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**RESEARCH PAPER**

# Marked Code-Switching and its Functions in the Pakistani Fashion Journalism

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| PAPER INFO | ABSTRACT |
|---|---|
| | Code-switching is a common phenomenon that means a shift from one language to another during a discussion, conversation, and writing. The aim of the present study was to find out the trends of Urdu-English code-switching in Pakistani Fashion Journalism. For this study, the data was collected from Pakistani electronic and print media. Twenty-five *Dunya Sunday Magazines*, from the year 2018, and only six recordings of *Good Morning Pakistan* shows from the ARY Digital channel from the year 2017, were selected. Myers-Scotton's (1993) Markedness Model was applied as a theoretical framework to analyze the type of marked code-switching and functions (reprimand, expansion, emphasis, humor, clarification, confirmation, and finding difficulty in words) of Urdu-English code-switching. Eight examples of marked code choices were found out from electronic media and only one from print media. The findings demonstrated that code-switching was not only an impact of colonization but also a trend of fashion in Pakistani society; rather it was considered a valuable method to perform particular functions during a conversation. |

**Introduction**

The present study explores the trends of Urdu-English code-switching in Pakistani Fashion Journalism. This research is conducted in Pakistan on the phenomenon of Urdu-English code-switching. According to Myers-Scotton (1993), the alternation of languages (codes) during a single discussion, is called code-switching. Pakistan is a nation where more than one dialect is spoken. Urdu is practiced as a national language of Pakistan whereas English is used as an official language. The fashion of Urdu-English code-switching is rising day by day in Pakistani electronic and print media.

This research discovers dissimilar trends of Urdu-English code-switching used in *Dunya Sunday Magazines* and six recordings of *Good Morning Pakistan* shows. The Markedness Model of Myers-Scotton (1993) is applied as a pillar theory for observing different functions of marked code-switching (confirmation, reprimand, emphasis, self-expression, humor, and finding difficulty in words) which are used in Pakistani fashion journalism. A little work is produced in Pakistan on the fashion discourse that adds to the significance of this study.

**Background of the Study**

Code-switching is not a modern trend; its roots can be seen in former history. Urdu is the national language of Pakistan and the word Urdu is derived from the Turkish language, which means an army. A member of the Indo-Aryan group brought the Urdu language to the Subcontinent. It was established in the 12th century CE (Common Era) from the regional Apabhramsha of North-western India after the Muslim conquest. Urdu was an official language in the subcontinent. Some Hindus, during the British Raj, began to demand that Hindi should be made an official language instead of Urdu. Although both languages Urdu and Hindi were considered equal Urdu was nominated as the National Language of the newly made Pakistan because of its attachment with the identity of the Muslims. It is used as a home language and lingua franca in Pakistan. Urdu has borrowed many words from other languages like Persian, Sindhi, and Turkish (Britannica, 2009).

The control of the English language on Urdu is growing day by day. English is considered a prestigious language. It is used as a second language in Pakistan after the national language and it has become an official language. The researcher has analyzed the reasons behind code-switching and tried to perceive its motives. The researcher has explored the influence of the English language on Urdu in print and electronic media**.**

**Literature Review**

**Bilingualism**

Tuck defines code-switching as an essential part of a bilingual society (Heller and Pfaff, 2008). It is articulated in educational institutes to inspire the students to take part in different activities of the class. That is way, bilingual teachers urge their students to make their habit to switch from one language to another. It is the best way to attract the students during the classroom and they can gain more and meaningful knowledge by using more languages.

**Code**

According to Stockwell, code is a hallmark of nationalism that is exercised through human beings to utter in a specific language, or shoptalk, or register, or tone on different special moments and for a different meaning (Stockwell, 2002).

Similarly, the code can be interpreted as a system that is used for conversation between two or more groups at any time (Wardhaugh, 2011).

## Code-Switching

Code-switching is a term that is used skilfullynowadays. It means the use of further languages at the same discussion. According to the Merriam-Webster dictionary, the definition of code-switching is "the switching from the linguistic system of one language or dialect to that of another" (Dictionary, 2006). Hymes defines code-switching, as an alternative usage of many languages, a mixture of different codes and speech styles (Hymes, 1967).

## Code-switching in Print Media

Onysko debates that code-switching is a mutual phenomenon that is found all over the world (Onysko, 2006). English is an international language and its effect can be observed in German magazines like *Der Spiegel 2000,* where the German code is often shifted to English code.

Apart from Onysko, Muyuku states that code-switching has become an essential part of Kenya's society. The people of Kenya are multilingual and they use different languages and chose them due to their diverse social backgrounds (Muyuku, 2017). '*Crazy Monday*' Newspaper was selected to pick up the instances of code-switching from 2013 to 2014. Primary and secondary sources were used to collect data. The main target of code-switching was to make the deficiency of the word gap and express individuality. The change occurred between phrases, words, and sentences. Several codes were involved during code-switching conversations in which languages like English, Kiswahili, and Sheng were included.

## Code-switching in Electronic Media

Khan remarks code-switching as a shift from one language to another in communication (Khan, 2014). Nowadays, the trend of code-switching is increasing and changing the notion of traditional language. Khan's study took place in Pakistan. He selected four television channels to analyze the instances of code-switching. Advertisements for beauty and health care products were recorded from the television. It was observed that the Urdu code was switched to the English code, to urge a desire for the young generation to change themselves according to new trends of beauty and health care. For example '*beautiful our healthy skin'*.

## Code-switching in Oral Communication

Bashir and Naveed shed light on the importance to use code-switching in oral communication in Pakistan (Bashir & Naveed, 2015). Code-switching was observed in the speech of ESL teachers during the process of teaching to deliver their concepts or lectures in a better way. The audio recording of 20 minutes duration of

four different diploma classes was used as a sample. It was observed that the English code was used by teachers to teach the main concept. Similarly, Urdu is employed to explain something and to entertain the students during class (Bashir & Naveed, 2015). The researchers analyzed the process of code-switching and observed that English and Urdu codes were dependent on each other and were extensively used in the process of oral communication.

Rose states code-switching as a general phenomenon that occurs in South Africa at a high level due to multiracial societies. People use two or more codes in their everyday communication. South Africa is a diverse society where eleven official codes are used (Rose, 2006). Five classrooms of dissimilar subjects were selected by Rose from a high school in South Africa. The functions of code-switching were analyzed in three weeks' audio recordings of the selected classrooms. It was observed that code-switching occurred at all levels like educational, partisan, and professional levels.

## Types of Code-Switching

Code-switching is a phenomenon that is increasing in our society day by day. Shifting from one language to another in the same discussion is called code-switching. According to Myers-Scotton, the phenomenon of code-switching is used to classify variations of linguistic categories in a similar dialogue, with bilinguals or multi-lingual arrangements from choosing an entrenched code in words of a matrix language during the same theme (Myers-Scotton, 1993).

## Gumpers' Types of Code-Switching

The switch can be seen within words, clauses, and sentences. Gumpers expresses the juxtaposition within the passages of speech belonging to two different grammatical systems or sub-systems (Gumperz, 1977).

## Situational Code-Switching

Sinulingga (2009) explains the usage of change languages in a situation from one toanother, this varied code is called situational code-switching (Sinulingga, 2009)

## Metaphorical Code-Switching

Sinulingga sheds light on metaphorical code-switching. It occurs without changing topics, participants, and situations when speakers are twisted (Sinulingga, 2009).

## Poplack's Types of Code-Switching

On the other hand, Poplack defines code-switching as a modification between two or more codes, paragraphs or sentences in communication that belongs to the different grammatical or structural units (Poplack, 1988).

### Tag Code-Switching

Tag-like switches are isolated words and they never break the structure of the sentence. Ansar says that the addition of a label from one code into a word that is a form of another language is called a tag or label code-switching(Ansar, 2017).

### Intrasentential Code-Switching

Intrasentential code-switching is the high level in which a person switches from one language to another within a sentence. Kebeya argues that intra-sentential code-switching occurs when a speaker switches from one language to another in a similar sentence(Kebeya, 2013).

### Theoretical Framework

The Markedness Model (Myers-Scotton, 1993) is used as a theoretical framework to analyze data in this study. According to Myers-Scotton, every speech community uses multiple languages and diverse speaking styles.

### Code-Switching Types inMyers-Scotton's Markedness Model (1993)

Four types of Myers-Scotton's Markedness model are described here but the scholar's main focus is on marked code-switching from collected data.

### Marked Code Choice

When a speaker's speaking style is not adopted under the influence of the customs and principles of that particular society, it is based on marked choice. Kieswetter (1997) observes the marked code-switching also describes the purpose of a question or modifies the aspects of communication.

### Unmarked Code Choice

According to (Myers-Scotton, 1993), the speaking style in which a speaker follows the norms and customs of a society is based on unmarked choice.

### Sequential Unmarked Code Choice

Myers-Scotton claims that the unmarked rights and obligations set can be changed when the situational factors change the development of the discussion (Myers-Scotton, 1993).

### Exploratory Code Choice

The exploratory choice is employed when a speaker is unsure to practice the marked and unmarked code choice in a situation and doesn't know which language choice will bring the best consequences (Myers-Scotton, 1993).

**Material and Methods**

To conduct this study, the data has been collected from print and electronic media. Recordings of two shows of Nida *Good Morning Pakistan* from the ARY Digital channel and twenty-five *Dunya Sunday Magazines* have been selected to explore the types and functions of Urdu-English code-switching.

**Research Approach**

Creswell has defined qualitative research as a way to discover and understand the senses of an individual or group attribute to a social and human difficulty (Creswell, 2014). A qualitative approach is used in the current study to analyze data about fashion.

This research is explorative and descriptive. According to Surbhi, explorative research is conducted to express a problem in a more clear way (Surbhi, 2016). Moreover, Surbhi states that a descriptive study can be conducted to elaborate on certain problems or conditions.

**The Sample of the Current Study**

The sample of this research consists of twenty-five *Dunya Sunday Magazines* and six *Good Morning Pakistan* shows. Twenty-five *Dunya Sunday Magazines*, from the year 2018, and only six recordings of the *Good Morning Pakistan* showfrom the ARY Digital channel from the year 2017, were selected.

**Purposive Sampling Technique**

The purposive sampling technique was selected to fulfil the objectives of the current study. Only such instances were selected from the electronic and print media, which suit the best for the current research.

**Data Analysis Procedure**

During this research, data were selected and analyzed in three steps. First, *Dunya Sunday Magazines* and the recordings of *Good Morning Pakistan* shows were collected to use as data for the study. Secondly, the selected data is transcribed, and thirdly marked code-switching types and functions were explored to usethe Markedness Model as a theoretical framework.

**Results and Discussion**

**Marked Code Choice in Code-Switching**

Myers-Scotton claims that code-switching happens like a marked choice (Myers-Scotton, 1993). The communicator may use marked choices without knowing its rules and regulations set. Moreover, she establishes the view that a speaker misidentifies with the expected RO set in marked code choice. Marked code choice is

practiced when a speaker needs to make a new RO set like unmarked for a specific conversation. Marked code choice can be adapted to express the negative and positive emotions by a communicator (Myers-Scotton, 1993). The marked code choice performs the function of clarification, expansion, reprimand, humor, and social identity.

Rose (2006) has applied the Markedness Model in the field of education. She explored that marked code choice was often used in demand to interpret a solitary word (Rose, 2006). The markedness model was used by Ndebele (2012) to investigate the functions of code-switching and code-mixing among the speakers of IsiZulu. He observed that functions like emphasize, expansion, reprimand, and direct quotation informal situation are performed in the marked code choice (Ndebele, 2012). Radzilani has applied the Markedness Model to explore the three types of code-switching like marked code choice, unmarked code choice, and sequential code choice (Radzilani, 2014).

The functions of the marked code choices have been described below.

**Clarification**

The function of clarification interprets the sense of a single word in code-switching. This category of code-switching is generally used to promote comprehension and clarity among communicators. The marked code choice clarifies the purpose of a word during an unwritten and written communication. According to Rose, in the marked code choice words are adapted to translate a single word that is often found to function for understanding the sense of meanings in a better way (Rose, 2006). This sort of code-switching occurs when the speaker is talented to comprehend and make clear the logic of things. The examples of clarification functions of code-switching are described here.

**Example 1**

**Kashif:** *Abi proper linear lgayanhihy, guideline di hy main nay sirf* **(Yasir, 2017a).**

**Table 1**
**Marked code choice in code switching**

| Marked code switching | Functions |
|---|---|
| Proper, guideline | To give clear argument |
| linear | Borrowing word, show limitation |

Kashif gives detail to Nida about the suitable linear in this function of clarification. He explains that he makes a line to give instruction and will highlight it again. The marked words are used by Kashif to bring lucidity to opinions as *proper* and *guideline*. The *linear* word is used to show limitation and it is a borrowed word.

### Expansion

Rose (2006) observes that the function of expansion occurs through code-switching when a speaker expands dialogues by switching from one to another code and to clarify the longer detail where the ambiguity arises in communication (Rose, 2006). The main aim of this function is to clear the meaning and to make sure that the explanation is understood. This function of code choice may happen in the form of a single word and sentence in written and oral communication. Here, examples of code-switching are taken from print and electronic media to illustrate the function of expansion. The instances of expansion function are labeled, here.

### Example 2

**Nosheen:** *Yeh hum sab ki mehnat ka nateeja hae kae aij mathadahd Uorepi-o-khaliji mumalike main Pakistani malbusateki demand bahrti jarahe hae* **(Bukhare, 2018).**

**Table 2**
**Marked code choice in code switching**

| Marked code switching | Functions |
|---|---|
| Demand | Expanding an argument |

The function of expansion is observed in this conversation. Firstly, Nosheen talks in a formal way in which the dialogue is extended by using the marked code choice. Here, the marked code choice of the word *demand* is used to expand an argument intentionally.

### Reprimand

The function of reprimand is performed through code-switching to display some form of feelings like love, hatred, anger, seriousness, and sympathy. These moods can be displayed in the form of single or more words and sentences. According to Myers-Scotton, the marked code choice is practiced to express an extensive variety of emotions. Sometimes in marked code-switching, words are used to express negative as well as positive feelings (Myers-Scotton, 1993). Here are some examples of reprimand function observed in the selected data.

### Example 3

**Nida:** *Wolerkishareefnahiwo jeans pehntihae. Q bahi! Yehkaisekehsakhtaehainapaurkiseka character sketch kistarahkarsakhtaehain. Ouskaepehnawayselaikinhamare society main aisa hi hotahy***(Yasir, 2017b).**

**Table 3**
**Marked code choice in code switching**

| Marked code switching | Functions |
|---|---|
| character  sketch, society | To criticize  others |

| | |
|---|---|
| Jeans | Borrow the word, showing anger |

This example of marked code choice is performing the function of reprimand by Nida's argument. The dressing sense is discussed critically. First, the host of the *Good Morning Pakistan* show uses the word *jeans* that is a borrowed word. Nida displays anger for the people who have negative feelings about modern dressing. The marked code choice of the words *character sketch, society* is used to criticize society and people who have a narrow-minded approach and negative views about other's characters.

**Social Identity**

The function of social identity is performed in a situation when contributors talk about things, which belong to our society. Speakers often switch from one code to another in their conversation. A picture of social customs and habits is displayed in it. The marked code choice occurs to maintain a balance between social relationships. Sometimes, the marked code choice happens to show negative as well as positive criticism. Myers-Scotton (1993) asserts that code-switching may perform more functions at a time. Sometimes, the marked code choice makes the function of expansion while on the other side it performs the function of social identity and individuality (Myers-Scotton, 1993). Some examples of code-switching are described here, about the function of social identity.

**Example 4**

**Nida**:*Asian, Western, walaimay par keya look ho, kistarahkawopurabaalbanay to aij hum aek to larkiyonki help kernywalyhainkay ager ounkay feature kistarahkayhain to wo is tarahka makeup karain***(Yasir, 2017a).**

**Table 2**
**Marked code choice in code switching**

| Marked code switching | Functions |
|---|---|
| Asian, Western | To create fluency in her conversation |
| Look, help | Expansion |
| Feature | Social and individual identity |
| Makeup | Borrowed word |

The above example of code-switching is performing the function of social identity. Firstly, Nida uses English words, *Asian, Western,* instead of Urdu to create fluency in her conversation. Then she adopts the marked code of choice words like *help, looks* to expand her argument. *Help* word is used intentionally to expand her dialogue. It can be observed that in the aforementioned example, the function of social identity is performed by Nida. In the marked code choice, the word f*eature* is performing the function of individual and social identity. At the same time, this English word is giving information about two functions of the social and individual person. The marked code choice word, *makeup*, is adopted as a borrowed word.

**Confirmation**

The function of confirmation is performed through the code-switched conversation when speakers wish to approve their arguments and seek confirmation from the audience. In this situation, speakers shift from one code to another to understand the views and meaning adequately. Rose states that the marked code choice happens when a teacher wishes to seek some form of confirmation, and the teacher switches from one code to another to confirm whether pupils understand the lecture or not (Rose, 2006). Some examples of confirmation functions are described here.

**Example 5**

**Nida:***Acha red kay bealagalag shades hotyhain, for example,jaisayRouhakayouperjo shade lagahowahai, wo Rouhaki complexion bright hai to wo alag a rahahai. Ouskay ouper koi be red ka color acha lagy ga***(Yasir, 2017a).**

**Table 3**
**Marked code choice in code switching**

| Marked code switching | Functions |
|---|---|
| Red, for example | The function of the expansion |
| Shades, shade | Borrow word, and an emphasis |
| Complexion bright, red | Confirmation |

The above example of marked code-switching is performing the function of confirmation, expansion, and emphasis through the dialogue of Nida in which she is confirming about makeup sense. The marked code choice words, *red, for example,* are expanding an argument. On the other hand, English words have become part of the Urdu language as *shade* and *shades*. The marked code choice of the word, *shades,* is performing not only the function of emphasis but also is used as borrowed code-switching. The function of confirmation is also observed when Nida, who is the host of the *Good Morning Pakistan* show on the ARY digital channel uses the marked code choices of the words, *complexion, bright, red*. Nida confirms that the red lipstick will suit Rouha due to her fair skin.

**Humor**

The function of humor is repeatedly performed in marked code-switching. It usually occurs in the form of one or more words and sentences. The speakers shift from one code to another to create humor in serious discussion. Sometimes, the function of humor is opted to criticize different aspects of society by using code-switching. The function of humor can be observed in several examples of code-switching. Many instances of Urdu-English code-switching are explored in the following examples, where the function of humor is performed.

**Example 6**

**Nida:** *Meri jo aek eyebrow hai wo arch hai, aek ghoul hai***(Yasir, 2017b).**

**Table 4**
**Marked code choice in code switching**

| Marked code switching | Functions |
|---|---|
| Eyebrow | Expand an argument |
| Arch | Creating humor |

Nida creates the function of humor. Wajid Khan talks about the eyebrows by giving a sense of eye makeup. Nida makes humor during this conversation when she talks about her eyebrows and says humorously "*merijoay key ebrow haiwo arch hai, aek ghoul hai*". The marked code choice word, *eyebrow,* is used to develop an argument. It is a borrowed word.

**Finding Difficulty in Words**

Code-switching is an essential part of a conversation. It is considered a tool to convey meanings in a better way. Sometimes, the speaker is confused about the use of words to create fluency in conversation.  He or she does not find any better word in the first language, in this situation; the speaker switches to another code to make a suitable sentence and maintains balance in communication (Myers-Scotton, 1993).

**Example 7**

**Aneela:**  *Ager jaisaykay collar nahihai v neck haiya round neck hai to apnybaalkhulay choir diyain, straight kar liyae, kahen ja rahy hain blow dry karkay agy lay kay a jaty hain donon sideonse* **(Yasir, 2017b).**

**Table**
**7 Marked code choice in code switching**

| Marked code switching | Functions |
|---|---|
| Collar | Borrowed word |
| V neck, round neck | Finding difficulty in words |
| Straight, blow-dry | Expansion |

The function of finding difficulty in a word is observed in the above example of code-switching by using the marked code choice of words as *v-neck, round neck*. She is giving a sense of dressing and hairstyle that can be adapted according to fashion. The function of finding difficulty in a word is adopted in this situation when speakers have no proper word in the first language to explain and clarify their arguments, and they pick words from another language. In this dialogue, Aneela feels herself in the same situation and uses words from another language to clarify her argument. The marked choice word *collar* is performing the function of

borrowed code-switching but *straight* and *blow dry* words are used intentionally to expand her discussion.

**Emphasis**

The function of emphasis highlights some important ideas and arguments during the marked code choice. Speakers communicate one code, and then suddenly switch to another code to emphasize their views about some things. This function of emphasis can be performed through a single word, repeating words and sentences. Some examples of emphasis function are explored here.

**Example 8**

**Nida:** *Q kay ye wohai look kay ap ne zaiyadatai yarannahid ikhani, effort nahiki hoi, effortless taiyare hai* **(Yasir, 2017b).**

**Table 8**
**Marked code choice in code switching**

| Marked code switching | Functions |
|---|---|
| Look, effort, effortless | The function of an emphasis |

The function of emphasis is performed in the above example of marked code-switching. First, the marked code choice-like *look* is used to get ready for some event as parents teaching meeting or going to market. Then, the marked code choices *effort, effortless* emphasizes the makeup sense of the mothers of school-going children.

**Self-expression**

The function of self-expression is also observed in code-switching where speakers express and promote self-identity by using some marked words or sentences. The function of self-expression is an essential part of the personality and it can be expressed with marked code choice.

**Example 9**

**Kashif:** *Meraaik hi signature style hai, signature style har colour main, har style main, har pattern main, har embroidery main, makeup main ya styling main har cheeez main bohat variations hain, q kay moijyais alag tahai kaymry pass community hartarahkiattihai***(Yasir, 2017a).**

**Table**
**9 Marked code choice in code switching**

| Marked code switching | Functions |
|---|---|
| Signature style hai, signature style har color main expanding | Self-confidence, |
| Pattern, embroidery, stylizing | dialogue |
| Variations, community | Positive thinking |
| Makeup, style | Borrow words |

This argument is performing the function of self-identity when Kashif shifts from Urdu to the English language; he expands not only his argument but also expresses his personality and self-expression by using marked code choice. He also borrows words like *makeup* and *style.* Through the marked code choice like *variations, identity*, he displays positive thinking. Some marked code choices like "*signature style hai*", "*signature style har color main*", *pattern, embroidery, stylizing* are displaying his self-expression and expand his conversation to introduce his professional skills.

## Conclusion

The researcher to analyze the data for current research uses Myers-Scotton's Markedness Model. Firstly, the instances of the marked code choices are explored from the selected data. Then, the functions of the marked code-switching such as, reprimand, clarification, expansion, self-expression, social identity, humor, and confirmation, direct quotation, emphasis, and finding difficulty in words, are analyzed.

## Marked Code Switching

Twenty-five *Dunya Sunday Magazines* and six *Good Morning Pakistan* shows are selected to explore the instances and functions of marked code choice. The analysis of the selected data shows that in different instances, the speakers used marked code choice. It implies that the speakers intentionally ignored the expected RO set when they switched the lingual codes during their conversation. The speakers, rather, used an unexpected or unpredictable code, which is called marked code choice.

Nine examples of marked code choice are explored during the analysis of the selected data. The host of *Good Morning Pakistan* and the other members of this show, like fashion designers, makeup artists, and audience, practice the marked code choice. Similarly, the instances of marked code choice are explored in the print media, particularly in the conversation of models. The analysis of the selected data reveals that the phenomenon of code-switching is prevalent in electronic media but rarely occurs in print media. Eight instances of marked code choice are explored in the selected data from electronic media and only one from print media. The researcher has found out a variety of the marked code choice functions in the data selected from electronic media but it scarcely occurs in print media.

## Recommendations

The present study helps to understand the phenomenon of code-switching in print and electronic media. Current research explores the instances of Urdu-English code-switching, which is practiced as an instrument to convey meanings and senses in a better way. Moreover, this study acts as a road map for the researchers, who desire to explore the trends of code-switching in print and electronic media. The

study helps its reader to understand that Urdu-English code-switching is not only a fashion but also a valuable tool to make the conversation effective.

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