

Investigating Code-Mixing in the Headlines and Advertisements of Sindhi Newspapers: Perceptions of Editors and Readers

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Abstract

Code-mixing of English in Sindhi language newspapers is common. In Sindhi culture, code-mixing like other; social, literary and linguistic changes is responded differently by people of different mindsets and backgrounds. The current study investigated the phenomenon of code-mixing in the four Sindhi dailies i.e. Daily Kawish, Daily Ibrat, Daily Awami Awaz & Daily Sindh Express, with the aim to do thematic analysis to find out the frequency of occurrence of code-mixing in the headings & ADVTs at lexical, grammatical and syntactical level. The questionnaire was distributed among 226 participants using Cluster sampling method to take the perceptions of Sindhi newspaper readers. The quantitative data were analyzed through SPSS. The sample for qualitative data was ten editors of Sindhi newspapers. The data was analyzed in 2 phases using mix- method research. The purposive sampling method was used for Semi-Structured interview. The qualitative data were analyzed through descriptive thematic

analysis by Saldana .J (2013). The findings of the study show that code-mixing has emerged as new norm in Sindhi dailies.

Keywords: Frequency of occurrence of instances, code mixing, Sindhi newspapers

1. INTRODUCTION AND BACKGROUND OF THE STUDY

Wardhaugh (2014) calls the variety in a language as the “code” that, after admixing of other language becomes Code-Mixing. To explain the term Code-Mixing it can be said that it is the combination of elements of two or more languages akin to a single sentence. “Code-Mixing is a fusion of constituents of two or more languages within the same expression at a variety of ends” Yee Ho (2007). Mixing of English code in news headlines and advertisement of newspapers is drawing attention of Sindhi people since long. Sindh where people of diverse cultures arrived and got acclimatization in the local culture has been a host place for centuries. Persian was lingua-Franca and status symbol of elite class in the region for long time; evidently, it had impact on Sindhi language. The 19th century is crucial epoch in the human history, when Western world outranked the nations of Africa & Asia in science and technology and the era of colonial rule of the West i-e England and France began. In 1843 Sindh was conquered by the English army that had far-reaching effects on Sindhi language. English was made official language of Sindh. Several words were Sindhiized **SEPOY, STATION, BUS-STOP, TONGA, LORRY** etc are only few instances. With Sindhization of English words started 1st phase of CM, that walked in the academic curriculum and in the language of new middle class venturing in journalism. The Sindhi journalism was nurtured by the English Crowns; a friendly language policy that ended at the outset of CM. 2nd era of CM in Sindhi newspapers was post partition period. The language of Britishers was adhered by people working in Sindhi print media 3rd turning point was Post-Soviet Union withdrawal from Afghanistan, when Sindhi journalists did away with conventionalism, allowing modernity of language. Informing became their basic focus rather than language. This ushered ways for CM of English in Sindhi newspapers, that continues to be a permanent mark in Sindhi newspapers till today. This study focuses to investigate the frequency of occurrence of instances of English code-mixing in headlines & Advertisements of 4 Sindhi dailies and taking the perception of editors and readers.

1.1 Aim of the study

The present study aims to investigate English code mixing in the headlines and advertisements of Sindhi newspapers at lexical, grammatical and syntactical level through thematic analysis of 4 Sindhi newspapers. The study also takes perceptions of different stake holders like, readers and editors.

1.2 Research Questions

Within the framework of aim, the questions structured for the research were as follows:

RQ1. What is the frequency of instances of code-mixing in the headlines and advertisements of Sindhi language newspapers?

RQ2. What are the perceptions of readers about the code mixing?

RQ3. What are the perceptions of newspaper editors about the Code- Mixing?

2. Review of Literature

Every human being on earth needs basic necessities of life for his survival; to interact with other human beings is also a significant requisite for man's existence. To achieve this purpose of conveying his messages to others, man started using some sets of symbols or codes. Different cultures use different codes for communicate. well (2002) recognizes" code" as a "symbol reflecting patriotism, used by people to communicate in a specific language, employing any dialectical expressions, with different registers, accents or styles in different situations. Same endeavors the mixing of codes into any language and becomes the feature of it. "CM takes place when lexical items and grammatical features of two or more languages existed in the same sentence. Muysken (2000), Bhatia and Ritchie (2004)".Code-Mixing is shifting from one language to another within the same sentence. Myers-Scotton (1993) &Azuma 1998 define code mixing as the change of one language to another in the same utterance or written text. "Code-mixing" as noted by Kia (2011) "is the mixing that uses two languages to surface the emergence of a third, newer one code, which is easily incorporated into a structurally definable pattern after combining of the two elements". The phenomenon of CM is not confined to spoken expression only; it is used in written texts correspondingly. "The presence of Code-mixing in oral communication as well as in written discourse is quite normal and common. Even, writers switch the code while writing" Noor (2015) Oxford advanced learner's dictionary (2017, edition 9th) defines newspaper as a "set of large printed sheets of paper containing articles from news, advertisements and so on, published each day". Even in the era of digitalization reading of the printed paper is a customary habit of most of the people. "Newspaper Reading is a routine language activity we do every day" Cingolani (2009). Every country all over the globe tries to apply standard accent and diction in textbooks, government offices language, and print and electronic bodies i.e. Newspapers, Radio & Television. Likewise, the Sindhi language is also required to follow linguistic rules & principles when it comes to print media. Paying proper attention to the language of

newspapers is also a very crucial matter due to involvement of emotions of people of that region. People of Sindh province also feel deeply & spiritually attached to their language.

Headline news is the item that catches readers' interest with immediacy, due to its sizeable font "Headlines reach an audience noticeably, all those who buy the paper will glance, if only fleetingly, at the headlines. Their impact is even wider than on those who essentially buy the printed paper, since headlines are glanced on public transport and fliers.etc" (Develotte & Elizabeth, 2011). In journalism, headline news play sensational and stimulating role. "The headlines mostly resemble the journalistic style that leads to eye-catching, motivating and imagination sparking linguistic choices" Molek-Kozakowska (2016). Mixing of English has the same attention arresting impact on the readers of Sindhi newspapers. CM is more common in the advertisements of Sindhi newspapers than headline. "CM and CS not only recurrently occur in exchanging of views but in vocalization in both verbal or non-verbal messages communicated in advertisements and other talks"(Kia,2011). Researches illustrate numerous factors behind code-mixing in the ADVTs. "Every element of an advertisement serves a purpose in selling the product, the messages might be an endeavor to change the opinion about a product, or try to single out the product" Tuck & Jeanne (2015). Newspapers are more inclined to making money than on considering linguistic aspects. Champagne (2005) labels newspaper as "economic enterprises literally subject to economic laws not the obligations of generation of thoughtfulness, this presents a strong pressure within journalism" Putting it in another way newspapers are merely convey particular information to the client in mixed languages. The language in its essence is a social behavior, the mode and word selection in the language of print media leave a great impact on the minds of readers, especially language used in the headlines and ADVT of newspapers. The headline is "A newspaper article's title that is normally printed in large letters, especially at the top of the front page" OALD (E 9, 2017). The headline news attracts the attention of almost every reader. As stated by Bell. A (1991), it is the function of headlines to capture the attention of the readers". The headlines seem to be valued for what they happen to be: creative, yet autonomous texts. Genuinely monolingual text or code-mixed words or lexis result from language contact, having deep influence on minds, culture, and behaviors of people of a specific area.

2.1 Empirical studies on code –mixing

Kia, S.L. et.al (2011) carried out research that focused on the identification of English CM in lexical items into Chinese entertainment news from the linguistic aspect. Around, 1, 000 code mixed into Chinese entertainment news were taken from three dailies of five months of 2007. The study outcomes showed that English adjectives such as DVD, CD and SMS were implanted to create sentences and

modernism. The incorrectness of terms was also welcomed. The findings revealed a variety of English nouns and verbs altered their functions to adjectives when code-mixed into Chinese entertainment news. English words frequently code-mixed in conversations were also used. The entertainment artists were frequently quoted during interviews, which increased the usage of code-mixing in entertainment news. Mushtaq (2012) conducted research to analyze the impact of CM in ads on three TV channels i.e. Geo TV, ARY Digital and Hum TV. They adapted the quantitative research paradigm to reach the conclusions. The procedure of data collection was done through consecutive recordings of the advertisement for three days. The questionnaire was distributed among the thirty students of mass communication department of the university. The outcome of the study revealed the fact that CM was held by university students as an important aspect of linguistic communication. Azhar, et.al (2016) investigated the phenomenon of CM in Pakistani multilingual and bilingual society. The study inquired thoughtful conversational code-mixing in the repertoire of Pakistani professionals. The findings of the research mirrored the increasing interest of the Pakistani community in the English language. The data for the research was collected through a questionnaire distributed to respondents from various walks of life. Interviews were taken from chosen groups. The interviews were tape recorded. The study affirmed the increasing interest of the Pakistani community in the English language for miscellaneous reasons. Pakistani professionals use English CM at the alarming degree of eagerness which leads them towards an informal alienation to the national language though, they appeared to be antagonists of the domination of English over the national language of the country. Hence, instead of resisting the language mixing, they are taking it for granted and normal phenomenon. Rasul (2013) conducted the research with the aim of looking up that nature, frequency, reasons, and functions of code-mixing and borrowing of English in two of Pakistani children's magazines acclaiming the promotion and service of Urdu –language. The study showed that in present literary contexts in Pakistan no media was exempted of the presence of English CM. Chi (2010) researched the effects of CM in print ads in Hong Kong. He collected the data from 278 participants by distributing questionnaire. The survey unveiled that most of the code-mixed ads were understandable to the local Chinese residents in Hong Kong. Furthermore, buyable items were more code-mixed in print advertisement. Young adults, teens and literate class thought CM as a positive trend. The researcher concluded that CM in the print ads was accepted as a usual thing that was welcomed by commoners likely to be accepted by commoners too. Qadir & Rasul (2009) scrutinize the phenomena of CM in a Pakistani Urdu newspaper "The Daily JANG". The contents of two months' weekly Women editions (August & September) from the year 2008 were analyzed to study the sociological and linguistically

facets of CM. For making the research more concise only beauty & cooking were selected to examine Code-mixing frequency and reasons at word level, in compound words, at noun, verb phrase, clause& sentence level. The study divulged that CM and hybridization are facilitated by language contact and globalization at the massive scale which penetrates in the topics of women's interest in print media at all levels.

3. METHODOLOGY

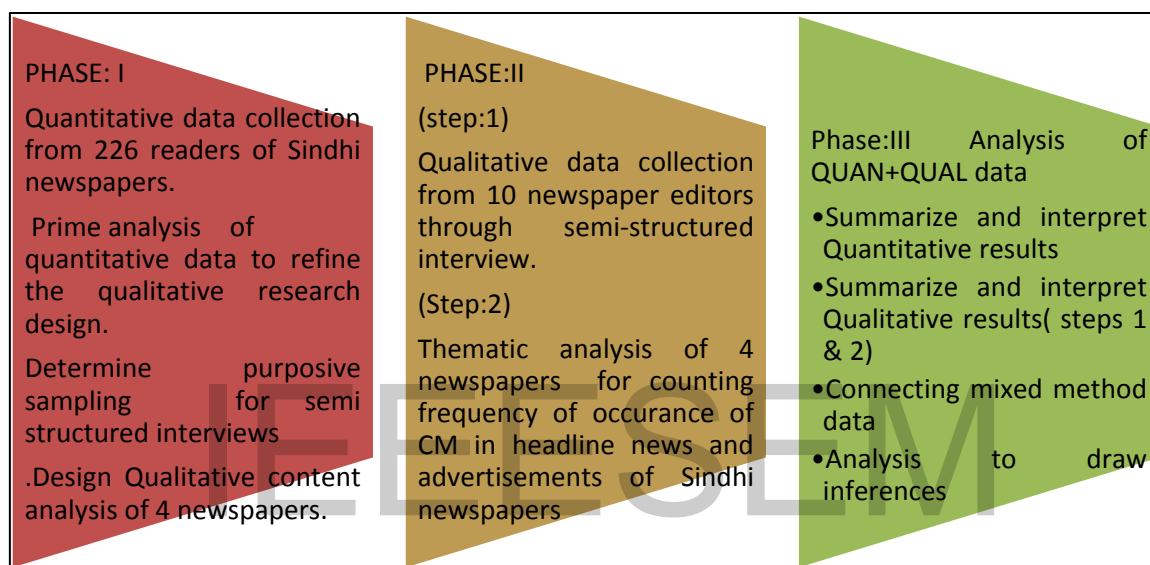


Fig 1: Phases of Sequential explanatory design for present study (Creswell & Clark, 2011)

The present study followed Sequential explanatory design of mixing the quantitative study followed by qualitative study. The two phases of the study were divided in three steps. **Phase 1** Taking perceptions of readers of Sindhi newspapers was taken through questionnaire. **Phase 2(step 1)** Taking the perceptions of 10 editors, using Semi-structured interview as a tool. The data was analyzed through descriptive thematic analysis method. **Phase 2 (step 2)** analyzed content of 4 dailies to investigate the frequency of occurrence of instances of CM in the headlines and advertisements of Sindhi newspapers. Thematic analysis was done through creating themes on repeatedly used topics and disciplines. Frequencies were checked through counting the English code mixings at three levels.

3.1 Tools for Data Collection

The questionnaire consisting two sections was used for collection of quantitative data. The first section of the questionnaire contained questions about the presence, extent, policy and need of CM in the headlines

and advertisements of newspapers; the second section inquired different reasons and factors adding in code-mixing. Data for the qualitative study (phase 2,step:1) was gathered from printed copies of 4 Sindhi newspapers; Daily Ibrat, Daily Kawish, Daily Awami Awaz and Daily Sindhi express to investigate the frequency of occurrence of instances of CM at the lexical, grammatical and syntactical level found in the headlines & advertisements in them. Semi -structured interviews was the tool used for gathering qualitative data through using purposive sampling method.

3.2 Participants

Population size for quantitative section for the current study was 226 readers of Sindhi language newspapers.

3.3 Analysis of the data

The data was analyzed in 3 steps of two phases. 1. Quantitative data was analyzed through SPSS version 22.Statistical data is represented through frequency tables, bar &pie charts. 2. Step 1 of phase two was Semi-Structured interviews. It was analyzed through descriptive analysis method of transcribed interviews. 3. Analysis of news headlines and advertisements (phase two, step 2) was done by using thematic analysis method. It is represented through table of findings of instances of frequency of occurrence in the newspapers.

4. Findings and Discussion

4.1 Quantitative Findings of the study reveal the following facts

RQ1. Code mixing is present in almost all Sindhi newspapers Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	20	8.8	8.8	8.8
	Yes	206	91.2	91.2	100.0
	Total	226	100.0	100.0	

Table 1. Code Mixing in Sindhi Newspapers

4.2 Qualitative Finding & Analysis

“Code-mixing is present in nearly all Sindhi newspapers at every level” Participant: 1-10

(10,100%) respondents of the study agreed to this point. Essentially all editors admit the presence of code-mixing in almost all Sindhi language newspapers. Code-mixing has become an integral part of Sindhi news and mark of language standard and mostly added intentionally by the reporter, particularly the headline news is the biggest source of noticeable code-mixing due to its more readable characteristic than other shorter and more detailed news on back pages of newspapers.

RQ2. Sindhi newspapers use code mixing very frequently

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	33	14.6	14.6	14.6
	Yes	193	85.4	85.4	100.0
	Total	226	100.0	100.0	

Table 2. Code Mixing Frequently in Sindhi Newspapers

4.3 Qualitative Finding & Analysis

“Code-mixing is frequent and repeated trend in Sindhi newspapers” Participant: 4

(10,100%) participants admitted that Code-mixing of English is frequent in Sindhi newspapers however the frequency was higher in the advertisements than in the headlines because ads are solely used for commercial purposes.

RQ3 Code mixing is used in the headlines of all the prominent Sindhi newspapers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	44	19.5	19.5	19.5
	Yes	182	80.5	80.5	100.0
	Total	226	100.0	100.0	

Table 3. Result of Code Mixing in Heading of Sindhi Newspapers

4.4 Qualitative Finding & Analysis

“Code- mixing is essential part of Newspaper headlines” Participant 1-10

(10,100%) agree to this idea. Code-mixing occurs in more or less all the news stuff of Sindhi dailies; nevertheless it is more visible in the headlines of newspapers, because they are the first thing the readers have a good look.

5 CONCLUSION

Code-mixing is more accepted in the disciplines and fields of Law, politics, education, economics, science & technology and fashion at lexical, grammatical and syntactical level. The aim of this study was to find out the occurrence of code-mixing in the headlines and advertisements in newspaper. The findings showed that it is an inevitable phenomenon. Owing to the belief that transfer of information is the prime object of newspaper, staff working in newspaper pas least attention to the linguistic aspect. Furthermore, the perceptions of the readers and editors assured this that code-mixing is need of hour .The more interesting finding of the study is that, inspite of some opposition from the elderly class of Sindhi society and the linguists, younger generation of Sindh is in favor of code-mixing in the newspapers and feels at home with it. Whereas, the middle-aged population and working –class is

in a see-saw state of mind, on the one hand they are anxious of the distortion and eradication of a native language on the other; they claim to understand the code-mixing and count it as richness in language. This trend is the evidence for language shift and increasing promotion of English code-mixing with less resistance from society on the whole. This study is significant for policy makers, researchers specially linguistics. Apart from its significance the study has certain limitations as well.

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