

QUANTIFICATION OF URDU – ENGLISH CODE MIXING AND CODE SWITCHING: AN OVERVIEW OF THE ENTERTAINMENT CHANNELS OF PAKISTAN

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ABSTRACT

The purpose of this study is to quantify different lexical items in the different entertainment channels of Pakistan, to highlight the highest and the lowest used lexical items by applying different statistical tools, mean, median and mode and to observe the efficacy of code mixing and code switching during a discourse as a communicative process. In this context, different approaches, qualitative, quantitative and mixed methods, (Younas et al., 2020; Koban, 2013; Nadeem, 2012; Dörnyei 2007) were applied to investigate the instances of code mixing and code switching. This study is based mainly on quantitative approach. The average, the mean and the median show the identical results; all these suggest that Urdu – English code mixing and code switching plays a pivotal role in a communicative process in a social contact, used due to absence of lexical item, to avoid awkward comments, to mitigate misconception and to highlight social class in a social setting. Almost all English lexical units are inserted in the discourse except a few. The statistical approaches show that the discourse or utterance is altered after every three Urdu lexical items with an English Lexical item in different entertainment channels. This, on the one hand, assists in communicative process to transfer message, on the other, it leaves an adverse effect on Urdu lexical items, which will make Urdu words to be extinct in near future.

Keywords: Discourse, Mean, Median, Mode, Lexical Item, Bilingualism, Multilingualism

INTRODUCTION

Using different languages in a social contact during an utterance and discourse is the frequent practice of bilingual or multilingual. Switching and mixing of codes from different languages is a natural process for them. It leads linguists to highlight grammatical, social and psychological aspects of code mixing and code switching. A lot of research is being carried out in this phenomenon from house hold setting to work and office setting resulting in different theories and aspects that cause a man to accommodate different lexical items of different languages in a single utterance. It is as natural as a human speech. But using two different languages in a sentence, sometimes, causes disturbance to accommodate codes and encounter syntactical awkwardness.

Code mixing and code switching are generic terms that cover a variety of linguistic phenomena emerging from contact languages in bilingual situations; these phenomena appear in various syntactic levels, by using two distinct languages in a discourse. These phenomena were initially considered

confusing terminologies for one thing. Poplack et al., (1988) and Singh (1985) differentiate between code mixing and code switching. The latter is used in this field since 1986, in which the authors distinguish them as alternating phenomenon (switching) in which two languages stand separate; whereas mixing phenomenon stands as a mix entity of languages in contact by lexical units highlighting different grammatical aspects of the languages in phrasal structures. A phrase is a sequence of two or more lexical items that serves as a meaningful unit in a sentence or a clause. It (a phrase) possesses a functional head which the syntactic function of the unit i.e. noun phrase (a hard question), verb phrase (try hard), adjective phrase (very hot and humid), adverb phrase (very slowly) and prepositional phrase (among the trees). Pfaff (1979), however, illustrates that the term code switching should be taken as a hyponym of code mixing phenomenon as it also includes borrowing. But later, they were recognized as different and separate entities. The words ‘switch’ and ‘mix’ are spelt separately and have different meanings. Switch means to shift from one language to another in sentences and clauses during a discourse and mixing means to insert different lexical items from one to another language.

Different approaches to illustrate code mixing and code switching were devised since 1972 with particular reference to grammatical, sociolinguistics and psychological aspects. Gumperz & Hernandez-Chavez (1971) proposes that code mixing and code switching is possible between different lexical units i.e. noun and its clause, a subject, a predicate except a verb from English. Timm (1975) proposes that pronouns, either subject or object, are supposed to be in the matrix language. Further he argues that verb, either as an auxiliary or as a main or an infinitive, is to be in the matrix language. Lipski (1978) and Pfaff (1979) illustrates that it is impossible to switch in the context of a phrase (prepositional phrase). Switching of English articles and its nouns are prohibited on the basis of creating awkwardness in the syntax. Poplack (1980) provides equivalence and free morpheme constraints which suggest that code mixing occurs largely having equivalent syntactic structure and order. Gumpers (1982) suggests that code switching is the combination of different sentences, owing to phonological, syntactic and morphological rules of the contact languages, chosen wisely to transfer linguistics units possessing different messages in a discourse.

Myers-Scotton (1993) suggests sociolinguistic aspects of these phenomena (code mixing and code switching), in which certain privileges and compulsions are affixed over a speaker during communication. A speaker chooses the different codes from different languages owing to the principles used for negotiation. They depend largely upon the choice of the speaker to mix and switch between the contact languages owing not to have clear choice of language and to have a social balance. The contact languages are dealt as the matrix language and the embedded language. The matrix language is supposed to be the main language and the embedded language, the host language. The speaker can alter the discourse within the syntactic structure of the either languages, mainly following the matrix language. Aur (1998) suggests that the norms, values and identity pertaining to society are having a powerful and dominant role to play in a discourse or utterance. The language, having dominancy and power in a social scale, is likely to be switched and mixed in an utterance. It is treated as a sequential analysis, providing the answers to mainly two questions (how and why). Auer (2005) treats switching as the alternation between two or more languages in an utterance. A speaker usually switches codes from that language which is ethnically affluent in all domains of life in a societal context.

METHODOLOGY

The purpose of this study is to quantify different lexical items in the electronic media of Pakistan, to highlight the highest and the lowest used lexical items by applying different statistical tools, mean, median and mode and to observe the efficacy of code mixing and code switching during discourse as a communicative process. In this context, different approaches, qualitative, quantitative and mixed methods, (Younas et al., 2020; Koban, 2013; Nadeem, 2012; Dörnyei 2007) were applied to investigate the instances of code mixing and code switching. This study is only based on quantitative approach by applying three statistical tools as mentioned below.

Mean

The mean is used to measure the central point in both discrete and continuous data. It is the sum of the

data divided by the no of values. Though it is the value that is most common, yet it does not illustrate any number from the actual value. The question why it is applied on the data? The reason is that it minimizes error in predicting any one value having all the data for calculation and central point. Though it is beneficial to apply this tool, yet it has one main disadvantage. It can sometimes become unusual in comparison when the data is having lowest and highest levels.

Students	1	2	3	4	5	6	7	8	9	10
Marks	10	15	20	17	16	17	25	11	90	99

The mean marks in the data would be 32 which might prove inaccurate as most of the students have marks from 10 to 25, made different by last two marks.

Median

Median is called the value of a data having midpoint in which values are placed in either of the order, ascending or descending. Ascending order describes the data from lowest to highest, while descending is from highest to lowest. The median is used to have a value, a midpoint either the above or the below. It is used best in the data having mixed number a few highest and many lowest numbers to have a close number. Large and small numbers might skew the mean, but the median can often give you a better idea of the data.

Mode

The mode is a most reoccurring number in the data being represented in graphs. Normally, it denotes some common category in the data. It is very hard to have a midpoint through mode, yet it can best describe common category among the data. Therefore, it will be used to highlight the common and reoccurring lexical unit being found from the data in this study.

The data for this study have been collected from ten video clips, two clips from five different entertainment channels being telecast in Pakistan. The choice of clips is purely made on highest and lowest level in which code mixing and code switching occur. The description of these channels is as follows.

Pakistan Television Network (PTV)

Pakistan Television Corporation (PTV) has been a government owned network of television since November 1964, formerly known as Nippon Electric Company, Limited (NEC). PTV Home is one of its ten channels, broadcast transmission round the globe. PTV Home is a 24 – hour entertainment channel. It is also named as PTV original. Simultaneously, it also broadcasts news, live sports and interviews of distinguished personalities.

Hum TV

Eye Television Limited was founded in February 2004 which was changed as Hum Television Network (Hum TV) on 21st January 2011. It broadcasts its transmission through six different channels from Pakistan. Morning shows are part and parcel of entertainment channels in Pakistan because they highlight some of the social problems and provide remedies pertaining to daily life within a society. The audience is lured by these programs as the solutions of the problems are discussed on wide range of experience and with expertise. The defeated, overpowered and overwhelmed women of Pakistan usually find something of interest in them.

Geo TV

Geo TV (Geo Television Network) is one of the television networks working privately, established in May 2002. It started its regular transmissions on 1st October 2002. It is owned by Jung Group of News and Publications. Geo News, one of the five channels operating under Geo Television Network, keeps

up its viewers with the latest development in the society, country and the world at large in all fields.

ATV

ATV is a news and entertainment channel launched on 1st May 2005. It is owned by Shalimar Recording & Broadcasting Company Limited (STN). It started its transmission in Pakistan in 1990 with single broadcasting station in Islamabad. Now, it has 20 broadcasting stations in Pakistan. ATV provides mainly entertainment along with news bulletin from time to time to keep up the viewers with the latest development in social, political and economic sectors of Pakistan and the world at large.

Hum Masala

Hum Masala is a part of Hum Television Network, described in video clip 2. It is launched on 22nd November 2006 in Pakistan. It is a 24 – hour food channel in Urdu, training women in cooking. The women of Pakistan, working in almost all spheres of life side by side with men, perform the household works like cooking as an obligation to the family. All these video clips including two from each channel are downloaded and transcribed to find out the instances of code mixing and code switching. They are analyzed statistically by applying the tools and methods, mean, median and mode.

FINDINGS AND RESULTS

In order to highlight the lexical units used for the communicative purpose, a detailed investigation and analysis, by applying statistical tools, of the transcribed codes was carried out. The different lexical units were separated from the context keeping in view the syntactic structure of the matrix language and the embedded language. These lexical units were then collectively quantified in the statistical tool mean as:

Mean

The mean \bar{x} can be described as a sum of all the collected data got after the division of the whole data by the count n .

$$mean = \bar{x} = \frac{\sum_{i=1}^n x_i}{n}$$

Table 1 shows total 4316 lexical units including 1063 and 3253 English and Urdu Lexical Items respectively. The overall percentage stands as 24.63% of total lexical units. The mean \bar{x} of the code mixing and code switching (English Lexical Items) is 106.3 calculated from total 1063 lexical items divided by the total count $n=10$ video clips. The highest and the lowest mean calculated in pairs for the total count $n = 2$ video clips collected from five different channels is 186.5 and 66 respectively. The mean pertaining to Urdu lexical items is 325.3 with 406.5 and 231.5, the highest and the lowest mean. As there is the difference in the mean owing to highest and lowest level, therefore, another statistical tool, median, is applied to observe the accuracy and form an opinion for code mixing and code switching.

Median

The median \bar{x} , is the value collected from the data by dividing the data into two equal sets or portions and by arranging the data into ascending or descending order in which the median always lied in the centre of the collected data. Two methods, odd numbers and even numbers, are applied on the data set. When the data set consists of odd numbers, only the middle number is considered as the median; whereas, in even numbers, two middle numbers from data set are added and then are divided by the total count 2 as the median.

Table No. 1 Mean

Detail of Lexicons (Code Mixing and Code Switching)						
Description	English Lexical Item	Urdu Lexical Items	Total	%age of English	Mean (English Lexical Items)	Mean (Urdu Lexical Items)
Video Clip=VC						
VC 1	154	256	410	37.56%	100.5	236.5
VC 2	47	217	264	17.80%	100.5	236.5
VC 3	91	589	680	13.38%	66	495
VC 4	41	401	442	9.28%	66	495
VC 5	118	150	268	44.03%	96.5	231.5
VC 6	75	313	388	19.33%	96.5	231.5
VC 7	247	292	539	45.83%	186.5	406.5
VC 8	126	521	647	19.47%	186.5	406.5
VC 9	133	373	506	26.28%	82	257
VC 10	31	141	172	18.02%	82	257
Total	1063	3253	4316	24.63%	106.3	325.3

Table No. 2a Median (English Lexical Items)

Detail of words									
VC 10	VC 4	VC 2	VC 6	VC 3	VC 5	VC 8	VC 9	VC 1	VC 7
31	41	47	75	91	118	126	133	154	247

Table No. 2b Median (Urdu Lexical Items)

Detail of Words									
VC 10	VC 5	VC 2	VC 1	VC 7	VC 6	VC 9	VC 4	VC 8	VC 3
141	150	217	256	292	313	373	401	521	589

As our data consists of even numbers, therefore, two digits are taken out as in bold in figure 2a and 2b. The median of English Lexicons (Figure 2a) from 91 and 118 is 104.5 approximately 105. The median of Urdu lexicons (figure 2b) from 292 and 313 of Urdu lexicons is 302.5 rounded off as 303. The both (Figure 2a and Figure 2b) show that an English lexicon is inserted after almost three Urdu lexicons.

Mode

Mode is defined as the frequently occurring value in a data presented through graphs to measure the central tendency in the data set. Mode can show the data set described best in the charts or graphs to show the highest value in the data set.

Figure 1: Mode

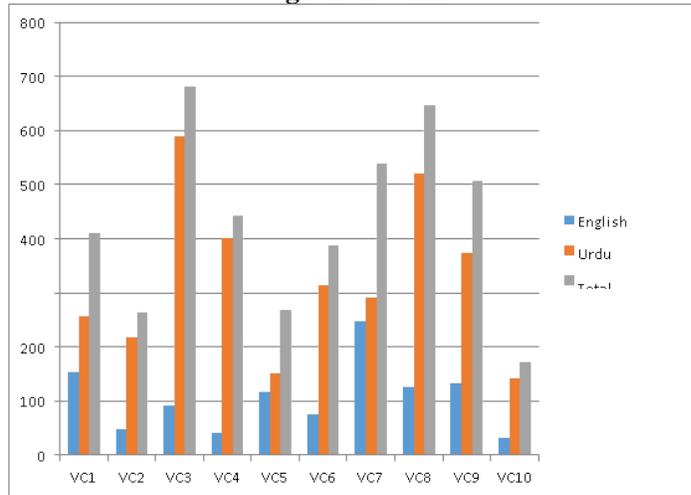


Figure 2: Different Lexical Items

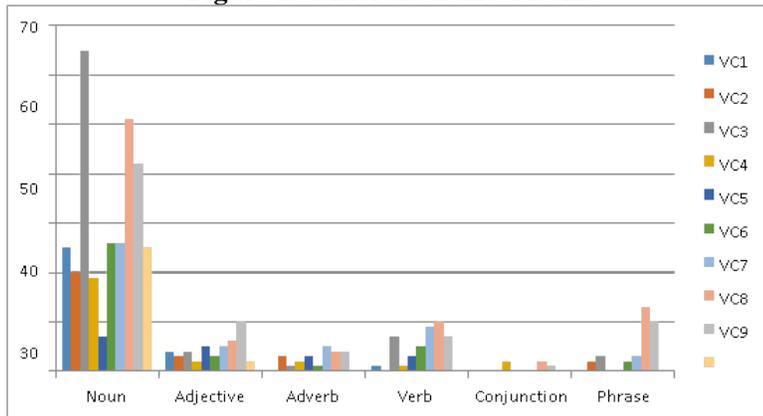


Figure 3

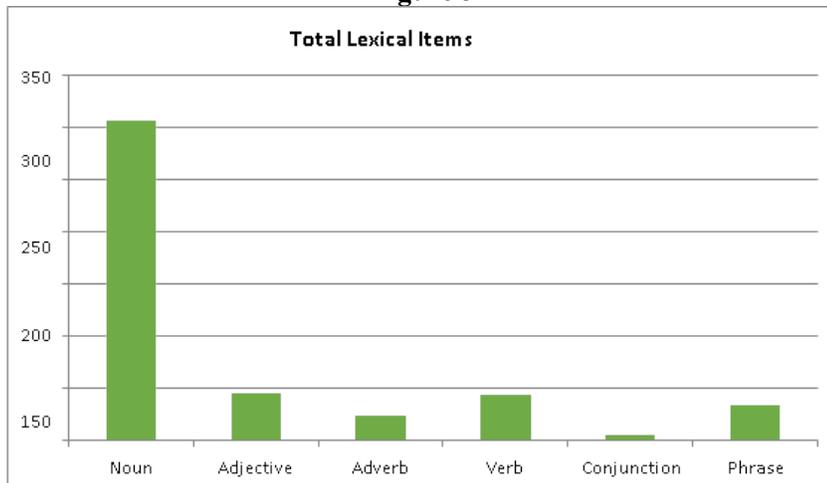


Figure 2 shows the total lexical items including code mixing and code switching. The total lexical items in the collected data from ten video clips are 4316. The total number of code mixing and code switching is 1063 lexical items bifurcated in figure 4 and figure 5 mentioning the total number of different lexical items. Almost all the lexical items are mixed in the discourse except pronoun, preposition and interjection. Nouns are found with highest number and the conjunction as the lowest.

Adjective and verb and adverb and phrase are almost same in number respectively.

CONCLUSION

Grosjean (1996) argues that languages are acquired for different specifications and purposes and are used in unique and different realm of life. This study shows that a great number of mixing and switching occurred in all the video clips on a wide scale. A high percentage of code mixing and code switching is found, almost 25% of the total lexical items used in the discourse. The same has also been verified through statistical tools, mean and median which is almost the same i.e. 106.3 rounded off as 106 (mean) and 104.5, rounded of as 105 (median). The percentage, mean and median clarifies that the code mixing and code switching occur almost after every three lexical items pertaining to the matrix language (Urdu). Codes from English to Urdu are inserted due to need and prestige. It occurs to transfer the message in a social contact or situation promptly and fully. It also happens due to a number of reasons i.e. absence of lexical item, to avoid awkward comments, to hinder misconception, to highlight social scale in a social setting. Hardly is there any passage in the electronic media, found without code mixing and code switching. Though these phenomena enable an individual to transfer his knowledge, wisdom or understanding of any topic in a best way which most suits his discourse, yet they sometimes cast an adverse effect upon Urdu (the matrix language). The frequent and excessive use of different English lexical items tends to create a position where a few of the Urdu lexical items will be extinct from the discourse. A few of the lexical items i.e. (doctor) طبیب/حکیم, (school) مدرسہ (hospital) ہسپتال, (glass) شیشہ, (ball) گیند and many more are almost extinct from Urdu owing to the higher percentage of code mixing and code switching. Though Urdu possesses their equivalent lexical items, yet most of them are no more in use. If the same remains continued for fifty or more years, a large number of English lexical items are likely to be mixed in Urdu which will cause an adverse effect. This will transform, it is supposed, the language from Urdu to URDUISH. Languages tend to change with time but this change occurs rapidly at a primitive stage; whereas, it is slow in advanced ones. However, if these phenomena remain continue, the action of change is likely to be rapid.

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