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AN ANALYSIS OF URDU-ENGLISH MARKED CODE SWITCHING IN PAKISTANI TV TALK SHOWS

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Abstract

This thesis critically analyzed the forms and functions of code switching in Pakistani TV talk shows under the assumptions of Scotton's Markedness model (1993). The study primarily examines Pakistani TV talk shows that use code-switched language. The study is qualitative and purposive in nature and implies the description of code switching based on data that contained instances of code switching. The data were analysed using the Markedness Model, which classifies code switching into four types: marked, unmarked, sequential, and exploratory. Eight TV talk shows, ranging from December 2020, are taken from the internet, transcribed and then analysed. The findings of the study revealed that Urdu-English code switching is not just a fashion in TV talk shows or a symbol of superiority, but a conscious act by anchors to achieve specific purposes: confirmation, solidarity, emphasis, being social, humour, clarity, reprimand, expression of emotions, and to emphasise.

Keywords: code switching, Pakistani TV talk, humour, fashion, Urdu-English

Introduction

Code switching is a widespread phenomenon all over the world. People who have been exposed to others, who speak another language for an extended period of time become bilingual. The use of two languages or dialects in the same stretch of speech is known as code switching. People who used code switching are not only capable of using two languages or two varieties but they use the mixture of two in efficacious manner. When we switch from one language to another or use two languages in the same sentence, this is referred to as code switching. Code switching is mainly a manifestation of code mixing and language contact which include language transfer, interference, language death, borrowing on syntactic and lexical level, creolization and so on. Code switching occurs when we switch from one language to another or use two languages in the same sentence. The majority of the time, speakers are not consciously aware that they are code switching. Code switching serves a dominant social function. As code switching is a mixture of two or more languages with no change in social context. When a community speaks more than one language,



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its residents code switches more effectively. Code switching is an inevitable aspect as it helps to express and communicate the meaning more precisely. However, code switching not only maximizes the communication but also strengthens the essence of the message.

This whole analysis is grounded under the assumptions of Myers-Scotton Markedness Model (1993). The goal of this investigation is to identify the forms and functions of code switching in Pakistani TV talk shows. As TV talk shows are the main part of TV programming. The main and foremost purpose of talk shows is to bring awareness to the conflicts which are prevailing in our societies. It also provides information and focuses on various perspectives as well as important issues in politics, religion and society. The study is primarily concerned with Pakistani TV talk shows with code switched language. The study is qualitative in nature. TV talk shows ranging from December 2020 are taken from the internet and then analyzed carefully. The data gathered in this study is through purposive method. Myers-Scotton Markedness model (1993) will be applied to scrutinize the forms and functions of code switching in Pakistani TV talk shows.

Problem statement

The problem which is addressed in this study is to analyze and explore the underlying forms and functions of code switching in TV talk shows.

Objectives of the study

The objectives of this present research are as follow:

- To identify the forms of marked code switching in Pakistani TV talk shows.
- To trace out the functions of marked code switching in Pakistani TV talk shows.

Research questions

The research questions of this study are as follow:

- What are the forms of marked code switching in Pakistani TV talk shows?
- What are functions of Urdu-English marked code switching performed in Pakistani TV shows?

Limitations of the study

This study will have some limitations. The data will only be collected from the talk shows and the time duration of those talk shows which are selected for data collection will be only from December 2020. The data which is gathered will be in transcribed form. Further the data which will analyze will be only in Urdu and English due to time constraints.



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Significance of the study

This study will help to understand the forms and functions of code switching in TV talk shows from a very new perspective which is Myers-Scotton's Markedness model (1993). This study will also examine the covert strategy of the politicians as well as the news anchors that how they compel and attract others by their forms and functions of code switching. This study highlights that code switching is a conscious effort and deliberately adopted by the anchors. This study will be also helpful for sociolinguistics because they will better understand the current trends of code switching.

Literature Review

Research done under the lens of the Markedness model (1993) and electronic media.

Code switching is the outcome of language contact, which is the central discussion of this current research. Number of scholars and linguistic have categorized type of code switching distinctively. For instance, Gumperz (1982) has divided code switching into two types namely situational code switching and metaphorical code switching. Code switching is used as a complete shift from one language to other for a word or a phrase or a whole sentence (Grosjean, 1998). On other hand, Pop lack (1980) has presented three types of code switching. The current research is done under the lens of Myers-Scotton (1993). According to Myres-Scotton (1993) there are four types of code switching which are marked, unmarked, sequential and exploratory. Scotton (1993) states that there are two types of code switching: marked and unmarked. Unmarked code switching is further divided into two types: sequential unmarked and unmarked being itself. This chapter also includes a review of related researches, which is done under the assumptions of Markedness Model (1993).

Ali et al. (2010) researched Indian film songs. Researchers found that not a single reason or impact factor was rejected by respondents, proving that all reasons and effects are significant in their ways. The data were analysed using the frequency of response, graphical representation, and descriptions to better understand sociolinguistic phenomena. A survey was conducted by researcher on 100 students of Lahore. Reasons and impacts of code-mixing are shown in the statistical method. Explored reasons for code-mixing are that: code-mixing makes the songs attractive, it creates pleasing rhyme scheme, code-mixing is a demand from producers and audience, the audience feels a sense of modernity, code-mixing has a long term effect on memory.

Rasul (2013) investigate the instances of code-switching and code borrowing in Pakistan children magazine. This research is both qualitative and quantitative, which explores different instances of borrowing as well as code-mixing. The findings of this study reveal that the English vocabulary is frequently borrowed and mixed in Urdu, the national language of Pakistan. It also



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indicates that no genre of media can be separate from the effects of code-switching. Even distinguishing between Urdu and English words can be challenging at times.

Forms and functions of code-switching are further explored by Bohannon (2015). In this research, the use of code-switching between Spanish and English has been explored. And positive effects of code-switching have been discovered. Code-switching is not only practiced in American television but also advertisements across the world. Code-switching in advertisements has become a rhetorical device. People in business are using code-switching in their ads to market their products. This trend of code-switching can be from one language to another or from one dialect to another. It has become an attractive communication tool for businessmen, scriptwriters and advertisement agencies. Code-switching has also become a technique to attract a diverse audience.

On the other hand, (Khan & Khanum, 2020) researched code-switching in the Urdu newspaper editorial. The research is qualitative descriptive in nature. The data was gathered through the daily Khabrain newspaper. The findings of the study reveal the intra sentential, loan words and words code-switching. And the types of words are mostly nouns and verbs.

Methodology

Research Approach and Paradigm

This research is qualitative as well as exploratory in nature. Qualitative research deals with the scientific procedures that purely deal with the explanation of things, concepts, characteristics, meanings, etc. Exploratory research is used to investigate a problem that is not distinctly defined.

Sampling Approach

The purposive sampling approach will be used in this research for data collection as purposive sampling is subjective sampling. In this sampling, the researcher will consciously choose a member of a population to participate in his study.

Data Collection

The source of the data is from the internet. In this research, the data is gathered from TV talk shows of Shahzeb Khanzada varying from December 2020. These talk shows will be downloaded from YouTube from the year 2020 and then transcribed carefully. Within the theoretical framework of Myers-Scotton's Markedness model (1993), the data will be analyzed and discussed to determine the forms and functions of marked code switching in Pakistani TV talk shows. Three TV talk shows will be analyzed. Shahzeb Khanzada is a journalist, anchorperson and host in Geo News.



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Data Representation

The data will be analyzed in three steps. In the first step, recordings of three TV talk shows named 'Aaj Shahzeb Khanzada k sath' on air on Geo News were taken. After recording, data was transcribed. In the last step, marked code-switching were explored. Myers Scotton (1993) is the most recent and powerful model, presenting the motivation behind language change and language preference. Each line will be closely inspected, and in the end, results will illustrate in descriptive form. Descriptive design is used to describe and organize data. In descriptive design, often visual aids are used to collect data such as charts, graphs and figures.

Theoretical Framework

This present study will be carried out under the lens of Myers Scotton's Markedness model (1993). This model states that the speaker can choose his own goals or enhance and amplify the meaning of his utterance. Scotton (1998) says that every speech group observed more than one manner of speaking. No speech community does not have a variety of speech styles. The markedness model mainly deals with two choices: marked (unexpected) and unmarked (expected) choices of speakers in a conversation. At the same time, language choice refers to a situation in which speakers choose what language is to be used in various or certain conditions in multilingual communities. Scotton (1993) states that the unmarked choice is usual and related to norms of a language in a community. It conveys a standard meaning and goes unnoticed. They are mainly less complex phonologically and morphologically. Unmarked choices are expected in a particular interaction, and it carries no extra social meaning with it.

On the other hand, marked choices are unusual and noticeable, which deviates from the norm. Marked decisions are more complex phonologically and morphologically. These choices are unexpected, and it also carries extra social meaning with it. The markedness model (1993) refers to how words are added or changed to give sense. Scotton (1993) also states that both the speaker and interlocutor are able to understand the marked and unmarked choices in a conversation with the help of their communicative competence. Communicative competence involves a process of tactic abilities of speakers that help them communicate in different social situations effectively. This process is based on the experience of our communities. Scotton (1993) also emphasizes the concept of Rights and Obligation (RO), which is used to assess the speakers marked and unmarked choices. The (RO) set stands for the codes and behaviours that are established and maintained in a society. Scotton's model (1993) distinguishes four types of code choices: code-switching as a marked choice, code-switching as an unmarked choice, code-switching as a sequential choice, and code-switching as an exploratory choice. This study will investigate all four code-switching choices under the lens of Myers Scotton's Markedness model (1993).



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Marked code switching

According to Scotton (1993) in marked code-switching the speaker wishes to disidentify with the expected RO set. Marked code exchanging makes its way in a moderately formal discussion when a plain code decision and stamped code decision is evident. In marked code switching, two elements play their role, the first is marked choices that are not an unmarked choice, and the second is marked code choice has another set of RO that is different from unmarked choice. In this case, the speaker made a different approach and didn't adopt unmarked code switching. Marked code switching conveys a number of emotions ranging from affection to anger. So, in this case, it is challenging to link only one feeling or emotion from marked code switching. Marked code switching associate with the functions of humor, self expression, solidarity, emphasizing and clarification. Mayer Scotton (1993) states that the decisive motive for making the marked choice is that the speaker wants to express a wide range of emotions, including anger, authority, affection, and identity. These emotions can change the social distance between the speaker and the listener. It can either increase or decreases a social distance. Marked code switching is a universal use of code switching.

Data Presentation And Analysis

This chapter elaborates the data analysis of current research. In this research three TV talk shows of year 2020 are taken. These shows are hosted by Shahzeb Khanzada. In this research the data is gathered from TV talk shows of Shahzeb Khanzada varying from December 2020. These talk shows will be downloaded from YouTube from year 2020 and then transcribed carefully. The lens under which the whole analysis is done is Markedness Model (1993). Three steps are taken for data analysis. First of all recordings of three TV talk show of Shahzeb Khanzada is taken and code switched language is explored and transcribed. After transcribing, marked code switching and their functions are explored within theoretical framework of Markedness model (1993).

Marked code switching

When code switching occurs as a marked choice, speakers simply do not wish to identify themselves with the expected RO set. In marked code switching speaker disidentify with the expected RO set Myers-Scotton (1993). Unmarked code switching occurs in formal setting. A marked code choice takes its mean from two points: firstly marked code choice is not the unmarked; secondly the marked code choice is a call for another RO set. Marked choices, according to Myers-Scotton (1993) can express different emotions positive as well as negative. Marked code switching performs the functions of: clarification, expansion, reprimand, humor, social identity, confirmation and to gain control and for direct quotation.



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Example 1

Aj Shahzeb Khanzada k sath (2nd December, 2020)

Shahzeb Khanzada: Tahreek-e-Insaf **corruption** aur **money laundering** k hawalay sy mutaharik ho gae hai. Ishaq Dar **interview** mai tasali buksh jawabaat naa dy sakay. **Elections** mai dhandali k hawalay sy bhi jawabaat naa mil sakay.

Shahzeb Khanzada: Sawal ye hai k **opposition** hakumat k khilaaf mutaharik hai. Ishaq Dar k **interviewnyopposition** ko hila k rakh diya hai.

Shahzeb Khanzada: Baqaida **twitter account** sy sahafiyon py sawalat uthaye ja rahy hain, un k **conduct** py sawalaat kiye jaa rahy hain k wo **corruption** ko chupatay hain.

Table 0.1 First Instances of Marked Code Switching

Marked code switching	Functions
Corruption, money laundering	Reprimand: anger, seriousness.
Interview, elections	To criticize.
Opposition, interview, opposition	To show bitterness.
Twitter account, conduct, corruption	Reprimand: seriousness.

Reprimand

In example 1 marked code switching is performing the function of reprimand: for the expression of anger, uneasiness, and seriousness. As Myers-Scotton (1993) states that marked code switching may be used to express a wide range of emotions. As in example 1, Shahzeb Khanzada is showing anger and bitterness towards the scenario that how Pakistan tahreek-e-Insaf is unified against corruption and money laundering. Shahzeb Khanzada is showing anger at one point as well as criticizing that how Ishaq Dar is unable to answer the questions in interview. At the same time marked code switching performs the function of displaying emotions and feelings of anger and bitterness. At one point in talk show, Shahzeb Khanzada is showing uneasiness and anger towards ishaq Dar as he is unable to deliver his appropriate stance. But on the other side, Shahzeb Khanzada is directly criticizing that how Ishaq Dar’s interview tremble the opposition. In last he again reprimands the expression of anger that how government is directly interrogating journalist that they are involved in concealing the corruption by using marked code choices. Most of the time, it becomes even impossible to display our feelings and emotions without using marked code switching. It is really very helpful for reprimanding when speaker wants to show some kind of emotion like love, hatred, anger or bitterness. And same wide ranges of feelings are observed in



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example 1. Sometimes, marked code switching can express negative feeling, but at on other point it can also be a mean of expressing positive feelings. Example 1 shows that by making marked code switching, Shahzeb Khanzada wants to criticize government intentions towards the journalist as well as highlight the important issue of money laundering and corruption.

Example 2

Aj Shahzeb Khanzada k sath (2nd December, 2020)

Imran Khan: Kal ap ny **stress** dekhna tha, kal aik **hard talk** ka **interview** hua tha jahan Ishaq Dar Pakistan k **finance minister** ko bol rahy thy. Us **program** mai ap us ki shakal dekhien, ap ko pata chalay ga **stress** kia hota hai.

Imran Khan: Agar us ny kabhi kaha hai k mera koi **heart** ka masla nahi tha, to usko ho jana tha.

Table 0.2 Second Instances of Marked Code Switching

Marked code switching	Functions
Stress, hard talk, interview	Creating humor, to criticize directly.
Finance minister	To criticize.
Program, stress, heart	To criticize, light way to create humor.

Humor

In example 2 marked code switching is performing the function of humor as well as criticizing others. In the above example 2, Imran Khan is directly targeting Ishaq Dar that how Ishaq Dar in an interview with hard talk targeted preceding finance minister. Imran Khan creates light humor by stating the words like stress and heart. In marked code switching the function of humor is seen repeatedly. Humor is mostly occurs in one or more than one words as well as in sentences. A speaker shifts his one code to another in order to create humor. Mostly the function of humor is used in a conversation or dialogue in order to criticize the various aspects of society by using code switching. In the above example, the function humor is seen in marked code switching.

Example 3

Aj Shahzeb Khanzada k sath (11th December, 2020)

Shahzeb khanzada: Pehly **opposition** ny kaha hakumat sy **dialogue** nahi hoga aur waziya kr diya k **establishment** sy bhi **dialogue** nahi hoga. Aur **opposition** kah rahi hai k hakumat rabtay kar rahi hai mgr aj shibli faraz ny kaha k hum ny koi rabta nahi kia hai



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Faraz shibli: Nahi hmary to **official level** py koi rabta nahi hua hai. Hmari **government as such**, agr hmary koi muzakarath hn gy to wo hum sb k samny rakhien gy.

Table 0.3 Third Instances of Marked Code Switching

Marked code switching	Functions
Privatization, steel mill	Reprimand: seriousness.
Independent, influence, political influence, corruption	Clarification.

Reprimand and Clarification

Here marked code switching is performing the function of reprimand and clarification. The marked code choices used by Shahzeb Khanzada are opposition, dialogue, establishment and opposition. In example 6, Shahzeb Khanzada made serious statement via marked code switching which performs the function of seriousness. According to Scotton (1993) marked code choice is used to express a wide range of emotions. These code choices are often used to express both negative and positive emotions in marked code switching. On the other side Faraz Shibli clarifies the stance of the government; here marked code switching is performing the function of clarification. He completely denies that there is no such dialogue between opposition and government. He also clarifies by stating that if there is any dialogue happened between government and opposition then it will be announced on official level.

Example 4

Aj Shahzeb Khanzada k sath (12th December, 2020)

Shahzeb khanzada: Mulk mai es waqt siyasi gahmagahmi ki surat-e-hall hai. **Opposition** ki jarihana tahreek py qaboo pany k liye hakumat ny apny **card show off** krna shuru kr diye hain. **Opposition** aur hakumat dono ki **teams** bhi mashawart mai masroof hain. Marium nawaz ny waziya kia hai k jb **oposition** astefay dy ge to **government** zimni intekhab nahi krwa sakti.

Marium Nawaz: Ap 500 **seats** k oper **elections** nahi krwa sakti. Puri **opposition** jb **resign** dyti hai ap k pas koi chara nahi hai. Ye ap jo kah rahy hain k **elections** krwa dien gy to ye koi khala g ka ghar nahi hai. 70% **vote** ko **represent** karti hai PDM. To kia ap un k begair krwaen gy **elections**. Agr PDM **resign** krti hai to Inshallah hum kren gy to ap **elections** nahi krwa skty.

Table 0.4 Fourth Instances of Marked Code Switching



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Marked code switching	Functions
Opposition, card show off, opposition, teams, opposition, government	Reprimand: seriousness.
Seats, elections, opposition, resign, vote, represent, elections, resign	Reprimand, emphasis.

Reprimand and Emphasis

Here marked code switching is performing the function of reprimand and emphasis. The marked code choices which are performed in above example are opposition, card show off, opposition, teams, government, seats, elections, resign, vote and represent. In the above example, Shahzeb Khanzada is defining the senior between the government and opposition. He elaborates the slant of Marium Nawaz by performing the function of reprimand. On the other side Marium Nawaz made a standpoint by performing the function of emphasis and reprimand. According to her, if we resign than government is not capable of anything. During the marked code choice, the emphasis function draws attention to certain ideas and arguments that are of particular importance. The function of emphasis can be achieved by using a single word, or by repeating words or sentences which are clearly shown in the above example.

Example 5

Aj Shahzeb Khanzada k sath (12th December, 2020)

Shahzeb khanzada: Jb sahafiyoo ny sindh **government** ki **inquiry report** py sawal kia to Marium nawaz ny kaha k haqeqat samny agae hai, kisi **report** ki zarorat nahi hai.

Marium Nawaz: Rafea dafa nahi. Uski jo **report** samny ani thi wo a chuki hai. Mai bara shukriya ada karti hn jis ny ye **adventure** kia, Mian Shareef aur PDM ko taqweeat di. Ye **government** Imran Khan ki nahi usko koi pochta nahi. Lekin us case mai jo bhi **facts** thy wo qoum k samny a gaye ahain. Mera nahi khayal es py ab kisi **report** ki zarorat hai, **facts** qoum k samny hain aur ye unhy khud **admit** bhi kia hai.

Table 0.5 Fifth Instances of Marked Code Switching

Marked code switching	Functions
Government, inquiry, report	Reprimand: seriousness.
Report, adventure, government, Facts, report, facts, admit	Reprimand, to criticize.



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Reprimand

In the above example marked code switching is performing the function of reprimand and criticizing others. Over here, Marium Nawaz is seen directly criticizing and making serious statements regarding Imran Khan's government by making marked code choices like facts, reports and admit. She states Sindh inquiry reports are in favor of Mian Shareef.

Findings

Data for present research was analyzed within theoretical frame work of Markedness Model by Myers Scotton (1993) .The analysis of collected data reveals that Urdu English code switching is an important part of Pakistani TV talk shows. First of all examples of marked code switching were explored form data. When code switching occurs as a marked choice, speakers simply do not wish to identify themselves with the expected RO set. In marked code switching speaker disidentify with the expected RO set Myers-Scotton (1993). Data analysis revealed that marked code switching performs following functions: clarification, expansion, reprimand, humor and emphasis.

Scope for future studies

This study helps to comprehend the code switching phenomenon in print and electronic media. The current study investigates instances of Urdu-English code-switching, which is used to convey meanings and senses. In addition, this study also serves as a roadmap for researchers who want to analyze the trends and patterns in print and electronic media. This study helps readers to comprehend that the Urdu-English code switching is not just a fashion, but also a significant tool for effective communication. This study covers only political discourse whereas other researchers can discuss the code switching in other areas like morning shows, advertisements, fashion discourse etc. This study is analyzed under the lens of Markedness model therefore other researches can also discuss the instances of code switching under the assumptions of other code switching theories.

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