery	The function of the expansion
Jewelry	Confirmation of ornaments

The function of confirmation is observed in the instance of unmarked code-switching. Firstly, Nida speaks the word *jewelry* to expand her argument intentionally. Then again, she practices the unmarked code choice word *jewelry* to show her sense of fashion.

Clarification

The function of clarification is performed in the example of code-switching. Dar (2018) states that speakers use two or more languages to understand and clarify their meaning in a better way (Dar, 2018).

Example 10

Nida: Acha Kashif taqreban sab nay nath pehni hoi hai, taqreban sab ko ap nay nath lagi hai to ye wala look ap nay inn sab ko diaya to is look ko hum kya khty hain? (Yasir, 2017a).

Table 10
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Look	Expanding the argument to clarify about nose pin

This example of unmarked code-switching serves the function of clarification. The unmarked code choice word *look* is used to expand the discussion, in which Nida wants to clarify the look of the nose pin. Firstly, the unmarked code choice word *look* is practiced to expand the argument, and again, the word *look* is used to clarify and understand the trend of the nose pin.

Example 11

Raiyan: Aurat gar k izinait hae, Islam ourat ko bnnaae sanwarnae ya fashion kernae ki qadgan nahi lagata balkae ye sab Koch kernae ka pardae main hukam daita hae(Bukhari, 2018c).

Table 11
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Fashion	Expansion and clarity

The function of clarification is also observed in the above-mentioned example of unmarked code-switching. The unmarked code choice word, *fashion,* is also performing two functions at the same pattern of speaking. Raiyan switches from one language to another to clarify and expand her argument. She wants to clarify the sense of fashion according to Islam and tells that Islam permits women to follow the fashion trends inside their houses.

Reprimand

Dar declared that the unmarked code choice served the function of reprimand. Speakers created a choice to explore their negative as well as positive feelings and emotions (Dar, 2018). On the contrary, in the study of Rose, no function of reprimand was explored in unmarked code choice.

Example 12

Sonia: Purany trends ko jaded andaze main badlna mera style hi nahi mera shoq bi hai (Bukhari, 2018e).

Table 1
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Trend	Expansion
Style	Feelings of reprimand

The function of reprimand is also found in the example of code-switching. Firstly, the word *trend* is used to expand the argument. Then; Sonia shows her feelings by using unmarked code choice word *style.* She expresses her emotions in a boasting way. She has an interest to recycle old things. She is praising herself in front of the public.

Example 13

Nida: Aye ji welcome kerty hain, bohat hi khub surat hamari models hain yahan jama; aek aek kar kay ati rahy gi, music kay sath sath kabi koi ferozi rang main hai, koi green main hai. Keya ap log ready hain meri models (Yasir, 2017a).

Table 13
Unmarked code choice in code-switching

Unmarked code-switching	Functions
Welcome, happy, models, music	Happy mode of Nida
Green, ready, models	

The above example of unmarked code-switching is performing the function of reprimand. The happy mood of Nida has been displayed in the argument. These unmarked code choice words *welcome, happy, models, music, green, ready, models* show the happiness of Nida. She is very excited. She expresses her feelings by using another language instead of Urdu language. Words are expected and do not surprise others during communication.

Sequential Unmarked Code Choice

In communication or meeting when the condition changes, the unmarked code choice proceeds a change and this modification rises sequential code-switching. In the unfamiliar environments, the unmarked RO set interchanges when the speaker's composition of the discussion is transformed, for example, the conversation shifts from one topic to another. Functions of sequential unmarked code choice are confirmation, social, divert attention and emphasize a thought or impression (Myers-Scotton, 1993).

Various scholars have examined the phenomenon of code-switching by using the Markedness Model. Ndebele's study explored that Sequential unmarked code choice took place between IsiZulu chatterers to make the functions of diverting attention, emphasizing an idea and clarification (Ndebele, 2012).

Rose observed the types of code-switching, by using the Markedness Model. Rose explored the functions of sequential unmarked code choice like; reprimand code-switching, social code-switching, and confirmation code-switching (Rose, 2006).

Sun has researched the phenomenon of code-switching where the Markedness Model is used and that study was made on choosing kipsigis songs (Sun, 2015). The sequential unmarked choice frequently took place in kipsigis songs. That was not only the demand of the listeners but at the same time, the functions of sequential unmarked code-switching were performed like emphasis, humor, social identity for the economy, and rhythm.

Expansion and Humor

Example 14

Nida: Khuda kay liye hath pae be laga lain jab ap baal uhn Pichay kar rahi hon gi aur baal Pichay kerty howay ap kay hath skin kay sath a rahy hon gaye to skin gore aur hath kalay, miyan keya kahy gaye kay ye keya keya howa hai.

Aneela: Aur wesy be aij kal sailfiyan kehnchaty rahy hoty hain itna salfi hota hai ous main aek to ap unhn lay rahy hoty hain aur aek hota haina qareeb se yahan tak ghura baki cheezain

Nida:Ye

Aneela :Pir wo ousy kardity hain edit beauty plus main (Yasir, 2017b).

Table 14
Sequential unmarked code-switching

Sequential unmarked code-switching	Functions
Skin	The function of expansion and humor
edit beauty plus	To show the foolishness of modern people

According to Myers-Scotton, the unmarked rules and obligations set may be changed when the sequential factors modify the development of the communication (Myers-Scotton, 1993). In the above example of sequential unmarked code-switching, the topic shifts from one topic to another. The choice of *skin* is used to expand the argument. She criticizes women who use base on their face but their hands remain black. She performs the function of humor by making fun of society. At the same time, Aneela also creates the factor of humor to expand the conversation. She says people take pictures by using the front camera, when they do so, the difference can be seen between white and black skin. Then, they edit their pictures in beauty plus. She also criticizes and makes fun of such people. She switches from one to another code to show the foolishness of people.

Diverting attention or changing the topic

Example 15

Nida: Danain kaisay chupaon gaye danon ka tareeqa to bataon na chupany ka.

Wajid Khan: Aek minute.

Nida: Itni tensions aur stress hota bachon kay exams aur ghar ki tensions, masi nahi ai, chute kar gi ab keya ho ga?khany main keya pakay ga?,falani cheez ki fermaish ho gi, dawat, sare tensions ki waija se danain niklty hain.

Nida: Aur kitchen main be na samosay taal rahy hain.

Wajid Khan: Tension laini nahi chahae, jitney time main tension jani hai outny time pae hi solve hoti hai. Ap apny ap ko blood pressure our sugar ka mareez na banain.

Nida: Tension laini nahi dain ichahae sare tension miyan ko do ap bachon ko pahray ye ap ka.....pata main kahin pahr rahi ti actually bachy maaon ko zaiyada tension nhi daity jtni miyaaz daity hain... bachon kay number achy q nahi aye, sara qasour maaon ka hain, maan ko lathara jata hai.

Wajid khan: Halka base lagaya sae hai(Yasir, 2017b).

Table 15
Sequential unmarked code-switching

Sequential unmarked code-switching	Functions
Tensions, stress, exam, actually	Expansion in the argument
Tension, time, solve	Positive thinking
Blood pressure, sugar	the function of humor
Base	Borrowed word and diverted attention

The sequential unmarked code-switching is performing several functions at the same time. Nida who is the host of *Good Morning Pakistan* starts her conversation to ask Wajid how he will cover pimples of face to use base. Then she switches from one topic to another by expanding her conversation. She uses the unmarked code choices *tensions, actually, stress,* and *exam* to enlarge her dialogue. She says that pimples appear on the face due to tension and stress. Wajid khan conveys positive thinking by using the marked code-switching words *tension, time, solve*. He creates humor by using the sequential unmarked code choice words *blood pressure, sugar* in serious conversation. At the end of the conversation, he again comes to the topic of makeup sense. He uses the borrowed word *base* and diverts the attention of others.

Conclusion

The analysis of the selected data in the light of the Markedness Model explores that Urdu-English code-switching has become an essential part of print and electronic media. The analysis of the collected data reveals that the unmarked code choice in code-switching not only generates fluency in a conversation but also serves the function like an expression of feelings, social identity, expansion, clarity, emphasis, self-expression, humor, confirmation, and finding difficulty in words. The functions of sequential unmarked code-switching are explored to create humor critically and expanding the conversation to divert one topic to another.

Unmarked Code Switching

Firstly, the instances of unmarked code choice have been explored by fashion journalism discourse. Unmarked code-switching is observed in ARY digital *Good Morning Pakistan* shows and *Dunya Sunday Magazines*. Seven examples of unmarked code choices were found out from electronic media and six instances are explored from the centerfolds of *Dunya Sunday Magazines*. The functions of unmarked code choice, which are explored by print media, are social identity, self-expression, reprimand, expansion, and clarification. However, it can be noticed that print media does not frequently exhibit the functions of unmarked code choice. On the other hand, the functions of unmarked code choice are frequently found in electronic media like an expression of feelings of happiness, clarification, confirmation, self-expression, and social identity.

Sequential Unmarked Code-switching

The researcher has not found an example of sequential unmarked code choice in the data selected from print media. Only two examples of the sequential unmarked code choice are explored in ARY digital *Good Morning Pakistan* shows. These instances serve functions like diverting attention and changing the topic from one to another during code-switching conservation. The sequential unmarked code choice is also used in the selected data to criticize the foolishness of the modern age and to maintain eloquence in the conversation.

Suggestions

The present study supports to comprehension of the phenomenon of code-switching in print and electronic media. It discovers examples of Urdu-English code-switching, which is spoken as a tool to send meanings and senses more healthily. Additionally, the research acts as a road map for the investigators, who have to wish to discover the trends of code-switching in other fields like talk shows, Fashion Shows, Morning Shows, Religious Shows, Filmy Shows, Road Shows, Designing Shows, Modelling Shows, Music Shows, and Political Shows. The study helps its booklover to know that Urdu-English code-switching is not only a trend but also a valuable instrument to make the discussion effective.

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