THE USE OF ENGLISH WORDS IN URDU MAGAZINE PRINT ADVERTISEMENTS: AN ANALYSIS

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ABSTRACT

English is an international language which is widely used around the globe. The use of English words is also evident in Urdu in the form of code-switching or code-mixing. There has been an ample amount of research on spoken language-mixing or code-mixing using informal and institutional conversations and very limited research has been carried out using written data. The use of English in Urdu in written text shows emergence of multilingual text. This paper briefly reviewed the research on written language-mixing in order to explore the use of English in Urdu print advertisements and the contexts in which English is used. Bhatia's (2001) model was used to analyze the structure of multilingual texts such as advertisements with the main emphasis on four parts out of eight. They included "product name, slogan, headline, body copy" (Bhatia, 2001). The frequency of non-English words present in advertisements is another clear indication of multilingualism which exists in written texts. The findings show that English words are frequently used in Urdu magazine advertisements and they appear in various contexts, from cosmetics to appliances and food items. The findings will help in highlighting the need to devise analytical framework for analyzing multilingual written discourse than adopting frameworks from spoken discourse. The analysis will also throw light on the emerging trends and literacy practices so as to ascertain whether language mixing is a consequence of language contact or linguistic innovation on the part of the copy writers.

Key terms: *language-mixing, advertisements, multilingual text, analytical framework, body copy, slogans, headlines, multilingual texts, copy writer, language-contact, linguistic innovation.*

1. INTRODUCTION

Pakistan is a multilingual state and more than 70 languages are spoken in the country (Akhtar, Fareed & Siraj, 2018; Fareed, Humayun, & Akhtar, 2016; Ethnologue, 2015; Dar, Akhtar, & Khalid, 2014; Rahman, 2010). English enjoys prestigious status in Pakistan (Rahman, 2010). Though Urdu is the national language and also language used widely in media, English has been asserting a very strong impact on the status, structure and vocabulary of Urdu, be it spoken or written (Rasul, 2013). English words

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are widely used in news channels, morning shows, radio and television programmes, talk shows, dramas and movies. All of them fall under spoken discourse except in the cases where written script is used such as movies, dramas, songs, news, etc. The use of English in written Urdu text has become a common phenomenon and it is accepted by people who can read and understand Urdu with English words. Advertisements are among the examples of written text.

Monolingualism has become an extinct feature of a society because of factors such as immigration. Multilingualism is a norm in today's scenario where multiple languages exist together. Language-mixing is a consequence of multilingualism which is evident in the speech as well as writings of multilinguals. Sebba (2012) has pointed out that many researchers have focused on investigating multilingualism or bilingualism in spoken discourse while ignoring written discourse altogether. The use of two or more languages in a single text is the evident manifestation of multilingualism or bilingualism. Whether the use of two or more languages is the consequence of language change or mere evidence of linguistic creativity on the part of the writers, are significant questions to explore.

The present study aims to explore the influence of English in Urdu print advertisements and the contexts in which English is used and mixed in them (Urdu print advertisements). The objective will be achieved by undertaking linguistic analysis of Urdu print advertisements as they appear in Urdu magazines.

2. STATEMENT OF THE PROBLEM

What is the role of English in Urdu advertisements? What role does English play in media discourse? Is the use of English in Urdu text accepted by people? What factors contribute to the use of English in written Urdu text? These are frequently discussed questions though little research exists in attempt to explore the area. Some researchers have either focused on sociolinguistic aspect of the analysis of Pakistani advertisements (Khan, 2014; Rasul, 2011), or examined the impact of advertisements with English code-mixing on the viewers (Mushtaq & Zahra, 2012). There is need to explore linguistic and non-linguistic aspects of Urdu magazine print advertisements with the prime focus on the use of English words in them.

3. LITERATURE REVIEW

The growth and evolution of a language is dependent upon the role it is assigned in a society (Sultana, 2009). Languages impact each other when they exist together but in case of English the global language is asserting influence on many languages in the world (Fareed et al., 2016). The influence of English is dominant in media discourse, especially advertising discourse. Before reviewing the previous literature, some terms need to be defined.

Language-mixing in spoken or written text is frequent and is variously called "code-mixing, code-shifting, language alternation or language interaction" (Sebba, 2012, p.97). Sridhar (1996) states that language-mixing is often considered "a sign of laziness" and can be termed unhealthy for a language (p.58). Language-mixing is a source of expressing multiculturality as copy writers, news writers and other writers use it to "convey multicultural experiences" (Sridhar, 1996, p.59). According to Kachru (1986) bilinguals exhibit creativity in different ways and one of them is the consequent language-mixing.

The mixing of English in different languages is common and speech as well as writings are also replete with two or more languages, one is host and others are guest languages. The texts with two languages are bilingual while with more than two languages have been referred to as multilingual texts which include "posters, newspaper articles, advertisements and web pages" (Sebba, 2012, p.99). Such texts are testimony of literary practices of a culture. The researcher states that one of the significant examples of multilingual text is advertisements and "advertising is an area where monolingual norm is sometimes flouted" (p.100). In this paper the advertisements are discussed mainly as bilingual texts, although some advertisements are multilingual, but they are very few. Multilingual and bilingual advertisements tend to serve multiple functions (Martin, 1998; Rebuck, 2001; Vaičenonienė, 2006; Ekola, 2010; Mushtaq & Zahra, 2012; Alcnauerová, 2013; Shooshatri & Allahbaksh, 2013; Silva, 2014) and attract multiple attitudes by the viewers, readers or clients (Hsu, 2008; Khan, 2014; Akhtar, Akhtar & Chaudhry, 2015).

English has acquired huge prominence as the language of power, prestige, technology, globalization, as well as the language of advertising. Bi (2011) asserted that despite the fact that local cultures are considered established, but the world is seen controlled by English. English is given importance due to "historical tradition, political expediency, and the desire for commercial, cultural or technological contact' (Crystal, 2000, p.5). The term "alchemy" has been used by Kachru (1990) to elaborate how English functions in a society as well as to it confers prestige upon those who use it and makes one's outlook global or cosmopolitan. Moreover, it is considered a sign of modernity and elitism (Kachru, 1990). Hsu (2008) has also pointed out that mixing of English exhibits cosmopolitan outlook and an established trend for youngsters. Alcnauerová (2013) points out that the use of English manifests "language fetishness" which means that language is to be used to promote an image only thus making it a useful tool for advertisers.

Vaičenonienė (2006), Ekola (2010), Shooshatri and Allahbaksh (2013) have favoured the significance of magazine print advertisements. Shooshtari and Allahbaksh (2013) state that print advertisements have permanence when compared to other forms of advertising discourse. Moreover, they state, magazines have "good pas-along readership" and can reach far and wide geographically.

Alcnauerová (2013) contended that English is said to have a neutral identity and does not represent one single country, therefore it has become the language of advertising. Baumgardner (2008, p. 25) points out that different companies either adapt to suffice the demands of the local people and refrain from promoting images unacceptable for the people of that country. But, he states, the advertisers maintain their slogan to sustain their image. The dominance of English is eminent in advertising discourse to authenticate its international strength and status (Alcnauerová, 2013).

In advertising discourse bilingual advertisements have impact profound than monolingual ones. An important context of such advertisements is technology where the use of English words is frequent than any other context (Shooshatri & Allahbaksh, 2013). English words used in bilingual advertisements not only have "memorability" and an element of fun, they are "attention-getters" (Shooshatri & Allahbaksh, 2013). Gao (2005) concludes that the use of English in Chinese advertisements is for persuading the viewers or readers. Rebuck (2001) also maintained that the use of English in Japanese advertising signifies "a cosmopolitan identity". Silva (2013) contends that English enjoys the status of being a prestigious language in Indonesia and is associated with elitist elements, yet this should not be ignored that Indonesian regional dialects and languages have been associated with identity and national image. Silva (2013), therefore, asserts that "in spite of the presence of English in Indonesian language use, the former will not diminish the latter" (Silva, 2013). Not only this, English is associated with the idea of progress and technology, thus making it a suitable choice for copy writers. "The values of innovation and creativity stay in a very close relationship in advertising discourse" (Shooshatri & Allahbaksh, 2013, p.88-89). Some researchers have also investigated gender related aspects in print advertisements. Chaudhury (2001), for instance, has attempted to explore how male and female representation has changed due to changing trends and globalisation in India.

English has always been widely used in the linguistic scenario of Pakistan. It is frequently used in offices, educational institutions, as well as in media discourse. Many researchers in Pakistan have investigated the use of English in media discourse such as newspapers (Rasul, 2009), magazines (Rasul, 2013), television commercials (Rasul, 2011; Mushtaq & Zahra, 2012; Khan, 2014), and print advertisements (Akhtar, Akhtar & Chaudhry, 2015). Rasul (2013) investigated the use of English words in Urdu magazines for children and concluded that this use or mixing can be due to "oversight" or "lack of awareness about code-mixing" (p.71).

Akhtar, Akhtar and Chaudhry (2015) concluded from their study that the use of English has become an important aspect of ads and such ads attract attention of the viewers as compared to monolingual ads. Advertising discourse is a tool to hold language use and behaviour (Khan, 2014). The researcher found out that the language of advertisements reflects the desire of the consumers or viewers to be associated with the class above them and English is that alchemy.

How to analyse advertisements as an example of discourse? Sebba's (2012) analytical framework for written discourse emphasizes three aspects- "language-spatial relationships", "language-content relationships" and "language mixing type" (p.106-107). His model or framework includes not only linguistic aspect but visual as well. There is a need to analyse visual and spatial aspects of advertisements to yield meaningful findings and analysis. However, in this study linguistic analysis has been done to analyse print advertisements.

4. METHODOLOGY AND PROCEDURES

This paper textually analyzed bilingual texts such as print advertisements in magazines to analyze the linguistic aspects of the text. The rationale for using print advertisements was that print advertisements have permanence (Shooshtari & Allahbaksh, 2013). Urdu magazine advertisements (January 2015 to August 2015) were taken as sample to explore use of English in written text. The present study used 319 advertisements from an Urdu magazine's editions from January 2015 to August 2015, out of which 114 advertisements were used for analysis as the advertisements in Urdu and repeated advertisements were not added in the analysis. They were divided into English advertisements and bilingual advertisements (which had English words in it along with Urdu).

Table 4.1: Sample of the study

1. Monolingual advertisements	0
2. English advertisements	23
3. Bilingual/English-mixed advertisements	91
	n=114

The study aimed to explore the following questions:

1. What are the contexts in which English words are used in Urdu magazine print advertisements?
2. How frequent are English words used in Urdu magazine print advertisements?

Bhatia's (2001) model was used to analyze the structure of advertisements with the main emphasis on four parts out of eight to determine the extent to which English words are employed by the copy writers. They included "product name, slogan, headline, body copy" (Bhatia, 2001). According to Bhatia (1992) each part has a separate function of its own. Headline is used to attract attention; body copy is about the details and utility of the product. The four parts of advertisements were taken for analysis as they were categorized under three categories, namely, English, English-mixed and Urdu. The advertisements which had English in either of the four parts (product name, slogan, headline, body copy) were considered out of the sample for analysis and frequency counts were performed.

5. FINDINGS AND DISCUSSION

The data used from the sample yielded significant findings. Out of the 114 advertisements, 0 were monolingual. 23 ads were in complete English and 91 had English in different parts.

Table 5.1: Findings

S #		**English**		**English-mixed**		**Urdu**	
		f	**%**	**f**	**%**	**f**	**%**
1	Product name	77	67.5	8	7	29	25.4

2	Slogan	33	28.9	17	14.9	64	56.1
3	Body copy	34	29.8	36	31.5	44	38.5
4	Headline	36	31.5	14	12.2	64	56.1

The data showed that English words are frequently used in different parts of Urdu print advertisements. Table 5.1 shows that 77 (67.5%) advertisements had English product names (Sample 64 Lifebuoy shampoo, Sample 5 White rose, Sample 111, Western union). 8 (7%) had mixed names (Sample 22 Bio nikhaar, Sample 94 Rani kone). 29 (25.4%) were in Urdu (Mazidar Haleem). The origin of some product names are in languages other than English or Urdu, for example words from German (*Stiefel*), French (*Belle*), Japanese (*Meiji*), Latin (*Syzygium)* were found.

There were 33 (28.9%) advertisements with English slogans (Sample 31, Smart inside and out, Sample 113 Great water great savings!, Sample 109 Let the essence of Ramdhan illuminate you, Sample 100 Beauty as PRECIOUS as a PEARL…,Sample 91 I'm lovin it). 17(14.9%) slogans were mixed (Sample 15 Iss *summer* mai sirf Sammarqand, Sample 95, No drama buss all pure). 64 (56.1%) slogans were in Urdu or without slogans (Sample 108 Habib cooking oil Dil par halka aur jaib par bhe, Sample 3 Saath zindagi bhar ka). 36 (31.5%) ads had English headlines, 14 (12.2%) had English-mixed headlines and 64 (56.1%) had Urdu headlines.

34 (29.8%) advertisements had English in body copy (Sample 85 Are you on the lookout for a stylish treat for your feet this Eid?, Sample 76, Mommy! I may be too little to understand much about the world but I know you are always there to make me feel safe and protected, Sample 19 your baby deserves best care in the world). 36 (31.5%) were mixed (Sample 16 Bio *nikhaar* fairness crème *Zaafiran doodh aur* alevora *aur* vitamins *k aesi heerat angaiz* formulation, Sample 39, Poly color *mai shamil* protecting minerals *baalon ko day gheri dair pa qudrati rangat*, Sample 91 McDonald's value Meals *kharido* movie ticket *jeeto*!). 44 (38.5%) were in Urdu or without body copy. The findings show that English words are greatly used in Urdu magazine print advertisements.

It was also found that English is used in different contexts. Table 3 shows the distribution of advertisements in terms of their contexts in a tabular form.

Table 5.2: Contexts of advertisements

S #	**Context of advertisements**	**f**	**%**
1	Cosmetics	42	36
2	Edibles	31	27
3	Medicine	10	8.7

4	Clothing	8	7
5	Footwear	5	4.3
6	Appliances	6	5.2
7	Banking	3	2.6
8	Glassware	2	1.7
9	Mosquito spray	2	1.7
10	Furniture	1	0.87
11	Watches	1	0.87
12	Money transfer	1	0.87
13	Hall	1	0.87
14	Diaper	1	0.87
	Total	114	

Table 5.2 shows that there were 42 advertisements related to cosmetics (36%), 31 of edibles (cooking oil, ketchup, spices) (27%), 1 of furniture, 1 of medicine (0.87%), 8 of clothing (7%), 3 of bank (2.6%), 1 of money transfer (0.8%), 1of watches (0.87%), 1 of hall, 2 of mosquito spray (1.7%), 5 of footwear (4.3%), 2 of glassware (1.7%), 1 of diaper (0.87%), 6 of appliances (5.2%). Some ads were in complete English including, 4-edibles (oil, milk, water, biscuits), fabric-2, cosmetics (shampoo, soap, sunblock, hair colour)-14, watch-1, utensils-1, shoes-1. The findings revealed that English has become a dominant language in different contexts of advertisements. Some English words are used because there is no substitute word in Urdu ("glassware")while some where they are used to add rhythm to the slogan ("*meals* khareedo *movie tickets* jeeto")as it becomes easier for consumers to remember.

The aim of this study was to investigate the use of English words in Urdu print advertisements which will help to exhibit the prevalence of English in Urdu texts. However, it cannot be ignored that we are living in a multilingual society where multiple languages exist together. Sebba (2012) has emphasized over the use of texts such as advertisements to ascertain multilingual evidence. The use of two or more languages in a single text is the clear indication of multilingualism and bilingualism.

The results showed very few cases of monolingual advertisements which Sebba (2012) has also established that in advertisements monolingual norm is "flouted" to serve multiple purposes. The findings of the study are in line with Shooshatri and Allahbaksh (2013) who have also found that English words are used as there are lack of alternative words or terms for them. Thus, English is used to fill lexical gap in the local language, Urdu in this case. Some ads were in complete English such as cosmetics while some had more English words in different parts. English words are widely used in advertisements which shows its prevalence in the domain of technology (Shooshatri & Allahbaksh, 2013).

English words are prioritized over Urdu words in advertisements as Silva (2013) has also contended that English enjoys the status of being a prestigious language in Indonesia and is associated with elitist elements. Akhtar, Akhtar and Chaudhry (2015) concluded from their study that the use of English has become an important aspect of advertisements and they attract attention of the viewers as compared to monolingual advertisements. The use of English is frequent in the advertisements as most of the advertising brands are multinational. Even some products are national, but they tend to employ English to add a touch of modernity and trend which Kachru (1990) has also established in his research. This is in line with Shooshatri and Allahbaksh (2013), who have stated that the notion of modernization is akin to notions such as globalisation, prestige, entertainment and vivacity

The advertisements with English are considered as adding an element of prestige. Therefore, the use is seen in cosmetics products, appliances, etc. more than items needed by common class. Khan (2014) has also contended that language of advertising discourse shows how common people want to associate themselves with the element of elitism. Piller (2001) has also found that bilingual advertisements have more impact and prestige than monolingual ones. Piller (2001) contended that the primary aim of the use of English in advertisements is to attract the reader's attention.

The research study has highlighted the influence of English in Urdu print advertisements and the contexts in which English is used in combination with Urdu. Thus, the linguistic analysis of Urdu print advertisements establishes that the use of English in written Urdu texts has become a frequent occurrence which is widely accepted by people who can read and understand Urdu with English words.

6. CONCLUSION

English holds an immense impact on languages which exist coinciding with it, resulting in linguistic variation and innovation (such as language-mixing). The study found that English has immense influence on written genres such as print advertisements and this influence is exhibited in the frequent occurrence of English words, phrases and sentences. It was also found that English is used in different contexts of advertisements such as cosmetics, electronic items, fabric, etc. which also determine the frequency of the occurrence of English words in advertisements. The use shows lexical gap in Urdu, an area which will be helpful for applied linguists and language policy makers to take it as a norm or a need to fill the gaps by working on the vocabulary of Urdu. The analysis will throw light on the emerging trends and literacy practices so as to ascertain whether language mixing is a consequence of language contact or linguistic innovation on the part of the copy writers. The study also highlights the need to explore the factors that lead to the extensive use of English words in Urdu texts and the role of language practitioners and linguists in this regard. There is also a need to ascertain the attitude of readers of such magazines in which print advertisements appear towards such use and language-mixing.

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