



¹Ayman Javaid & ²Maria Faheem

1st M.Phil. Scholar, Institute of Southern Punjab, Pakistan Aymansiddiqui98@yahoo.com

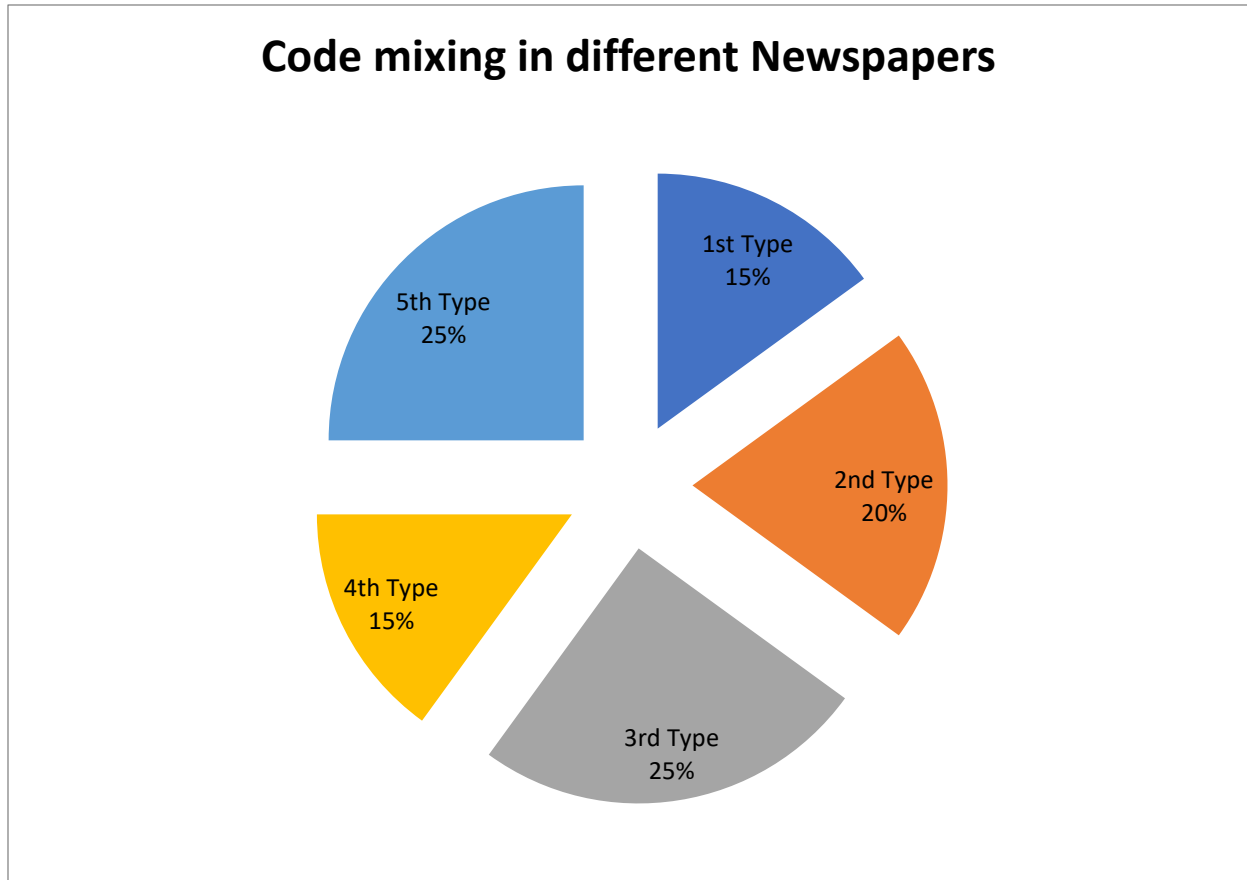
2nd English Lecturer, GCUF Sahiwal Campus, Pakistan Mariashah1731992@yahoo.com

KEYWORDS	ABSTRACT
Code-mixing, Urdu language, Newspaper speakers, Influence	<p>Urdu is a national language of Pakistan and thus, has the rudimentary importance. People feel proud to speak proper Urdu and our ancestors are concerned very much about the proper pronunciation of the words that are used in Urdu. However, the English language functions as a conduit that links persons from many traditions, cultures, and beliefs. Several countries, including Pakistan, choose English as an official language owing to its significance. Pakistani society is a multilingual society, here people use different languages for communication, however, its official, instructional and institutional languages are English and Urdu. But due to ever increasing demand and involvement of English language, it has become a common trend of Pakistani people to use the words of English even while talking or speaking the Urdu. Newspaper remained the source of knowledge, inspiration as well as information for the people all around the world. Furthermore, we are now in an age characterized by advancements and advancements. Most of people starts their daily routine with the overlook of newspaper that keep them up to date with the ongoing activities and circumstances all over the globe. However, code mixing phenomenon has badly affected the quality and way of spreading the information in Urdu through newspaper. For the confirmation of the above explained hypothesis 5 different newspapers were selected and results showed that various words of English languages have spell bound influence over the Urdu newspaper speakers.</p>
ARTICLE HISTORY	
Date of Submission: 05-01-2024 Date of Acceptance: 18-03-2024 Date of Publication: 31-03-2024	
Funding	
This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors	
Correspondence	Ayman Javaid
Email:	Aymansiddiqui98@yahoo.com
Volume-Issue-Page Number	2(1) 46-55
Citation	Javaid, A., & Faheem, M. (2024). Examining the Influence of Code-Mixing on the Identity of Urdu Language Speakers through Newspaper Discourse. <i>Journal of Humanities, Health and Social Sciences</i> , 2(1), 46-55

1.0 Introduction

Currently, we are living in an era characterized by advancements and growth. The rapid construction of tall structures and groundbreaking technologies occurring worldwide on a daily basis are fundamental characteristics of the current period. (Qadir and Rasul, 2009; Qadir, 2011; Erwin-Billones, 2012; Ehsan, A. and Aziz, 2014; Dar et al., 2014; Akhtar et al., 2016, 2018, 2019). These remarkable and inspirational developments provide convenience and serve as a source of incentive for the younger generation to work diligently and develop a great interest in learning new things (Rahman, 2010; Chantarothai, 2011; Bilal et al., 2012; Mareva, R. and Mapako, 2012; Arumwanti, 2013; Rafi, 2013; Elaish et al., 2019; Yin and Fan, 2019; De Wilde et al., 2020). In today's interconnected world, it is essential for individuals to maintain communication with others from different parts of the world in order to share ideas, discuss study plans, and trade expertise in many fields of employment. In order to achieve this objective, it is essential for individuals to enhance their proficiency in obtaining accurate information (Kishe, 1994; Morishima, 1999; Jalal, 2010; Draemel, 2011; Cuc, 2012; Asghar, M. and Asim, 2013; Adjei and Agbozo, 2014; Noor et al., 2015; Chughtai et al., 2016).

Newspapers serve as a vital medium for acquiring information, education, awareness, and amusement (Rahman, 2010; Chantarothai, 2011; Bilal et al., 2012; Mareva, R. and Mapako, 2012; Arumwanti, 2013; Rafi, 2013; Elaish et al., 2019; Yin and Fan, 2019; De Wilde et al., 2020). Furthermore, we are now in an age characterized by advancements and advancements. Every entity and individual want complete control over every aspect of their transactions (Kishe, 1994; Morishima, 1999; Jalal, 2010; Draemel, 2011; Cuc, 2012; Asghar, M. and Asim, 2013; Adjei and Agbozo, 2014; Noor et al., 2015; Chughtai et al., 2016). To address the growing need for high-speed information in today's society, the usage of advanced and refined newspapers has emerged as a solution to keep up with global developments (Eijaz, 2013; Zia and Imran, 2018; Ahmed et al., 2019). Nevertheless, under such circumstances, good communication has fundamental value worldwide (Qadir and Rasul, 2009; Qadir, 2011; Erwin-Billones, 2012; Ehsan, A. and Aziz, 2014; Dar et al., 2014; Akhtar et al., 2016, 2018, 2019). Therefore, in order to achieve successful communication, proficiency in the Urdu language has become very significant across Pakistan (Rahman, 2010; Chantarothai, 2011; Bilal et al., 2012; Mareva, R. and Mapako, 2012; Arumwanti, 2013; Rafi, 2013; Elaish et al., 2019; Yin and Fan, 2019; De Wilde et al., 2020). Presently, individuals prioritise the speaker's linguistic proficiency to a greater extent than in previous times. (Sinha and Hyma, 2013; Lallana and Macapagal, 2018).



However, English language has supremacy over Urdu due to mind set of the people that English spoken people look cooler as compared to the Urdu speaking (Kishe, 1994; Morishima, 1999; Jalal, 2010; Draemel, 2011; Cuc, 2012; Asghar, M. and Asim, 2013; Adjei and Agbozo, 2014; Noor et al., 2015; Chughtai et al., 2016). Thus, involvement of English words into the Urdu language is common phenomenon that is increasing on daily basis (Rahman, 2010; Chantarothai, 2011; Bilal et al., 2012; Mareva, R. and Mapako, 2012; Arumwanti, 2013; Rafi, 2013; Elaish et al., 2019; Yin and Fan, 2019; De Wilde et al., 2020). People considers take it as fashion, ease and entertainment as well to use the words of English language within the Urdu language and that has become habit of most of the people (Qadir and Rasul, 2009; Qadir, 2011; Erwin-Billones, 2012; Ehsan, A. and Aziz, 2014; Dar et al., 2014; Akhtar et al., 2016, 2018, 2019). Even it has become difficult for some people to use the proper Urdu words for few terms due to excessively use of English terms for such type of words (Kishe, 1994; Morishima, 1999; Jalal, 2010; Draemel, 2011; Cuc, 2012; Asghar, M. and Asim, 2013; Adjei and Agbozo, 2014; Noor et al., 2015; Chughtai et al., 2016).

Thus, present study aims to investigate the impact of code mixing on the identity of Urdu language speakers through newspaper. This study is highly significant to cover the effect of the

use of English words into the Urdu newspaper and will open a window for new comers to work and highlight the most important and proximal dilemma of current era.

Research Objective

The basic purpose of the current study is to evaluate the impact of code-Mixing on the identity of Urdu language speakers through newspaper.

2.0 Literature Review

Language plays an important role for connecting the people with each other, to share the knowledge as well as to spreads the information regarding some specific issue (Rahman, 2010; Chantaro Thai, 2011; Bilal et al., 2012; Mareva, R. and Mapako, 2012; Arumwanti, 2013; Rafi, 2013; Elaish et al., 2019; Yin and Fan, 2019; De Wilde et al., 2020). Furthermore, language is a source of medium for conveying our feelings and emotions to others (Qadir and Rasul, 2009; Qadir, 2011; Erwin-Billones, 2012; Ehsan, A. and Aziz, 2014; Dar et al., 2014; Akhtar et al., 2016, 2018, 2019). Therefore, languages are different in different societies and can be understand by specific people. However, process of learning the different helps the people to understand the people of various societies and countries that have varying languages for communication (Kishe, 1994; Morishima, 1999; Jalal, 2010; Draemel, 2011; Cuc, 2012; Asghar, M. and Asim, 2013; Adjei and Agbozo, 2014; Noor et al., 2015; Chughtai et al., 2016).

However, among various languages English language has spell bound attributes over the most of the languages. Urdu is the national language of Pakistan and thus, very well known in the suburbs of the Pakistan (Rahman, 2010; Chantaro Thai, 2011; Bilal et al., 2012; Mareva, R. and Mapako, 2012; Arumwanti, 2013; Rafi, 2013; Elaish et al., 2019; Yin and Fan, 2019; De Wilde et al., 2020). Additionally, due to this reason Urdu language is the source of spreading information related to every aspect (Kishe, 1994; Morishima, 1999; Jalal, 2010; Draemel, 2011; Cuc, 2012; Asghar, M. and Asim, 2013; Adjei and Agbozo, 2014; Noor et al., 2015; Chughtai et al., 2016). Newspaper is an ancient source of communication, entertainment and getting information on various fields of life including politics, history, general knowledge and current affairs as well (Qadir and Rasul, 2009; Qadir, 2011; Erwin-Billones, 2012; Ehsan, A. and Aziz, 2014; Dar et al., 2014; Akhtar et al., 2016, 2018, 2019). Being Urdu, the national language of Pakistan, most of the Pakistani prefers the Urdu newspaper to read and start their day with the first glance of newspaper.

Moreover, Urdu Newspaper consistently prioritises political aspects to mitigate any potential risks to the organization (Kishe, 1994; Morishima, 1999; Jalal, 2010; Draemel, 2011; Cuc, 2012; Asghar, M. and Asim, 2013; Adjei and Agbozo, 2014; Noor et al., 2015; Chughtai et al., 2016). It maintains the satisfaction of the host nations' government by adhering to their rules and depending on their assistance in all areas of business. It enters into agreements with the government to guarantee that it becomes the most lucrative enterprise for the global community, as well as for the nations hosting it (Rahman, 2010; Chantaro Thai, 2011; Bilal et al., 2012; Mareva, R. and Mapako, 2012; Arumwanti, 2013; Rafi, 2013; Elaish et al., 2019; Yin and

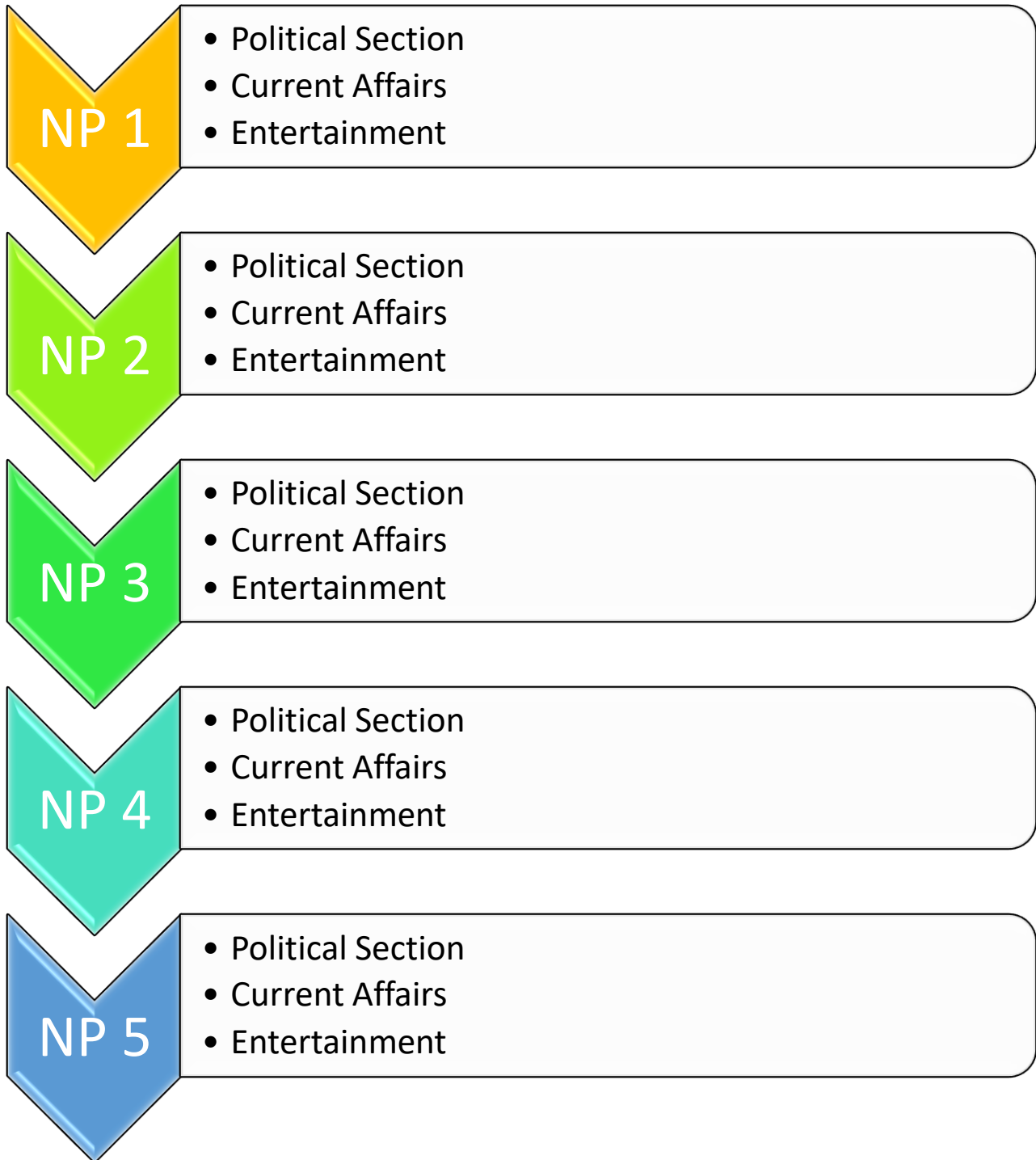
Fan, 2019; De Wilde et al., 2020). Therefore, it presents itself as a substantial economic and competitive advantage for countries and their administrations. In addition, it avoids involvement in political conflicts and adopts a neutral position to avoid any possible political consequences for the company (Kishe, 1994; Morishima, 1999; Jalal, 2010; Draemel, 2011; Cuc, 2012; Asghar, M. and Asim, 2013; Adjei and Agbozo, 2014; Noor et al., 2015; Chughtai et al., 2016). Therefore, newspapers have played a crucial role in ensuring the long-term viability of a nation by disseminating information and raising awareness among the general population (Qadir and Rasul, 2009; Qadir, 2011; Erwin-Billones, 2012; Ehsan, A. and Aziz, 2014; Dar et al., 2014; Akhtar et al., 2016, 2018, 2019).

Nevertheless, as a result of the captivating nature of the English language and the needless influence of English speakers, Urdu has also been inundated with a plethora of English vocabulary. (Qadir and Rasul, 2009; Qadir, 2011; Erwin-Billones, 2012; Ehsan, A. and Aziz, 2014; Dar et al., 2014; Akhtar et al., 2016, 2018, 2019). Along with the above explained facts code mixing in Urdu newspaper has left a very annoying situation for most of the people that are in love with the purity of the language (Rahman, 2010; Chantaro Thai, 2011; Bilal et al., 2012; Mareva, R. and Mapako, 2012; Arumwanti, 2013; Rafi, 2013; Elaish et al., 2019; Yin and Fan, 2019; De Wilde et al., 2020). Moreover, it has become common act of most the Urdu Newspaper speakers to use the English words in their Urdu Newspapers to make it more popular in people and consider it as an act of fashion (Kishe, 1994; Morishima, 1999; Jalal, 2010; Draemel, 2011; Cuc, 2012; Asghar, M. and Asim, 2013; Adjei and Agbozo, 2014; Noor et al., 2015; Chughtai et al., 2016).

3.0 Methodology

For the accomplishment of our detailed analysis, we selected 5 various Newspapers that are well known and famous at national level. Names of the selected newspaper are not mentioned in the article due to ethical concerns. However, these newspapers are highly in demand due to their entertaining and proximal way of presenting the data. Data was collected after reading this newspaper several times through various portions of the newspaper including current affairs, political aspects and entertainment portions as well. For the detailed analysis of the data, linguistic analysis was performed to check out the effect of the code mixing in Urdu Newspaper speakers. Furthermore, repetition of the English words was also observed during the study. For this purpose, methodology various researchers were kept in mind (such as Muysken, 2006; Mohideen, 2006; Rasul, 2006).

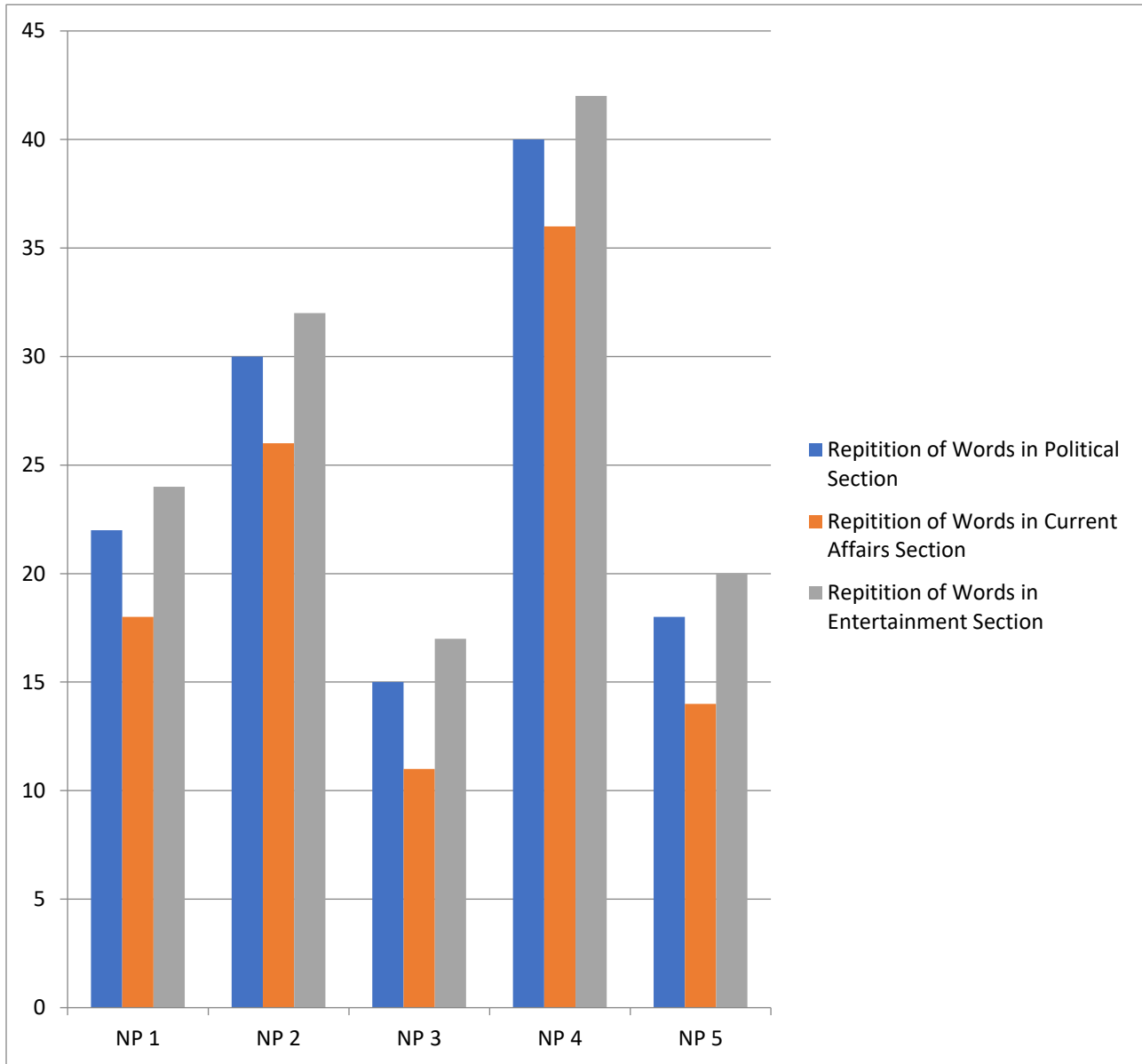
In addition to the above-mentioned process, a short survey of interview was also performed to evaluate the impact of code-Mixing on the identity of Urdu language speakers through newspaper. Various students, retired elder persons, teachers, businessmen and many common people were considered for this interview that what do they after observing the addition of English words in the Urdu Newspaper. For this purpose, various fields of life were considered during the study.



4.0 Findings and Results

Results obtained after the detailed analysis; it was observed that English language has completely spell bound over the Urdu language Newspaper speakers. Intensive repetition of some English words was observed throughout the Newspapers from NP1 to NP5. Following

diagrams and graphs are presented to give the clear depiction of our results obtained through this study.

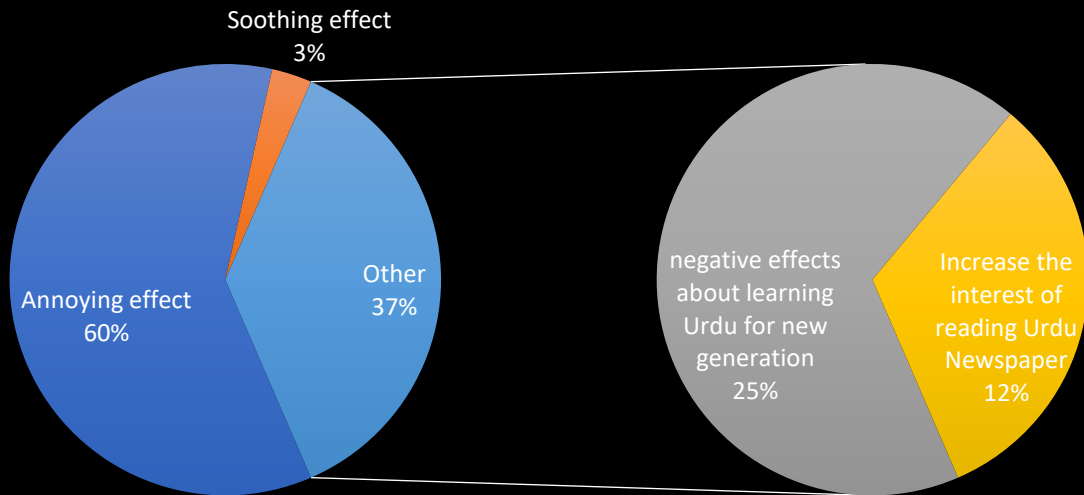


Repetition of words in various sections of Newspapers

Above mentioned graph showed that there is high frequency of repetition of the words in the 5 different national level newspapers when observed their three different section such as political, current affairs and entertainment section. However, NP 4 showed the maximum repetition of words in all the three sections while minimum repetition in all sections was observed in to the NP 3.

Similarly, during the interview conducted to evaluate the effect of code mixing upon the readers following results were obtained.

Response of people upon code mixing in Urdu Newspaper



Effect of Code Mixing in Urdu Newspaper upon Readers.

5.0 Conclusion

From the details of above-mentioned results, it can be concluded that although Urdu Newspaper is source of awareness among people and thus, very well known. However, code mixing is not appropriate and thus, decreasing the real essence of Urdu language not only in readers rather in speakers as well. Therefore, certain measures should be taken to control this phenomenon by increasing the strictness over editorial, grammatical and proper language words used in the various sections of the newspapers.

Contributions

Ayman Javaid, Problem Identification, Literature search, Methodology

Maria Faheem: Drafting and data analysis, proofreading and editing

Conflict of Interests/Disclosures

The authors declared no potential conflicts of interest w.r.t this article's research, authorship, and/or publication.

Reference

- Adjei, M., & Agbozo, G.E. (2014). Contemporary English loan-words in Ewe: A sociolinguistic appraisal. **The International Journal of Humanities & Social Studies*, 2*(5), 111-118.
- Akhtar, H., Fareed, M., & Siraj, S. (2018). Language-mixing and its processes in Pakistani Urdu newspapers. **Pakistan Business Review*, 20*(2), 319-341.
- Akhtar, H., Fareed, M., & Siraj, S.M.S. (2019). Patterns and processes of language-mixing in Pakistani Urdu newspapers. **Pakistan Business Review*, 20*(2), 318-330.
- Akhtar, H., Khan, A., & Fareed, M. (2016). Code-mixing and code-switching in EFL/ESL context: A sociolinguistic approach. **Balochistan Journal of Linguistics*, 4*, 29-42.
- Al-Shehab, M., & Al-Okour, A.A.R. (2018). Types and functions of English code switching employed in Arab soap operas at Jordanian and Nile Drama TVs. **International Journal of Applied Linguistics and English Literature*, 7*(7), 239-248.
- Arumwanti, A. (2013). A descriptive study on English Indonesian code-switching in the opinion rubric of Kompas newspaper (Graduate thesis). Sebelas Maret University, Surakarta, Indonesia.
- Asghar, M., & Asim, M. (2013). Urdu in Anglicized world: A corpus based study. **International Journal of English and Literature*, 4*(4), 135-141.
- Bilal, H.A., Warraich, A.A., Fatima, N., Tiwana, D.S., & Bhatti, T.R. (2012). Urdu loan-words in Pakistani English. **Global Journal of Human Social Science Linguistics and Education*, 12*(9), 6-12.
- Chantarothai, T. (2011). The effect of code-mixing (Thai-English) in print advertisements on product knowledge and understanding, attitudes and purchase intention: Consumers' educational background as a moderator (Master's thesis). Language Institute, Thammasat University.
- Chughtai, I.A., Khan, M.A., & Khan, M.R. (2016). Reasons and contexts to switch and mix English code by Pakistani young learners in their native speech: A sociolinguistic study. **International Journal of Language and Linguistics*, 3*(1), 85-94.
- Cuc, T.T. (2012). Code-mixing of English in Hoa Hoc Tro magazine in Vietnam patterns and readers' attitudes (Doctoral dissertation). University of Languages and International Studies, Hanoi, Vietnam.
- 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*, 2*(2), 16-26.

Draemel, A.F. (2011). Linguistic fusion: A comparative sociolinguistic study of Spanish-English code-switching found in natural and planned speech.

Ehsan, A., & Aziz, S.A. (2014). Code-mixing in Urdu news of a private Pakistani channel: A case study. **Academic Research International, 5*(1), 160.*

Erwin-Billones, C. (2012). Code-switching in Filipino newspapers: Expansion of language, culture and identity. 2000-2019-CSU Theses and Dissertations.

Jalal, R. (2010). Suggestion to use codeswitching as an L1 resource in the students' written work: A pedagogical strategy (Master's thesis). 2000-2019-CSU Theses and Dissertations.

Kishe, A.J. (1994). The Englishization of Tanzanian Kiswahili. **World Englishes, 13*(2), 185-201.*

Mareva, R., & Mapako, F. (2012). The prevalence and forms of code-switching and code-mixing in readers' comments on selected news articles in the Herald Online.

Morishima, Y. (1999). Conversational code-switching among Japanese-English bilinguals who have Japanese background.

Noor, M., Anwar, D., Muhabat, F., & Kazemian, B. (2015). Code-switching in Urdu books of Punjab Text Book Board, Lahore, Pakistan. **Communication and Linguistics Studies, 1*(2), 13-20.*

Qadir, S.A., & Rasul, S. (2009). Code-mixing in Pakistani newspapers: A socio-linguistic analysis. **Kashmir Journal of Language Research, 12*(1).*

Qadir, S.A. (2011). Code-switching in textbooks: Current practice in Pakistan. In *Teaching English in multilingual contexts: Current challenges, future directions.* Cambridge Scholars Publishing.

Rafi, M.S. (2013). Urdu and English contact in an e-discourse: Changes and implications. **Gomal University Journal of Research, 29*(2), 78-86.*

Rahman, T. (2010). Language problems and politics in Pakistan. In **Routledge Handbook of South Asian Politics** (pp. 248-262). Routledge.

Rasul, S. (2013). Borrowing and code mixing in Pakistani children's magazines: Practices and functions. **Pakistaniaat: A journal of Pakistan studies, 5*(2), 46-72.*