

CODE SWITCHING IN EDITORIAL OF URDU NEWSPAPER

Kausar Rahmati Khan*
Kausar Rahmati Khan, Masroor Khanum**

Abstract

Code switching is defined as the use of two or more languages or varieties of language in conversation. It is a general phenomenon in Pakistani society. This research was conducted through a qualitative descriptive method; it produces descriptive data in the form of code switched sentences from editorial of Urdu newspaper. In this research paper I discussed code switching in editorial of an Urdu newspaper. Daily Khabrain Newspaper was selected for this purpose. One week newspapers were collected for research from 1st January, 2020 to 7th January, 2020 to analyze code switching in editorial. In this research paper I discussed code switching in editorial of an Urdu newspaper. Aims and Objectives are; in this research paper I discussed code switching in editorial of an Urdu newspaper. Research Question was what type of code switching is in editorial in Daily Khabrain Newspaper? Daily Khabrain Newspaper from first January 2020 to 7th January 2020 was collected for the analysis of language or code switching and its type in editorial. Through the analysis of data of newspaper it can be concluded that the type of code switching was intra sentential, word code switching and total integrated Urdu.

Keywords: Code switching; editorial; tag switching; inter sentential switching; intra sentential switching; loan words; newspaper

Introduction

Code switching is defined as the use of two or more languages or varieties of language in conversation or a piece of writing. Code switching, as Romaine (1992:110)¹ defines is the use of more than one language, variety, or style by speaker within a conversation or communication, or between different interlocutors or circumstances.

It is a general phenomenon in Pakistani society which, basically, is a multilingual society; usually people use more than one or two languages: mother tongue, national language, and for educated people, English for official work. Code switching is very common in all the domains in the society.

This work is Licensed under a Creative Commons Attribution-Non-Commercial 4.0 International License.



* Kausar Rahmati Khan, Research Scholar, Department of Mass Communication, Federal Urdu University Arts, Science and Technology, Karachi.

** Masroor Khanum, Ph.D. Assistant Professor, Department of Mass Communication, Federal Urdu University Arts, Science and Technology, Karachi.

¹ Romaine, Suzane. *Bilingualism*, (Blackwell Publishers: Cambridge, 1992).

Even journalists use code switching in print and electronic media. Khan (2014) studies Sociolinguistic Analysis of Classroom Discourse with Special Reference to Code-Switching.²

Urdu is Pakistan's national language but in addition to L1 a lot of regional languages are also spoken and it provides multilingual category to the nation. English is an official language and considered a very important language in Pakistan. Media both, electronic and print, certainly have played a successful role for the development of communication but simultaneously have increased the phenomenon of code switching in every field (Mushtaq & Zahra, 2012; Rasul, 2006).³

Code-switching plays a very important role in language and language explanation, and it presents socio-cultural phenomena of a region or of the world. Although Urdu is a national language, English has been accepted as a superior language in a variety of fields. Those who do not use it fluently have an inferiority complex. Since English is taught as a second language at all levels of education, a great number of English vocabulary items have been acquired by a majority of Pakistanis. In order to show that they have some knowledge of English people have developed a habit of inserting English words in their everyday conversation and writing. The use of English words in Urdu conversation is escalating day by day. Use of English along with Urdu as code switching has become common everywhere. In print media journalists use English words in Urdu in all contents of the newspapers such as news headlines, column, editorials, advertisements, etc.

People have become very familiar with the English words without knowing them. They speak those words frequently and think as they are Urdu words for instance Thank you (shukria), cold drink (sherbet), table (maza), chair (kursi) tea break (chai ka waqfa), lunch break (dupher ke khane ka waqfa), dinner time (raat ke khane ka waqt), etc. There is a long list of such words which have become mixed in Urdu as a part of Urdu language. People not only speak them on TV in all programs, talk shows, morning shows, educational programs, dramas, films, news and in general conversation. People speak as *kahan ja rahe ho?* Where are you going? *Kia ho raha he?* What's happening? Madam result *kab aye ga?* Men ~ kal absent *tha*, airport *per bohot rush tha*. Meri family kal wedding attend *ker ne jarahi he*. Mera beta bohot intelligent *he*. Men~ *bhi job kerti hon~*. Goat *ko mat hurt karo*. Don't touch it *gir jaye ga* and *toot jaye ga*, mama ye books *dekh*en~same style or language is used in newspapers contents. In this paper I discussed code switching in editorial of an Urdu newspaper. One week from 1st January, 2020 to 7th January, 2020 was selected for collection of newspaper for research for code switching in editorial.

² Khan, R.K. *A Sociolinguistic Analysis of Classroom Discourse with Special Reference to Code-Switching*. An Unpublished Ph.D. Thesis. Department of English, University of Karachi, 2014.

³ Mushtaq, H., & Zahra, T. An Analysis of Code-Mixing in T.V Commercials. *Language in India*, 12 (11), 2012, 428-439

Types of Code Switching

According to Poplack as quoted in Romaine (1995:122-123)⁴, there are three main types of code switching, they are as follows:

1. Tag Switching

Tag code switching, is basically the addition of a tag in one language in a statement which is completely in the other language, for instance, *aap ko pata he na? he na?* You know? I mean

2. Inter Sentential Switching

Inter sentential code switching includes syntactic complexity with the rules of the languages. Inter sentential switching takes place at a clause or sentence limit, each clause or sentence is in one language or the other one.

3. Intra Sentential Switching

Intra sentential switching includes the switching within the same clause or sentence which at that time includes parts of both languages. Intra-sentential switching, takes place within a clause or sentence limit.

4. Intra-word switching

In it a change occurs within a word limit, such as English word ends with Urdu e.g. committeeion~

This type of switching has rules of languages; speakers know their syntax and morphology and they are experts of both the languages.

Urdu Newspaper

Daily *Khabrain* Newspaper

This newspaper is published with tabloid format. Its founder is Zia Shahid and it was founded in September, 1992. Its owners are Khabrain Group of Newspapers. Daily Khabrain is an e-paper. It is published simultaneously from, Karachi, Lahore, Peshawar, Multan, Hyderabad, Muzaffarabad, Sukkur and Islamabad. This newspaper consists of fourteen pages.

Aims and Objectives

1. In this research paper I discussed code switching in editorial of an Urdu newspaper.
2. Daily *Khabrain* Newspaper was selected for this purpose.

⁴ Romaine, Suzane. *Bilingualism*, (Oxford, UK: Blackwell, 1995)

3. One week newspaper was collected for research from 1st January, 2020 to 7th January, 2020 was for code switching in editorial.

Research Question

What type of code switching is found in the editorial the editorial section of Daily *Khabrain*?

Review of Literature

The phenomenon of code switching is universal and it is very common in Pakistan. People speak many languages in Pakistan and they code switch very frequently in their conversation. Code switching occurs everywhere: for example homes, schools, offices, hotels, public places, wherever people sit and talk. They use their mother tongue and they code switch in Urdu and in English as well. There are about 72 languages spoken in Pakistan. It means that phenomenon of code switching is quite widespread.

Sociolinguistic analysis of code-switching in classroom discourse was studied by Khan (2014).⁵ According to Khan (2014) this is not a unique phenomenon, it is worldwide in bilingual and multilingual societies.

According to Abudarham (1987:28)⁶ Code switching is the exchange of both languages within the same conversation and only bilinguals or multilingual understand the languages and their systems.

Nilep (2006)⁷ defines code switching as the use of linguistic constituents for interaction (p.1).

The words are transferred and replaced according to the situation in code switching in a conversation. Code switching is a very important characteristic of bilingualism and it can happen between sentences such as inter-sentential or within a single sentence intra-sentential. Poplack (1980)⁸ has introduces two types of code switching inter-sentential, and intra-sentential. In Inter-sentential switching there is a language altering between sentences and each clause is in one language or another but in intra sentential, the narrator alters language within one sentence.

Code switching in verbal or written text is common and is called code-mixing, code-shifting, language alternation or language interaction (Sebba, 2012, p.97).⁹ Posters,

⁵ Khan, R.K. Op.cit.

⁶ Abudarham, S. *Bilingualism and the Bilingual*, (Berkshire: The NFER-NELSON Publishing Company Ltd., 1987)

⁷ Nilep, C. Code Switching in Socio-cultural Linguistics. *Colorado Research in Linguistics*,19(3). (Boulder: University of Colorado, 2006), Retrieved on April 23, 2008 from www.colorado.edu/ling/CRIL/Volume19_Issue1/paper_NILEP.pdf

⁸ Poplack, Shana. "Sometimes I'll Start a Sentence in Spanish Y TERMINO EN ESPANOL: Toward a Typology of Code-switching", in: *Linguistics* 18, (1980), 581-618.

⁹ Sebba, M. Multilingualism in Written Discourse: An Approach to the Analysis of Multilingual Texts, *International Journal of Bilingualism*, 17 (1) 97 –118.doi: 10.1177/1367006912438301, (2012)

newspaper articles, advertisements and web pages show multilingual texts (Sebba, 2012, p.99).¹⁰ Language-mixing is considered a mark of idleness and can be called harmful for a language (Sridhar, 1996, p.58).¹¹ According to Kachru (1986)¹² bilinguals and multilingual show frequently language-mixing in conversation. Hsu (2008)¹³ explained that addition of English reveals mixed viewpoint and a well-known drift for youth.

English has especial position in Pakistan. It is commonly used in offices, educational institutions, home, public places everywhere and in media communication. Many scholars have investigated the use of English in media discourse in Pakistan both in electronic and print media such as newspapers (Rasul, 2009)¹⁴, magazines (Rasul, 2013)¹⁵, television programs (Rasul, 2011; Mushtaq & Zahra, 2012; Khan, 2014)¹⁶. Rasul (2013) studied the use of English words in Urdu magazines for children.

The current study focuses on the use of English words in Urdu texts in an exclusively Urdu newspaper. It tries to discover the harmfulness of this practice for the readers as well as the Urdu language itself.

Methodology

This research was conducted through a qualitative descriptive method; it produces descriptive data in the form of code switched sentences from editorial of Urdu newspaper. In this research paper I discussed code switching in editorial of an Urdu newspaper. Daily *Khabrain* Newspaper was selected for this purpose. One week newspapers were collected for research from 1st January, 2020 to 7th January, 2020 to analyze instances of code switching in editorials.

Dörnyei (2007:19) explained qualitative data as recorded vocal data such as interview that is transcribed to written form, notes and documents of different types. Richards (2005) has pointed out that the researcher in qualitative data collection begins looking and collecting everything about topic as probable data. Qualitative data processing has heterogeneous datasets and it can involve a lot of work. Qualitative data is transformed into a textual form such as, interview transcriptions and the analysis is completed first and

¹⁰ *Ibid.* p.99

¹¹ Sridhar, K.K. Societal Multilingualism. In: McKay, S.L. and Hornberger, N.H., Eds., *Sociolinguistics and Language Teaching*, (Cambridge University Press, Cambridge, 1996), 47-70.

¹² Kachru, B.B. The power and politics of English [Electronic version]. *World Englishes*, 5(2/3), (1986), 121-140.

¹³ Hsu, J. L. Globalization and English Mixing in Advertising in Taiwan: Its Discourse, Domains, Linguistic Patterns, Cultural Constraints, Localized Creativity, and Socio-Psychological Effects, *Journal of Creative Communication*, 3 (2), (2008), 155- 183.
DOI: 10.1177/097325860800300203.

¹⁴ Rasul, S. Code Mixing in Pakistani Newspapers: A Socio-linguistic Analysis. *Kashmir Journal of Language Research* 12(1), (2009), 25-49.

¹⁵ Rasul, S. Borrowing and code-mixing in Pakistani Children's Magazines: Practices and Functions. *Pakistaaniat: A Journal of Pakistan Studies*, 5 (2), (2013), 46-72.

¹⁶ Rasul, S. Code-mixing in Pakistani Television Advertisements: A Sociolinguistic Analysis. in A. Ahmed, G. Cane & M. Hanzala (Eds.). *Teaching English in Multilingual Contexts: Current Challenges, Future Directions*, (Cambridge Scholars Publishing, 2011), 123-144

foremost with words. Qualitative data analysis is a language based analysis. According to Dörney (2007:243) qualitative research is a nonlinear prototype.

During analysis, the data may divert the researcher because the data are too much. In analysis the writer used grounded theory to intricate the data. Dörney (2007:260) explained the main point about theory that is researchers should go ahead of only describing or categorizing the target phenomenon and should present some basic perceptive of the principles, relationships, cause and motives which are essential for it.¹⁷

Data Collection

This research was conducted through a qualitative descriptive method; it produces descriptive data in the form of code switched sentences from editorial of Urdu newspaper. In this research paper I discussed code switching in editorial of an Urdu newspaper. Daily Khabrain Newspaper was selected for this purpose. One week newspapers were collected for research from 1st January, 2020 to 7th January, 2020 was for code switching in editorial.

Data Analysis

Daily Khabrain Newspaper

1.1.2020

Editorial

1. *Shooroo shooroo men~ America ki **black mailing** ne apna kamal dikhaya.*
2. *2019 **corruption** men~ molawis afrad ki **NAB** aur deger idaron ~ ki janib se kafi pakeR dhakaR ka saal ke tor per yad rahe ga.*
3. *Mojooda Hookomat ke xilaf siyasi mooxalefeen **opposition** ke bayanat aur **reporting** bhi khul ker saamne aati agye.*
4. *Kashmeer **issue** per xali bertan kheR khaRane wali Aalami biradari ka kirdar khul ker same aagya.*
5. *Kertar Pure rahdari kholne ka **credit** sab apne apne moolk men khud hi le rahe hen ~.*
6. *2019 men~ hi **parliament** na hone ke bawoojood*
7. *Intixabi moohim ke doran apni **party** ki kamyabi ke liye.*
8. *Shooroo shooroo men~ ijlas bhi hoye aur **commetiyen**~ bhi tashkeel degaen~.*
9. *Panch cheh mertaba **Secretariat** ki taameer ke liyejagha bhi dekhi gaye.*
10. ***Judicial Complex Cotton Research Centre** aur bhi bohot se maqamat nazer men they.*
11. *Rehayshi **colonion**~ ki taameer ka ilan bhi kerdiya.*

17 Mushtaq, H., & Zahra, T. An Analysis of Code-mixing in T.V Commercials. *Language in India*, 12 (11), (2012), 428-439.

Table - 1
Types of Code Switching

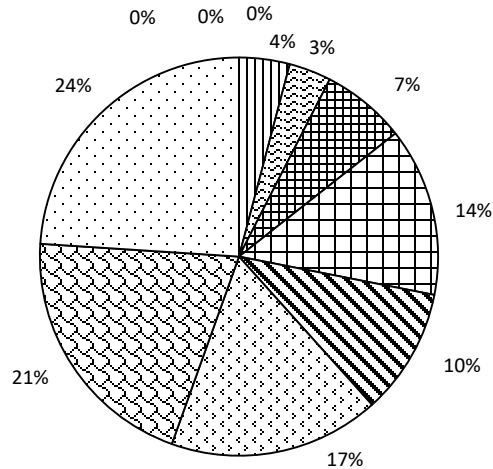
S.No	Code Switching	Types of Code Switching	Types of word
1	America ki black mailing ne apna kamal dikhaya	Loan word	Loan word
2	2019 corruption men~ molawis afrad ki NAB aur deger idaron ~ ki janib se kafi pakeR	Intra-sentential	Noun, noun
3	siyasi mooxalefeen opposition ke bayanat aur reporting bhi khul ker saamne aati agye.	Intra-sentential	Noun, verb or present participle
4	Kashmeer issue per xali bertan kheR khaRane wali Aalami biradari ka kirdar khul ker samne agaya.	Intra-sentential	Noun
5	Kertar Pure rahdari kholne ka credit sab apne apne moolk men khud hi le rahe hen~.	Intra-sentential	Noun
6	2019 men~ hiparliament na hone ke bawoojood	Intra-sentential	Noun
7	apni party ki kamyabi ke liye.	Intra-sentential	Noun
8	ijlas bhi hoye aur commetiyen ~ bhi tashkeel degaen~.	Loan word	Loan word
9	Panch cheh mertaba Secretariat ki taameer ke liye jagha bhi dekhi gaye.	Intra-sentential	Noun
10	Judicial Complex Cotton Research Centre aur bhi bohot se maqamat nazer men they.	Intra-sentential	Noun
11	Rehayshi colonion ~ ki taameer ka ilan	Loan word	Loan word

Source of Table: Self-created

Figure: 1

Table 1

■ verb 1	■ noun2	■ noun,verb3	□ noun 4
▨ noun 5	▨ noun6	▨ noun7	▨ word switched8
▨ noun9	▨ noun	□ word code switch11	

**Daily Khabrain Newspaper**

1.1.2020

Editorial**Table: 1 Types of Code Switching**

In Table 1 there are 11 sentences of code switching and type of code switching is intra sentential and loan words. Sentence 1, *America ki **black mailing** ne apna kamal dikhaya*, in this sentence there is black mailing is loan word. Sentence 2, *2019 **corruption** men~molawis afrac ki **NAB** aur deger idaron ~ ki janib se kafi pakeR* in this sentence there is intra sentential code switching and word type is noun. Sentence 3, *siyasi mooxalefeen **opposition** ke bayanat aur **reporting** bhi khul ker saamne aati aye* in this sentence there is intra sentential code switching and word type is noun and verb. Sentence 4, *Kashmir **issue** per xali bertan kheR khaRane wali Aalami biradari ka kirdar khul ker samne agaya.* in this sentence there is intra sentential code switching and word type is noun. Sentence 5, *Kertar Pure rahdari kholne ka **credit** sab apne apne moolk men khud hi le rahe hen~* in this sentence there is intra sentential code switching and word type is noun. Sentence 6, *2019 men~ **hiparliament** na hone ke bawoojood* in this sentence there is intra sentential code switching and word type is noun. Sentence 7, *apni **party** ki kamyabi ke liye* in this sentence there is intra sentential code switching and word type is noun. Sentence 8, *ijlas bhi hoye aur **commetiyen**~ bhi tashkeel degaen~* in this sentence there is intra sentential code switching and word type is Code switched (Intra word switched). Sentence 9, *Panch*

chah mertaba Secretariat ki taameer ke liye jagha bhi dekhi gaye in this sentence there is intra sentential code switching and word type is noun. Sentence 10, **Judicial Complex Cotton Research Centre** *aur bhi bohot se maqamat nazer men they* in this sentence there is intra sentential code switching and word type is noun. Sentence 11, *Rehayshi colonion~ ki taameer ka ilan they* in this sentence there is loan word **colonion~**.

Daily Khabrain Newspaper

2.1.2020

Editorial

1. *Doosri riyasatoon ke liye bhi alarming he.*
2. *Bharat ki 10 riyasaton~ men~ termemi bill aag lagan eke liye kafi tha.*
3. *Hinduon~ men~ gherao jalao, bankon~, railway station~ ko aag lagane ka silsila rukne ke bajaye beRhta chalagYa.*
4. *Iehtijaj ki aag Kashmeer tak na phel jaye jo hokomati agenda ko jala ker rakh ker de gi.*

Table - 2
Types of Code Switching

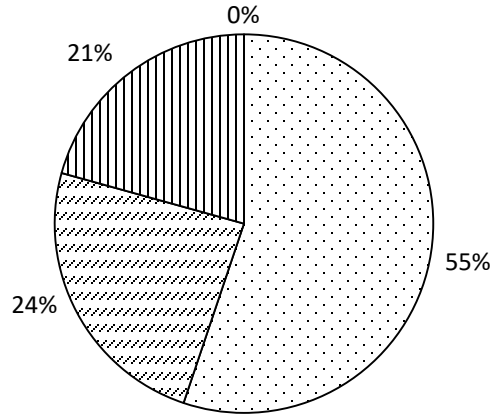
S.No.	Code Switching	Types of Code Switching	Types of words
1	<i>Doosri riyasatoon ke liye bhi alarming he.</i>	Intra sentential	Verb or present participle
2	<i>Bharat ki 10 riyasaton~ men~ termemi bill aag lagan eke liye kafi tha.</i>	Intra sentential	noun
3	<i>Hinduon~ men~ gherao jalao, bankon~, railway station~ ko aag lagane ka silsila rukne ke bajaye beRhta chalagYa.</i>	Loan word	Loan word
4	<i>hokomati agenda ko jala ker rakh ker de gi.</i>	Intra sentential	Noun

Source of Table: self-created

Figure: 2

Table 2

□ 1 verb □ 2 noun □ 3 intra word code switched □ 4 noun



In Table 2 there are 4 sentences of code switching and type of code switching is intra sentential. Sentence 1 *Doosri riyasaton ke liye bhi **alarming** he*, in this sentence there is intra sentential code switching that is **alarming**, it is verb. Sentence 2 *Bharat ki 10 riyasaton~ men~ termemi **bill** aag*, in this sentence there is intra sentential code switching that is noun. Sentence 3 *Hinduon~ men~ gherao jalao, **bankon~**, **railway station~** ko aag lagane ka silsila rukne ke bajaye beRhta chalagYain* in this sentence there is **bankon~,station~** are loan words. Sentence 4 *hokomati **agenda** ko jala ker rakh ker de gi*, in this sentence there is loan word that is noun.

Daily Khabrain Newspaper

3.1.2020

Editorial

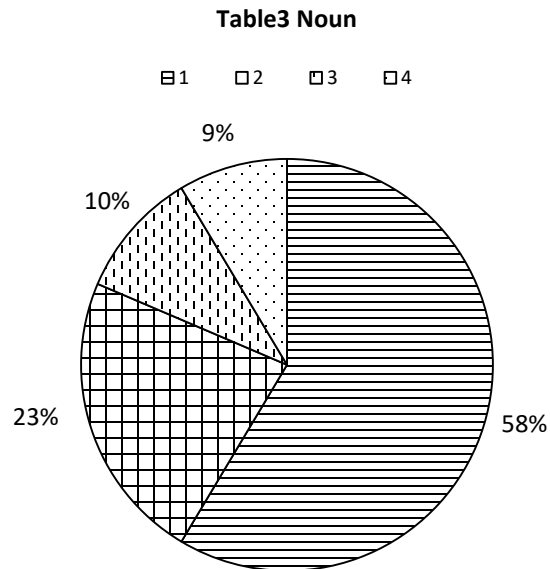
1. *PTI ko molki satah per **opposition** ki tankaqeed aur siyasi moxalefat ka samna raha .*
2. *Molk se looti howi dolat **money laundering** ke hawale se baher jane aur jally **accounts** ke zerye arbon~ rupey baher **bankon~** men bhijwane per sabiq **corrupt** hokmaron~ko nahi choron~ga.*

Table - 3
Types of Code Switching

S.No.	Code switching	Types of code Switching	Types of words
1	<i>PTI ko molki satah per opposition ki tankaqeed aur siyasi moxalefat ka samna raha .</i>	Intra sentential	Noun
2	<i>Molk se looti howi dolat money laundering ke hawale se baher jane aur jally accounts ke zerye arbon~ rupey baher bankon~men bhijwane per sabiq corrupt hokmaron~ko nahi choron~ga.</i>	Loan words Corrupt : Intra-sentential	Noun Noun

Source of Table: self created

Figure: 3



In Table 3 there are 2 sentences of code switching and type of code switching is intra sentential. Sentence 1, *PTI ko molki satah per **opposition** ki tankaqeed aur siyasi moxalefat ka samna raha*, in this sentence there is intra sentential code switching that is noun. Sentence 2, *Molk se looti howi dolat **money laundering** ke hawale se baher jane aur jally **accounts** ke zerye arbon~ rupey baher **bankon~** men bhijwane per sabiq **corrupt** hokmaron~ko nahi choron~ga*. In this sentence there is intra sentential code switching and loan words, **money laundering** (Noun), **accounts** (Noun), **bankon~** , they are loan words **corrupt** (Noun).

Daily *Khabrain* Newspaper

4.1.2020

Editorial

1. **Army Act** termimi bill pesh ' **parliament** mamla jald nimtaye.
2. Wazere Azam Imran Khan ke alawa **bureaucracy**, wazeeron~, musheeron~, **personal secretaries, rules and regulations** se itne he bexaber the ke iske liye adalat ke sabiq **chief justice** ko tashreh kerni paRi.
3. Tosi ko kisi adalat men~ kisi soorat **challenge** nahi kiya ja sake ga.
4. **Army chief** per **General** ki muqerer kerda **retirement** ki umer ka itlaq nahi hoga.
5. **Chairman chief of staff** teenon ~ affaj ke serbrahon~ men~ se kisi ko bhi taaniyat kiya sasakta he.
6. Naye act men~ **chairman joint chief of staff committee** ki moddate molazemat men~ tosi.
7. *Shalimar* **Express** ko phir hadsa.
8. Jab jaded **technology** ka door door tak koi chercha he nahi tha log apne piyaron ~ ko dosre sher rixsat kerne **railway station** ana faxer samachte the.
9. Phir gaRion~ ka **schedule** idher odher hona shoro howa.
10. Mosaferon~ **ko platform** per intezar ki azyat se guzerna peRta.
11. GaRion~ ko nijji **companion~** ko **contract** per den eke tajerbe bhi kiye gaye.

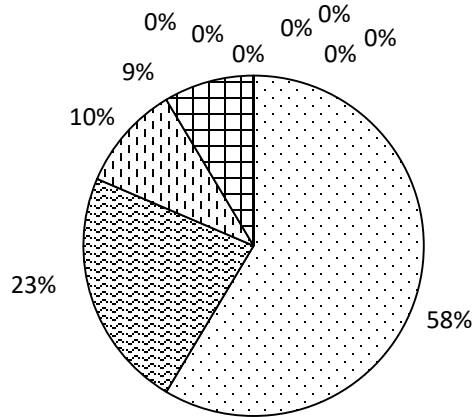
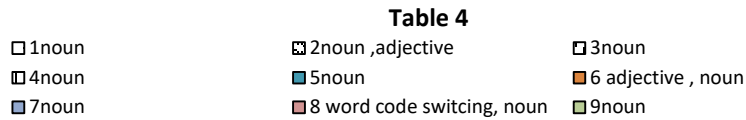
Table - 4
Types of Code Switching

S.No.	Code switching	Types of code Switching	Types of words
1	<i>Army Act termimi bill pesh 'parliament mamla jald nimtaye.</i>	Intra sentential Loan words	Army Act (Noun) Bill (Noun) parliament (Noun)
2	<i>Wazere Azam Imran Khan ke alawa bureaucracy, wazeeron~, musheeron~, personal secretariats, rules and regulations se itne he bexaber the ke iske liye adalat ke sabiq Chief Justice ko tashreh kerni paRi.</i>	Intra sentential	Bureaucracy (Noun) personal (adjective) secretariat (Noun) rules and regulations (Noun) Chief Justice (Noun)
3	<i>Tosi ko kisi adalat men~ kisi soorat challenge nahi kiya ja sake ga.</i>	Intra sentential	Challenge (Noun)
4	<i>Army chief per General ki muqerer kerda retirement ki umer ka itlaq nahi hoga.</i>	Loan words are General, retirement	Army chief (Noun) General (Noun) Retirement (Noun)
5	<i>Chairman chief of staff teenon ~ affaj ke serbrahon~ men~ se kisi ko bhi taaniyat kiya sasakta he.</i>	Loan words , part of Urdu	Chairman (Noun) chief (Noun) staff (Noun)
6	<i>Naye act men~ chairman joint chief of staff committee ki moddat te molazemat men~ tosi.</i>	Intra sentential <i>Naye act</i> (word codeswitching)	<i>Naye act</i> (new Act) adjective Chairman Joint Chief (Noun) Committee (Noun)
7	<i>Shalimar Express ko phir haadsa.</i>	Intra sentential <i>Shalimar Express</i> (word codeswitching)	<i>Shalimar Express (Noun)</i>

8	<i>Jab jaded technology ka door door tak koi chercha he nahi tha log apne piyaron ~ ko dosre sher rixsat kerne railway station ana faxer samachte the.</i>	<i>jadiid technology: Loan word railway station: Loan word</i>	Technology noun railway station (Noun)
9	<i>Phir gaRion~ ka schedule idher odher hona shoro howa.</i>	Loan word	Schedule (Noun)
10	<i>Mosaferon~ ko platform per intezar ki azyat se guzerna peRta.</i>	Loan word	Platform (Noun)
11	<i>GaRion~ ko nijji companion~ ko contract per den eke tajerbe bhi kiye gaye.</i>	Loan word	companion~ -(totally integrated Urdu) contact (Noun)

Source of Table: self created

Figure: 4



In Table 4 there are 11 sentences of code switching and type of code switching is intra sentential. and loan words . Sentence 1, **Army Acttermimi bill pesh 'parliament mamla jald nimtaye**, in this sentence there is intra sentential code switching that is noun, **Army Act (Noun), Bill (Noun), parliament (Noun)**. These are loan words. Sentence 2, **Wazere Azam Imran Khan ke alawa bureaucracy, wazeeron~, musheeron~, personal secretariats, rules and regulations se itne he bexaber the ke iske liye adalat ke sabiq Chief Justice ko tashreh kerni paRi**, in this sentence there is intra sentential code switching and loan words are present **Bureaucracy (Noun), personal (adjective), secretariat (Noun), rules and regulations (Noun), Chief Justice (Noun)**. Sentence 3, **Tosi ko kisi adalat men~ kisi soorat challenge nahi kiya ja sake gain** this sentence there is intra sentential code switching that is **Challenge (Noun)**. Sentence 4 **Army chief per General ki muqerer kerda retirement ki umer ka itlaq nahi hoga**, in this sentence there are loan words that is **Army chief (Noun), General (Noun), Retirement (Noun)**. Sentence 5 **Chairman chief of staff teenon ~ afjaj ke serbrahon~ men~ se kisi ko bhi taaniyat kiya sasakta he**, in this sentence there are loan words that are **Chairman (Noun), chief (Noun), staff (Noun)**. Sentence 6 **Naye act men~ chairman joint chief of staff committee ki moddate molazemat men~ tosi**, in this sentence there are loan words that is **Naye act (new Act) adjective , Chairman Joint Chief (Noun), Committee (Noun)**. Sentence 7 **Shalimar Express ko phir hadsa**, in this sentence there is intra sentential code switching and word code switching that is **ShalimarExpress (Noun)**. Sentence 8 **Jab jaded technology ka door door tak koi chercha he nahi tha log apne piyaron ~ ko dosre sher rixsat kerne railway station ana faxer samachte the**, in this sentence there is intra sentential code switching and word code switching that is **jaded technology (word codeswitching), railway station (Noun)**. Sentence 9 **Phir gaRion~ ka schedule idher odher hona shoro howa**, in this sentence there is intra sentential code switching that is **Schedule (Noun)**. Sentence 10 **Mosaferon~ ko platform per intezar ki azyat se guzerna peRta**. in this sentence there is intra sentential code switching that is **Platform (Noun)**. Sentence 11 **GaRion~ ko nijji companion~ ko contract per den eke tajerbe bhi kiye gaye, companion~(loan word), contact (Noun)**.

Daily Khabrain Newspaper

5.1.2020

Editorial

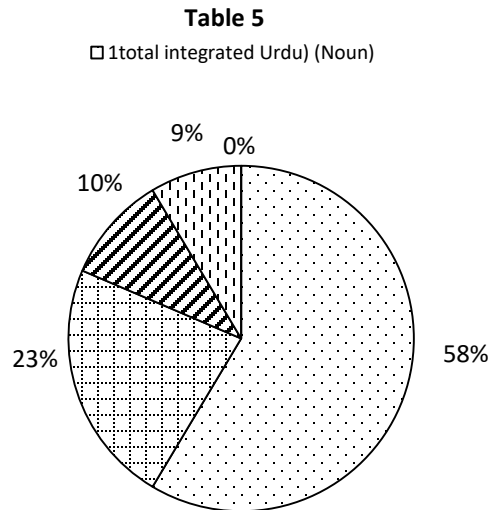
1. **Doosri partion~ko alwida kheh diya.**
2. **Staff market ka graph qaboo men~ agaya.**
3. **2020 men~mega projects to shayad shooro na hosaken~.**
4. **Irani general ki halakat Israel men~High Alert jari.**
5. **Baghdad airport per Amrici fazai hamle.**

Table - 5
Types of Code Switching

S.No.	Code switching	Types of code Switching	Types of words
1	<i>Doosri partion~ko alwida kheh diya.</i>	<i>partion~~(loan word)</i>	<i>partion~~((Noun)</i>
2	Staff market ka graph qaboo men~ agaya.	Intra sentential	Staff market(Noun) Graph(Noun)
3	<i>2020 men~mega projects to shayad shooro na hosaken~.</i>	Intra sentential	mega projects (Noun)
4	Irani general ki halakat Israel men~High Alert jari.	Intra sentential	Iranigeneral(word codeswitching) (Noun)
5	<i>Baghdad airport per Amrici fazai hamle.</i>	Loan word	Airport(Noun)

Source of Table: self created

Figure: 5



In Table 5 there are 5 sentences of code switching and type of code switching is intra sentential. Sentence 1, *Doosri partion~ko alwida kheh diya*, in this sentence there is intra sentential code switching that is *partion~* (total integrated Urdu) (Noun). Sentence 2 **Staff market ka graph qaboo men~ agaya**, in this sentence there is intra sentential code switching that is **Staff market** (Noun), **Graph** (Noun). Sentence 3 *2020 men~mega projects to shayad shoora na hosaken~*, in this sentence there is intra sentential code switching that is **mega projects** (Noun). Sentence 4 *Iranigeneral ki halakat Israel men~High Alert jari*, in this sentence there is intra sentential code switching and word code switching that is Irani **general** (word codeswitching) (Noun). Sentence 5 *Baghdad airport per Amrici fazai hamle*, in this sentence there is loan word that is **Airport** (Noun).

Daily Khabrain Newspaper

6.1.2020

Editorial

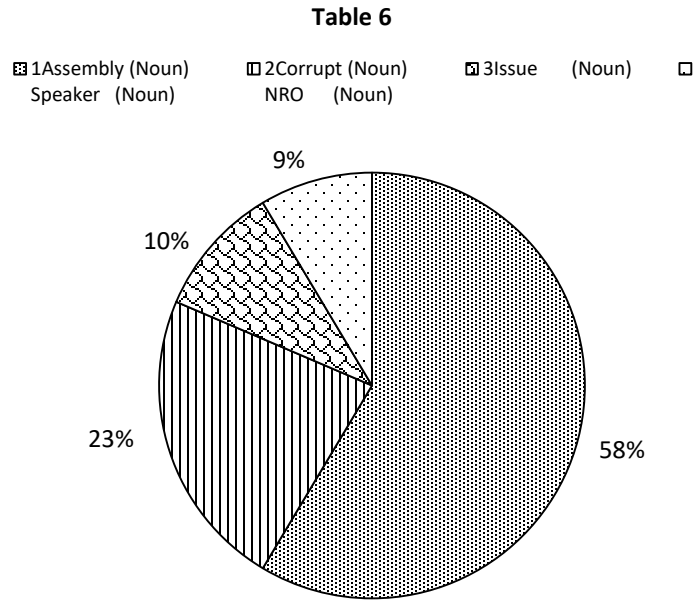
1. *Punjab assembly kespeakerho gaye.*
2. **Corrupt** *tolay ko nahi choRon~ ga aur NRO nahi don~ga.*
3. Trump Kashmir **Issu** *ko bhi hal karayen.*

Table - 6
Types of Code Switching

S.No.	Code switching	Types of code Switching	Types of words
1	<i>Punjab assembly ke speakerho gaye.</i>	Loan word	Assembly (Noun) Speaker (Noun)
2	Corrupt <i>tolay ko nahi choRon~ ga aur NRO nahi don~ga.</i>	Intra sentential	Corrupt (Noun) NRO (Noun)
3	Trump Kashmir Issue <i>ko bhi hal karayen.</i>	Intra sentential	Issue (Noun)

Source of Table: self created

Figure: 6



In Table 6 there are 3 sentences of code switching and type of code switching is intra sentential. Sentence 1 *Punjab assembly ke speaker ho gaye*, in this sentence these are loan words that is **Assembly (Noun)**, **Speaker (Noun)**. Sentence 2 *Corrupt tolay ko nahi choRon~ ga aur NRO nahi don~ga*, in this sentence there is intra sentential code switching that is **Corrupt (Noun)**, **NRO (Noun)**. Sentence 3 *Trump Kashmir Issue ko bhi hal karayen*, in this sentence there is intra sentential code switching that is **Issue (Noun)**.

Daily Khabrain Newspaper

7.1.2020

Editorial

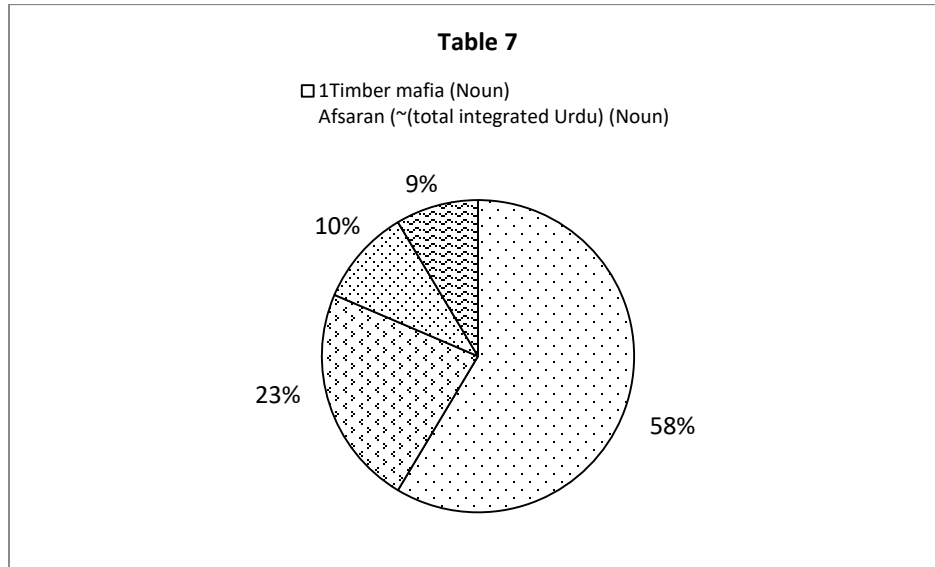
1. **Timber mafia**, *mohakmae janglat ke afsaran ki mili bhagat.*

Table - 7
Types of Code Switching

S.No.	Code switching	Types of code Switching	Types of words
1	Timber mafia , <i>mohakmae janglat ke afsaran ki mili bhagat.</i>	Loan words	Timber mafia (Noun) Afsaran (~(total integrated Urdu) (Noun))

Source of Table: self created

Figure: 7



In Table 7 there is 1 sentence of code switching and type of code switching is intra sentential. Sentence 1 **Timber mafia**, *mohakmae janglat ke afsaran ki mili bhagat*, in this sentence there is intra sentential code switching that is **Timber mafia (Noun)**, *Afsaran*~ (loan words) (Noun).

Discussion

The type of code switching was intra sentential, word code switching and loan words. Code switching is defined as the use of two or more languages or varieties of language in conversation. It is a common phenomenon in Pakistani society. Fundamentally Pakistani society is a multilingual society; usually people use three languages, mother tongue, Urdu and for official work English. Code switching is very common in schools, offices, and homes, public places everywhere even journalists use code switching in print and electronic media. Khan (2014) studies Sociolinguistic Analysis of Classroom Discourse

with Special Reference to Code-Switching. Codeswitching is common in bilingual and multilingual societies as Pakistan has.

Code switching is defines as the use of more than one language, variety, or style by speaker within a conversation or communication, or between different interlocutors or circumstances (Romaine, 1992:110).

People have become familiar with the English words without knowing them. According to Poplack in Romaine (1995:122-123), there are three main types of code switching. **Tag Switching:** Tag code switching, is basically the addition of a tag in one language in a statement which is completely in the other language, for instance, *aap ko pata he na? he na?* You know? I mean. **Inter Sentential Switching:** Inter sentential code switching includes syntactic complexity with the rules of the languages. Inter sentential switching takes place at a clause or sentence limit, each clause or sentence is in one language or the other one. **Intra Sentential Switching:** Intra sentential switching includes the switching within the same clause or sentence which at that time includes parts of both languages. Intra-sentential switching, takes place within a clause or sentence limit. **Intra-word switching:** In it a change occurs within a word limit, such as English word ends with Urdu e.g. committeeion~ this type of switching has rules of languages; speakers know their syntax and morphology and they are experts of both the languages.

I collected Urdu Newspaper Daily *Khabrain* Newspaper from 1.1.2020 to 7.1.2020 for the analysis of language or code switching and its type in editorial. Research Question for study was: What type of code switching is in editorial in Daily *Khabrain* Newspaper?

Through analysis I have found that the In Table 1 there are 11 sentences of code switching and type of code switching is intra sentential. In some sentences intra word code switching also occurred. And word types are noun and verb. In Table 2 there are 4 sentences of code switching and type of code switching is intra sentential and intra word code switching and word types are noun and verb. In Table 3 there are 2 sentences of code switching and type of code switching is intra sentential and intra word code switching and word types are noun. In Table 4 there are 11 sentences of code switching and type of code switching is intra sentential. In some sentences intra word code switching also occurred. Type of code switching is intra sentential and intra word code switching and word types are noun and adjective. In Table 5 there are 5 sentences of code switching and type of code switching is intra sentential and intra word code switching and word types are noun. In Table 6 there are 3 sentences of code switching and type of code switching is intra sentential. Type of code switching is intra sentential and intra word code switching and word types are noun. In Table 7 there are 1 sentences of code switching and type of code switching is intra sentential and loan words in Urdu.

Conclusion

Daily *Khabrain* Newspaper from 1.1.2020 to 7.1.2020 was collected for the analysis of language or code switching and its type in editorial. Through the analysis of data of newspaper it can be concluded that the type of code switching was intra sentential, word code switching and loan words.

Bibliography

Jump up to:^{a b} 'Khabrain' Newspaper Listed as a Member Publication on All Pakistan Newspapers Society (APNS) website Retrieved 22 October 2019

Khabrain (daily newspaper) on pknewspapers.com website Retrieved 23 October 2019

Abudarham, S. (1987). *Bilingualism and the Bilingual*. Berkshire: The NFER-NELSON Publishing Company Ltd.

Akhtar, H., Khan, M.A., & Fareed, M. (2016). Code-mixing and Code-switching in EFL/ESL context: A Sociolinguistic Approach. *Balochistan Journal of Linguistics*, 4.

Akhtar, H., Fareed, M., & Siraj, S. (2018). Language-mixing and its Processes in Pakistani Urdu newspapers. *Pakistan Business Review*, 20 (2).

Akhtar, N., Akhtar, F., & Chaudhry, A. (2015). The Extent and Impact of Code-Mixing in Advertisements: A Case of Pakistani Print Media. *International Journal of Research in Social Sciences*, 5 (1).

Alcnauerová, Z. (2013). Code-switching and Code-Mixing as Persuasive Strategies in Advertising. (Bachelor's diploma thesis). Masaryk University.

Ali, I.L., Yousaf, M.U., Sidhu, N., Tahir, M.R., Zaheer, A. (2014). Status of English in India: An Evaluation of "Code mixing" in Indian Urdu Songs. *European Academic Research*, 2(4).

Ahmed, A., Cane, G., & Hanzala, M. (2011). *Teaching English in Multilingual Contexts: Current Challenges, Future Directions*. Cambridge Scholars publishing.

Bhatia, T.K., Ritchie, W.C. (2013). Social and Psychological Factors in Language Mixing. In T.K. Bhatia & W.C. Ritchie (Eds.), *Handbook of Bilingualism and Multilingualism* (2nd ed., pp.375-390). Blackwell Publishing.

Baumgardner, R.J. (2008). The use of English in Advertising in Mexican Print Media. *Journal of Creative Communications*, 23 (3).

Bhatia, T.K., & Ritchie, W.C. (2004). Bilingualism in the Media and Advertising. In T.K.

Bhatia & W.C. Ritchie (Eds.), *The Handbook of Bilingualism*. Malden: Blackwell.

Bhatia, T.K. (1992). Discourse Functions and the Pragmatics of Mixing: Advertising Across Cultures. *World Englishes*, 2 (3).

Bi, N.Z. (2011). An Investigation into English Mixing in Chinese Internet Language. *World Journal of English Language*, 1(2).

Chun-xuan, S. (2010). A Study of Chinese-English Code-switching in Chinese Sports News Reports. *Cross-cultural Communication*, 6 (4).

Cerdeno, T.G. (2010). The Use of Foreign Words as a Persuasive Tool in Marketing Discourse: The Cultural Stereotype of Global English in Spanish Print Advertising. Retrieved from http://eprints.ucm.es/12622/1/G%C3%B3mez_Cerde%C3%B1o.pdf

Chaudhuri, M. (2001). Gender and Advertisements: The Rhetoric of Globalization. *Women's Studies International Forum*, 24 (3/4).

Crystal, D. (2000). *English as a Global Language* (2nd ed.). Cambridge: Cambridge University Press.

Dar, M.F., Akhtar, H., & Khalid, H. (2014). Code-switching in Pakistani English Language Classrooms: Perceptions of English Language Teachers. *Journal of Social Sciences and Interdisciplinary Research (JSSIR)*, 3(2).

Da-Silva, A.M. (2013). Upon the Prevalence of English on Billboard Advertisements: Analyzing the Role of English in Indonesian Contexts. Presented in the 60th Teflin Conference, University of Indonesia, Depok, Indonesia.

Ekola, T. (2010). Pantilliset on tour: code-switching in Finnish magazine advertisements. (Bachelor's thesis), University of Jyväskylä.

Erwin-Billones, C. (2012). Code-switching in Filipino Newspapers: Expansion of Language, Culture and Identity (Master's thesis), Colorado State University, Fort Collins, Colorado.

Ethnologue: Languages of the World. (2014). Retrieved from <http://www.ethnologue.com/country/PK>.

Fareed, M., Humayun, S., & Akhtar, H. (2016). English Language Teachers' Codeswitching in Class: ESL Learners' Perceptions. *Journal of Education & Social Sciences*, 4(1).

Gao, L. (2005). Bilinguals' Creativity in the Use of English in China's Advertising. Proceedings of the 4th International Symposium on Bilingualism, ed. James Cohen, Kara T. McAlister, Kellie Rolstad, and Jeff MacSwan, 827-837. Somerville, MA: Cascadilla Press.

Ho, J. W.Y. (2007). Code-mixing: Linguistic form and Socio-Cultural Meaning. *The International Journal of Language Society and Culture*, 21.

Hsu, J. L. (2008). Glocalization and English Mixing in Advertising in Taiwan: Its Discourse, Domains, Linguistic Patterns, Cultural Constraints, Localized Creativity, and Socio-Psychological Effects. *Journal of Creative Communication*, 3 (2), 155- 183. DOI: 10.1177/097325860800300203.

Kachru, B.B. (1986). The Power and Politics of English [Electronic version]. *World Englishes*, 5(2/3).

Kachru, B.B. (1990). *The Alchemy of English: The Spread, Functions, and Models of Non-native Englishes*. University of Illinois Press.

Khan, A.M. (2014). Social aspects of Code-Switching: An Analysis of Pakistani Television Advertisements. *Information Management and Business Review*, 6(6).

Khan, R.K. (2014). *A Sociolinguistic Analysis of Classroom Discourse with Special Reference to Code-Switching*. An Unpublished Ph.D. Thesis. Department of English, University of Karachi.

Martin (1998). The use of English in written French advertising: a study of codeswitching, code-mixing, and borrowing in a commercial context. *Studies in the linguistic sciences*, 28 (1).

Mushtaq, H., & Zahra, T. (2012). An analysis of code-mixing in T.V commercials. *Language in India*, 12 (11).

Nilep, C. (2006). Code switching in Socio-cultural linguistics. *Colorado Research in Linguistics*, 19(3). Boulder: University of Colorado. Retrieved on April 23, 2008 from www.colorado.edu/ling/CRIL/Volume19_Issue1/paper_NILEP.pdf

Piller, I. (2001). Identity Constructions in Multilingual Advertising Language in Society 30.

Piller, I. (2003). Advertising as a site of language contact. *Annual Review of Applied Linguistics*, 23.

Poplack, Shana (1980) "Sometimes I'll start a sentence in Spanish Y TERMINO EN ESPANOL: Toward a typology of code-switching", in: *Linguistics* 18.

Vizcaíno, M.J.G. (2011). Code-breaking/code-making: A new language approach in advertising *Journal of pragmatics*, 43.

Rasul, S. (2013). Borrowing and code-mixing in Pakistani children's magazines: practices and functions. *Pakistaaniat: a journal of Pakistan studies*, 5 (2).

Rasul, S. (2011). Code-mixing in Pakistani television advertisements: a sociolinguistic analysis. In A. Ahmed, G.Cane & M. Hanzala (Eds.). *Teaching English in multilingual contexts: current challenges, future directions*. Cambridge Scholars Publishing.

Rasul, S. (2009). Code Mixing in Pakistani Newspapers: A Socio-linguistic Analysis. *Kashmir Journal of Language Research* 12(1).

Rasul, S. (2006). *Language Hybridization in Pakistan as Socio-cultural Phenomenon: An Analysis of Code-Mixed Linguistic Patterns* (Doctoral thesis). National University of Modern languages, Islamabad.

Rebuck, M. (2001). The Function of English Loan Words in Japanese. *NUCB/JLCC*, 4(1).

Romaine, Suzane. (1992). *Bilingualism*. Blackwell Publishers: Cambridge.

Sebba, M. (2012). Multilingualism in written discourse: An approach to the analysis of multilingual texts. *International Journal of Bilingualism* 17 (1) doi: 10.1177/1367006912438301.

Shooshtari, Z.G & Allahbakhsh, M. (2013). Mixing English in Persian Print Advertising Discourse. *International Journal of Society, Culture & Language*, 1(2).

Sridhar, K.K. (1996) Societal Multilingualism. In: McKay, S.L. and Hornberger, N.H., Eds., *Sociolinguistics and Language Teaching*, Cambridge University Press, Cambridge.

Uzair, M. (2012). The role of Pakistani English newspapers in promoting the Pakistani variety of English (Doctoral thesis), National University of Modern Languages, Islamabad, Pakistan.

Zakaria, M.F.B. (2011). Exploring Code-Switching in Malaysian Political Blogs (Master's dissertation), International Islamic University: Malaysia.