Code Switching_ Is There Any Threat to Local Languages Due to Media & Local Group Communication?

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Abstract. Due to the flux of so many words of English as a second language (ESL) in the local languages as media and information technology have crept in to our society, it is generally feared that the local languages or regional languages are at threat. This study was an attempt to investigate general trends of code switching and code mixing by educated classes in our society and its impact on first (Native) and second (English) languages. The visitors were invited to voluntarily provide their feedback regarding the code switching on the stall of "LINGUISTICS KAHKASHAN" set at Mehran University Jamshoro MUET Gala held in the month of May 2015. This study conducted through quantitative research method. The participants transcribed the given passages into Urdu and English languages, and they were provided questionnaires based on close ended questions. The number of the participants was 40. The population visiting the gala was mix i.e. graduate students, teachers and parents. This research provides the general feedback regarding code switching trends in the society due to too much influence of media and information technology. The collected data were analyzed on SPSS. The revelations of data portrayed the picture of society and code switching creating a variety in languages rather than playing havoc with any language. The general population agreed that languages can't escape the influence of media and information technology as both have great say in molding our society and communications trends.

Key words: code-mixing, regional languages, media and society.

Introduction

The main impetus behind investigation regarding threat to local languages due to media is the report by UNESCO in its Red Book regarding the endangered languages of the world. According to UNESCO's Red Book besides other causes, bilingualism is also the one cause in bringing the indigenous languages into the fold of endangered languages. This research project is carried out to find out the impacts of code switching in the media on the local languages. It investigates how much the native languages are affected due to code-switching in TV commercials, talk shows, title of the movies and songs. It will also confirm or deny any threat to native languages due to code-switching in media. Nowadays, media are mouthpiece, whatever is watched on T.V channels, is very much on everyone's lips.

Let's review a short script of a TV program with code-switching:

Speaker A (female): Assalamualaikum listeners! Ajj hum ap ko health k hawale se kuch important information farham karien ge. Ap ne note kia ho ga k buht se logon mein

weight put on kurne ki buht tendency hoti he. Weight maintain kurne k liye balanced diet ka hona buht zaroori he. What do you think Dr Zulfikar?

Speaker B (male): Yes, of course,lack of balanced diet leads to health problems. Ap ne diekha ho ga k Chinese log boiled food ziada istamal kurte hien, jub k hamare han oily cheezein khane ka rujahan buht common he jo k buht si diseases ka baias bunta he. Is ke ilava log pani sahi quantity mien istamal nahi kurte. Khas tour per summer me pani ka intake buht zarrori he, is k sath blood circulation k liye walk aur exercise bhi lazmi he.Ager in sub cheezon ka khyal rakha jae tu buht si diseases se bacha ja sakta he.

TV Commercials

Dettol Gold Soap commericial on Pakistani channels:

Panch das nahi sirf hundred percent better ko khatai hain best. New Dettol Gold, iss ka advance formula, aam anti-bacterial sabins ke muqably mein de hundred percent better protection, yani best protection.Mein manoon sirf Dettol ka dhula.

Lipton Yellow Label commercial on Pakistani channels:

Speaker A (male): Excuse me, ap kon si chai peeti hain?

Speaker B (female): Danedar

Speaker A (male): ager iss se ziyada zaiqaydar chai plaoon tu. Ye donoon piyain or batain.

Speaker B (female): Hmmm. Ye meri wali hai.Definitely danedar hai ye to uss se bhi bhater hai.

Lipton? Zabberdast!

Speaker A (male): ek or surprise doon?

Speaker B (female): wow! Hamza.

Speaker A (male): phele batata to ap zaiqay ki naheen, meri maan layte. Try karo lipton ek bar,bhool jao ge danedar.warna ap ke paise waps.

D-Juice commercial on Pakistani TV channels:

Internet on kar

Orio biscuit commercial on Pakistani TV channels:

Phely click karo

Pher twist karo

Pher dunk karo

Pher kha lo

Titles of Hindi Movies with hybridization are presented with Figs. 1-4.

Fig. 1. Kismat Konnection

Fig. 2. Heropanti

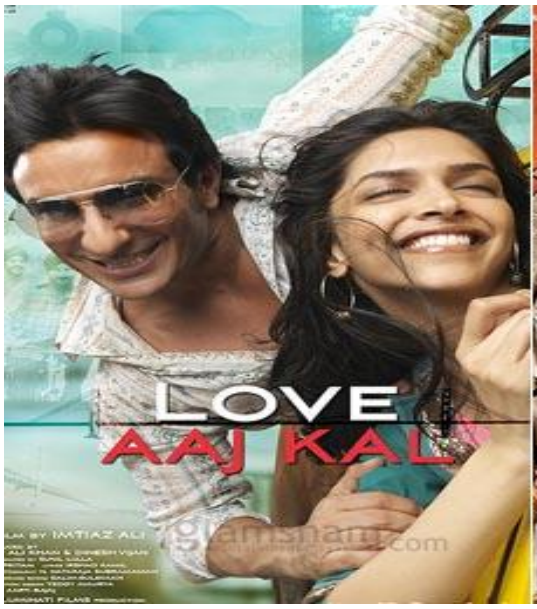

Fig. 3. Love Aaj Kal

Fig. 4. Jab We Met

McChesney (1997) advocates that in the modern era societies, the scope of communication has broadened due to media. Media and advertisement go side by side. Advertising is any salaried from a non-personal demonstration of ideas, goods and services by a recognized sponsor (American Marketing Association Chicago)

Globalized economics and media are changing the face of culture around the globe, reducing the number of languages that humans speak. As the world economy becomes more integrated, a common tongue has become more important than ever to promote commerce, and that puts speakers of regional dialects and minority languages at a distinct disadvantage. In addition, telecommunications have pressured languages to become more standardized, further squeezing local variations of language.

Scope of The Study

This study expands over the recording of certain recorded items of songs, commercials and talk shows of Pakistani channels to highlight the ratio of code switching in them. This can also be a voice of concern to safe guard local languages. It is restricted to MUET Gala participants of 2015.

Objectives

1. To identify the code-switching affect native languages in media.
2. To justify the English taking roots due to code-switching in our daily communication through media.

Research Questions

1. How far does code-switching affect native languages in media?
2. How is English taking roots due to code-switching in our daily communication through media?

Literature Review

In the field of code switching, Grumpez (1996), Leung (2006), Mushtaq and Zahra (2012), Ehsan and Aziz (2014: 160-169), Rasul (2006), McChesney (1997), Stacks, Salwen and Eichhorn (2019) have done research on language and culture communication or interchange for more than three decades. Different quarters come out their own interpretations of code switching and its need in daily communication. Kachru (1986) claims code – mixing at inter-sentential and intra-sentential levels evolve a new

code of linguistic interaction. Eric Garland (2006) believes that globalization is the wave of the future and even unavoidable. The most important is the idea that cultures and languages will disappear and people will adopt a global cultures and languages that will be beyond all boundaries. Shahzad et al. (2012) point out the level of code-mixing in daily Urdu communication is rising with every passing day. Hybridization and mixing in the language is just not a linguistic issue but a socio-cultural phenomenon that needs to be researched.

Methodology

In quantitative research method the Lickert scale was used in questionnaires with twenty items. There are forty participants, who were visitors including students, parents and teachers. Researcher distributes questionnaire and there were attached the consent forms. The visitors on the festival were informed about the purpose of the stall and they were shown different video clips and pictures regarding code-switching in the media. They were also informed regarding the importance of the findings of the research. They willingly attempted the questionnaires, however, they were cleared the meaning of a few questions in the questionnaire. They not only attempted the questionnaires but admitted unnoticed code-switching in our daily communication due to domination effect of media in our lives. The ascertained data were tested in software SPSS version 20 for the results.

Data Analysis

Table1 shows that the educated classes who are aware of the structure of the local language observe that hybridization has become rampant due to media. The percentage of the participant verifying the statement is almost 80%.

Table 1. Media is promoting hybridization of native languages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	12.5	12.8	12.8
	moderately disagree	3	7.5	7.7	20.5
	slightly disagree	2	5.0	5.1	25.6
	slightly agree	10	25.0	25.6	51.3
	moderately agree	11	27.5	28.2	79.5
	strongly agree	8	20.0	20.5	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

The above table states that almost 70% participant have shown their fear that local languages are under real threat due to frequent code-switching in media.

Table 2. The local languages are at threat due to frequent code-switching in media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	10.0	10.3	10.3
	moderately disagree	4	10.0	10.3	20.5
	slightly disagree	4	10.0	10.3	30.8
	slightly agree	11	27.5	28.2	59.0
	moderately agree	6	15.0	15.4	74.4

	strongly agree	10	25.0	25.6	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

The chunk of code-mixing and code- switching is quite bigger and evident in the songs and titles of Bollywood Hindi movies as shown in Table 3. Almost75% of the participants believe that the code-mixing in Bollywood movies, is affecting syntax and vocabulary of local languages.

Table 3. Code-switching in Bollywood Hindi movies are affecting daily communication of local languages.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	10.0	10.3	10.3
	moderately disagree	3	7.5	7.7	17.9
	slightly disagree	2	5.0	5.1	23.1
	slightly agree	3	7.5	7.7	30.8
	moderately agree	11	27.5	28.2	59.0
	strongly agree	16	40.0	41.0	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

80% participants in Table 4 believe that TV commercial with code switching attract the audience to buy the products but it is indirectly influencing the structure of local languages.

Table 4. Code-mixing in TV commercials, is good for sponsors but bad for the local languages.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	5.0	5.1	5.1
	moderately disagree	1	2.5	2.6	7.7
	slightly disagree	4	10.0	10.3	17.9
	slightly agree	14	35.0	35.9	53.8
	moderately agree	6	15.0	15.4	69.2
	strongly agree	12	30.0	30.8	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

In Table 5, the appeal to check and stop code-mixing is loud and clear as almost 90% participants find it a real threat to the vocabulary of local languages.

Table 5. Code-mixing, if not checked and stopped, may harm the vocabulary of local languages i.e.Urdu, Sindhi, Punjabi etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.5	2.6	2.6
	moderately disagree	2	5.0	5.1	7.7
	slightly disagree	1	2.5	2.6	10.3
	slightly agree	6	15.0	15.4	25.6
	moderately agree	5	12.5	12.8	38.5
	strongly agree	24	60.0	61.5	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Table 6 data results send an SOS to the government to form policy to check the frequent code-mixing in the TV commercials as almost 70% participants fear that local languages will be enlisted in the Red Book of UNESCO on endangered languages after 10 to 20 years.

Table 6. If there is no any policy by the government to check the frequent code-mixing and code-switching in T.V commercials, the local languages will be extinct after 10 to 20 years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	10.0	10.3	10.3
	moderately disagree	2	5.0	5.1	15.4
	slightly disagree	7	17.5	17.9	33.3
	slightly agree	8	20.0	20.5	53.8
	moderately agree	13	32.5	33.3	87.2
	strongly agree	5	12.5	12.8	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Almost 80% participants verify that due to code-mixing people are forgetting words of their languages (Table7).

Table 7. Due to the frequent code-mixing in media, the people are forgetting certain words of their native languages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.5	2.6	2.6
	slightly disagree	3	7.5	7.7	10.3
	slightly agree	7	17.5	17.9	28.2
	moderately agree	10	25.0	25.6	53.8
	strongly agree	18	45.0	46.2	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		

Total	40	100.0		

Local languages are under threat due to code-switching as almost 60% participant believe it as reality (Table 8).

Table 8. There is no threat to local languages due to code-switching and code-mixing in media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	12	30.0	30.8	30.8
	moderately disagree	7	17.5	17.9	48.7
	slightly disagree	4	10.0	10.3	59.0
	slightly agree	6	15.0	15.4	74.4
	moderately agree	7	17.5	17.9	92.3
	strongly agree	3	7.5	7.7	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

60% participants verify that code-mixing in TV commercial attract viewers to memorise the commercials (Table 9).

Table 9. Code-mixing helps the viewers to memorize the commercials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	12.5	12.8	12.8
	moderately disagree	4	10.0	10.3	23.1
	slightly disagree	6	15.0	15.4	38.5
	slightly agree	14	35.0	35.9	74.4
	moderately agree	6	15.0	15.4	89.7
	strongly agree	4	10.0	10.3	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

100% participants believe that code-mixing is common in Pakistani and Indian channels (Table 10).

Table 10. Code-mixing usually happens in advertisements of every Pakistani and Indian Channel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	7.5	7.7	7.7
	moderately disagree	2	5.0	5.1	12.8

	slightly agree	8	20.0	20.5	33.3
	moderately agree	14	35.0	35.9	69.2
	strongly agree	12	30.0	30.8	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Almost 70% participants believe that people are easily motivated to the advertisements having touch of code-mixing (Table 11).

Table 11. Viewers are generally impressed by those advertisements which make use of Code-mixing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	7.5	7.7	7.7
	moderately disagree	3	7.5	7.7	15.4
	slightly disagree	6	15.0	15.4	30.8
	slightly agree	12	30.0	30.8	61.5
	moderately agree	7	17.5	17.9	79.5
	strongly agree	8	20.0	20.5	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Almost 80% participants believe that code-switching is harming the vocabulary of indigenous languages as people forgetting the alternate words (Table 12).

Table 12. Because of Code- mixing, people are forgetting the vocabulary of their mother tongues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	5.0	5.1	5.1
	moderately disagree	1	2.5	2.6	7.7
	slightly disagree	5	12.5	12.8	20.5
	slightly agree	12	30.0	30.8	51.3
	moderately agree	8	20.0	20.5	71.8
	strongly agree	11	27.5	28.2	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Almost 70% participants fear that code-mixing has negative impact on culture (Table 13).

Table 13. Code-mixing is leaving a negative impact on our culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	5.0	5.1	5.1
	moderately disagree	5	12.5	12.8	17.9
	slightly disagree	5	12.5	12.8	30.8
	slightly agree	9	22.5	23.1	53.8
	moderately agree	11	27.5	28.2	82.1
	strongly agree	7	17.5	17.9	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

72 % participants see the negative impact of code-mixing on the idiginous languages (Table 14).

Table 14. Code-mixing leaves negative impact on our language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.5	2.6	2.6
	moderately disagree	1	2.5	2.6	5.1
	slightly disagree	4	10.0	10.3	15.4
	slightly agree	11	27.5	28.2	43.6
	moderately agree	15	37.5	38.5	82.1
	strongly agree	7	17.5	17.9	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Almost 62 % participants believe that advertisements on TV are affecting our set social values (Table 15).

Table 15. Code-mixing in Pakistani advertisements are harming our values of the Eastern culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	5.0	5.1	5.1
	moderately disagree	3	7.5	7.7	12.8
	slightly disagree	6	15.0	15.4	28.2
	slightly agree	12	30.0	30.8	59.0
	moderately agree	7	17.5	17.9	76.9
	strongly agree	9	22.5	23.1	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Almost 65% participants believe that code-mixing is a successful technique in the commercial world (Table 16).

Table 16. Code-mixing is a successful technique in the world of commercialism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	5.0	5.1	5.1
	moderately disagree	6	15.0	15.4	20.5
	slightly disagree	5	12.5	12.8	33.3
	slightly agree	9	22.5	23.1	56.4
	moderately agree	13	32.5	33.3	89.7
	strongly agree	4	10.0	10.3	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

65% participants believe that code-mixing help viewers to memorise the commercials (Table 17).

Table 17. Code-mixing helps the viewers to memorize the commercials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	10.0	10.3	10.3
	modeartely disagree	4	10.0	10.3	20.5
	slightly disagree	5	12.5	12.8	33.3
	slightly agree	9	22.5	23.1	56.4
	moderately agree	11	27.5	28.2	84.6
	strongly agree	6	15.0	15.4	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Almost 80% participants declare that if code-mixing is unnoticed, it is first stage of destruction of the native languages (Table 18).

Table 18. Too much and unnoticed mixing of two languages, is first step in harming any native language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.5	2.6	2.6
	moderately disagree	6	15.0	15.4	17.9
	slightly agree	11	27.5	28.2	46.2
	moderately agree	3	7.5	7.7	53.8
	strongly agree	18	45.0	46.2	100.0

	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

Almost 86 % participants believe that the anchors in TV channels display the scholarship while code-mixing in their discourses (Table 19).

Table 19. Code-mixing by the anchors in Talk Shows on TV channels, displays the scholarship of the anchors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	10.0	10.5	10.5
	moderately disagree	4	10.0	10.5	21.1
	slightly disagree	3	7.5	7.9	28.9
	slightly agree	10	25.0	26.3	55.3
	moderately agree	13	32.5	34.2	89.5
	strongly agree	4	10.0	10.5	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

Media is promoting hybridization of native languages (Table 20, Fig.5).

Table 20. Hybridization of native languages is promoted by media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	12.5	12.8	12.8
	moderately disagree	3	7.5	7.7	20.5
	slightly disagree	2	5.0	5.1	25.6
	slightly agree	10	25.0	25.6	51.3
	moderately agree	11	27.5	28.2	79.5
	strongly agree	8	20.0	20.5	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

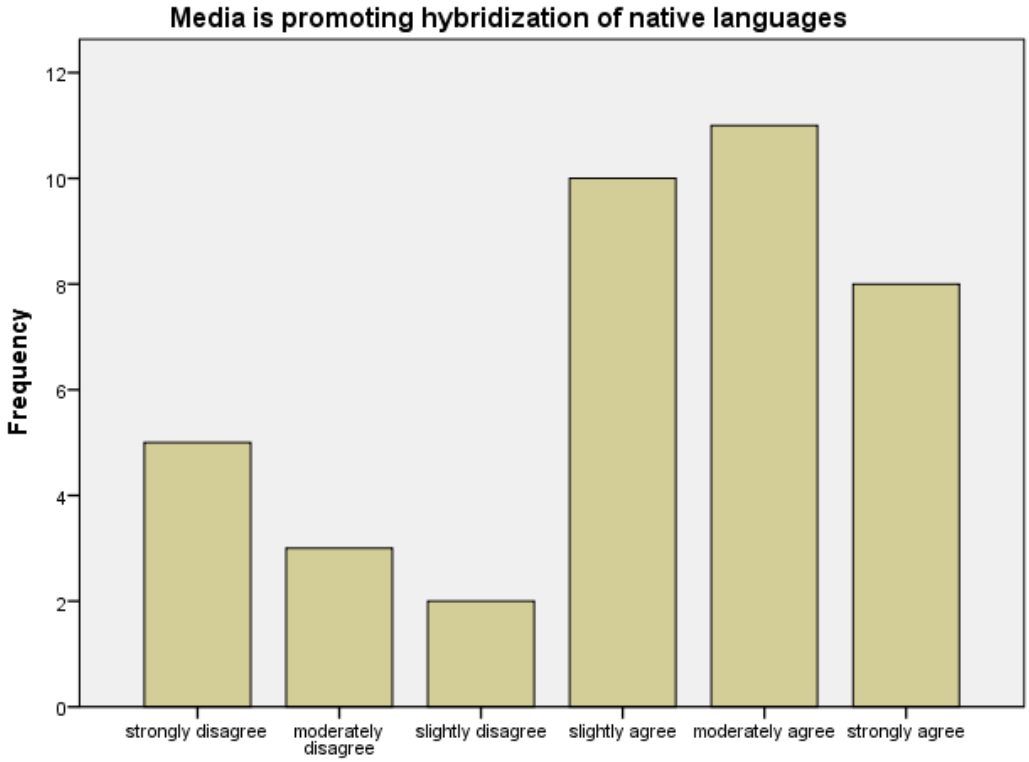

Fig.5. Hybridization of native languages is promoted by media

Code-switching in Bollywood Hindi movies are affecting daily communication of local languages is presented below (Table 21, Fig. 6).

Table 21. Code-switching in Bollywood Hindi movies are affecting daily communication of local languages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	10.0	10.3	10.3
	moderately disagree	3	7.5	7.7	17.9
	slightly disagree	2	5.0	5.1	23.1
	slightly agree	3	7.5	7.7	30.8
	moderately agree	11	27.5	28.2	59.0
	strongly agree	16	40.0	41.0	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

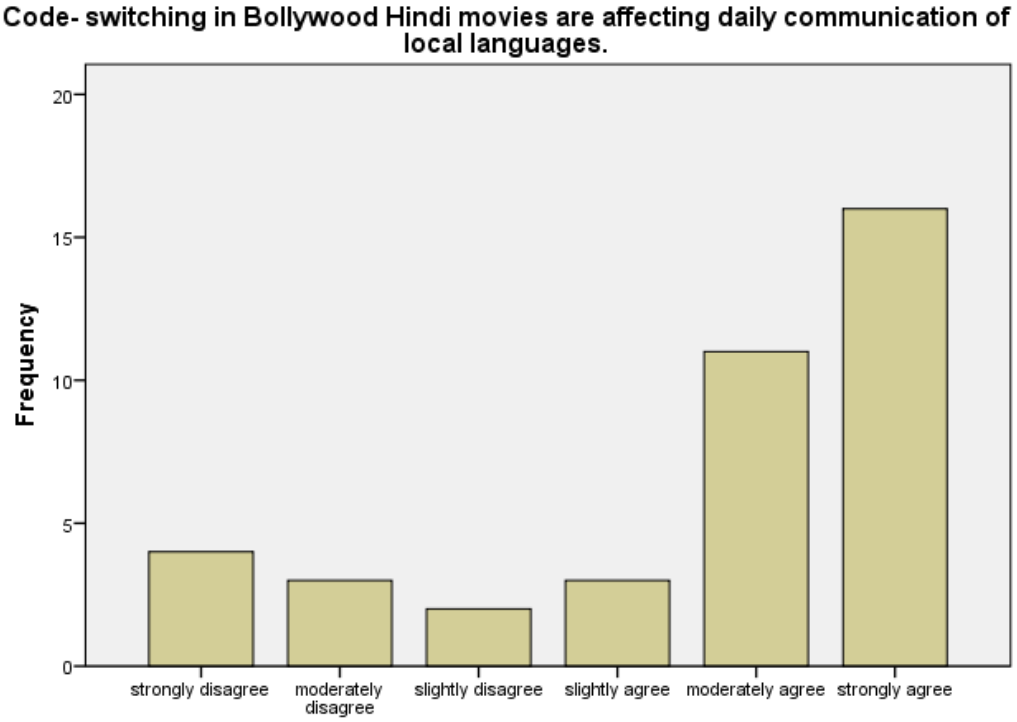

Fig. 6. Code-switching in Bollywood Hindi movies

The local languages are at threat due to frequent code-switching in media (Table 22, Fig. 7).

Table 22. Influence of frequent code-switching in media causes local languages being at threat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	10.0	10.3	10.3
	moderately disagree	4	10.0	10.3	20.5
	slightly disagree	4	10.0	10.3	30.8
	slightly agree	11	27.5	28.2	59.0
	moderately agree	6	15.0	15.4	74.4
	strongly agree	10	25.0	25.6	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

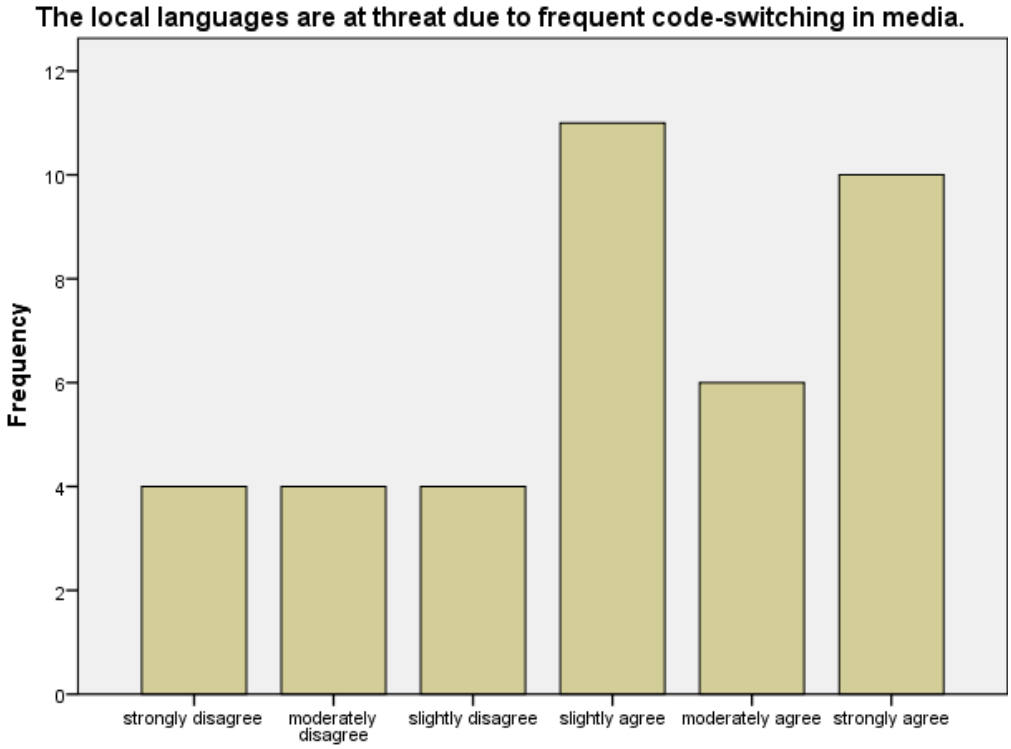

Fig. 7. Influence of frequent code-switching in media causes local languages being at threat

Will the local languages be extinct after 10 to 20 years (Table 23, Fig. 8).

Table 23. If there is no any policy by the government to check the frequent code-mixing and code-switching in T.V commercials, the local languages will be extinct after 10 to 20 years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	10.0	10.3	10.3
	moderately disagree	2	5.0	5.1	15.4
	slightly disagree	7	17.5	17.9	33.3
	slightly agree	8	20.0	20.5	53.8
	moderately agree	13	32.5	33.3	87.2
	strongly agree	5	12.5	12.8	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

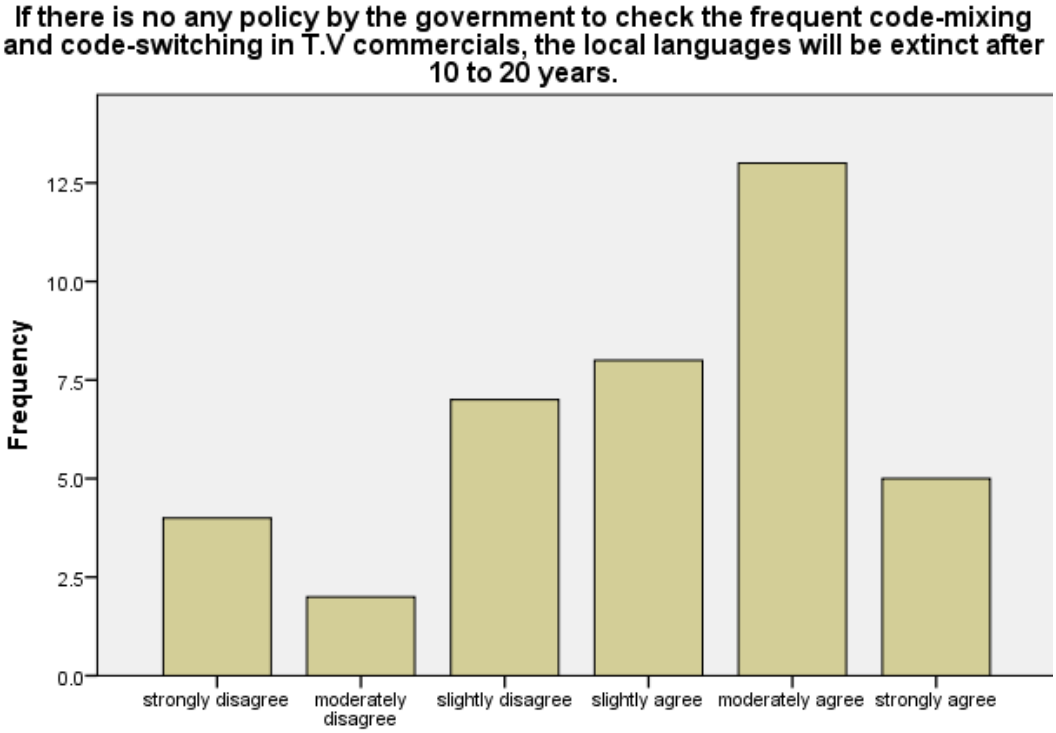

Fig. 8. If there is no any policy by the government to check the frequent code-mixing and code-switching in T.V commercials, the local languages will be extinct after 10 to 20 years

Code-mixing may harm the vocabulary of local languages (Table 24, Fig. 9).

Table 24. Code-mixing, if not checked and stopped, may harm the vocabulary of local languages i.e.Urdu, Sindhi, Punjabi etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.5	2.6	2.6
	moderately disagree	2	5.0	5.1	7.7
	slightly disagree	1	2.5	2.6	10.3
	slightly agree	6	15.0	15.4	25.6
	moderately agree	5	12.5	12.8	38.5
	strongly agree	24	60.0	61.5	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

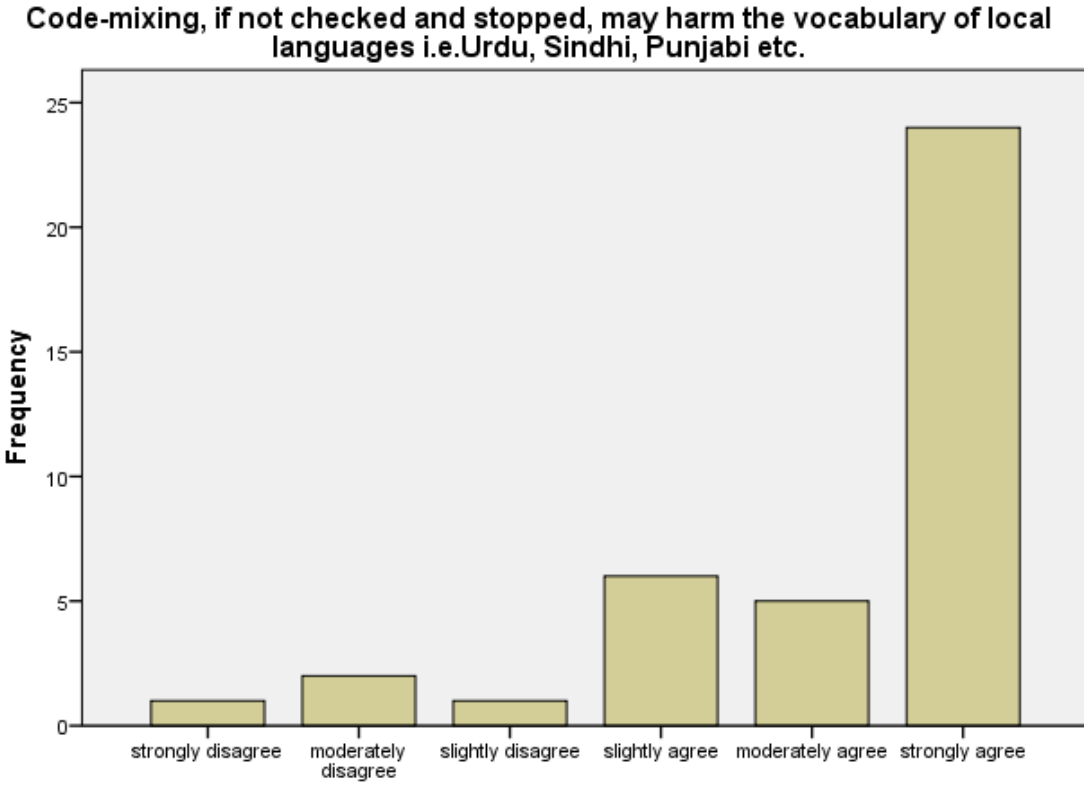

Fig. 9. Code-mixing, if not checked and stopped, may harm the vocabulary of local languages i.e.Urdu, Sindhi, Punjabi etc.

The people are forgetting certain words of their native languages (Table 25, Fig. 10).

Table 25. Due to the frequent code-mixing in media, the people are forgetting certain words of their native languages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.5	2.6	2.6
	slightly disagree	3	7.5	7.7	10.3
	slightly agree	7	17.5	17.9	28.2
	moderately agree	10	25.0	25.6	53.8
	strongly agree	18	45.0	46.2	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

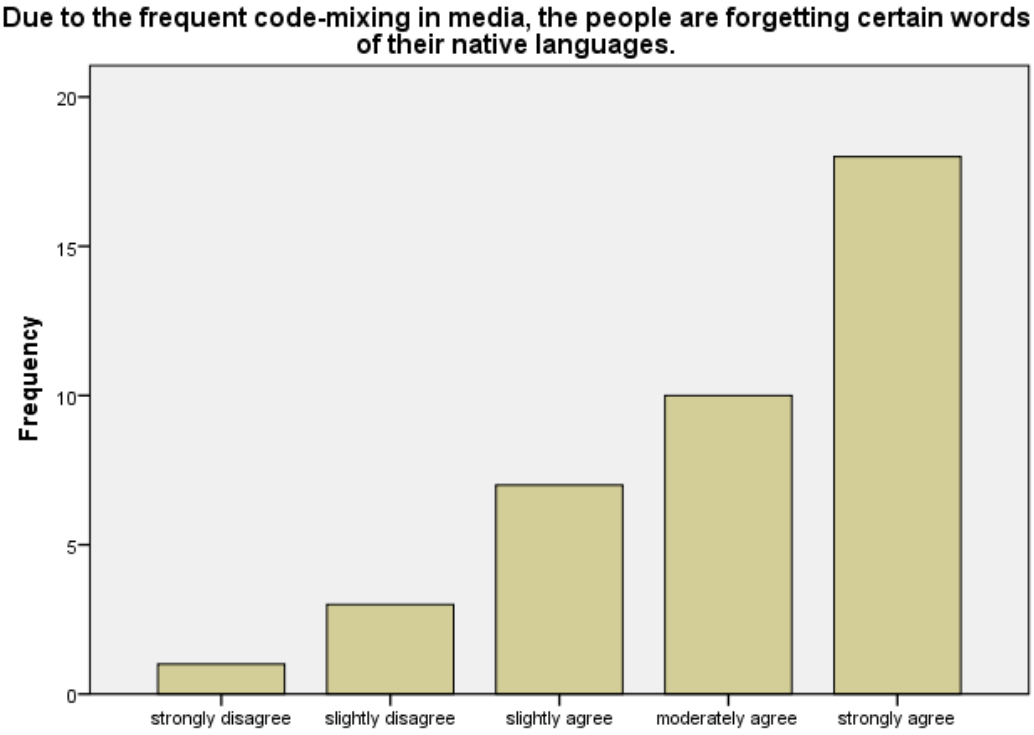

Fig. 10. Due to the frequent code-mixing in media, the people are forgetting certain words of their native languages

Code-mixing helps the viewers to memorize the commercials (Table 26, Fig. 11).

Table 26. Code-mixing helps memorize the commercials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	12.5	12.8	12.8
	moderately disagree	4	10.0	10.3	23.1
	slightly disagree	6	15.0	15.4	38.5
	slightly agree	14	35.0	35.9	74.4
	moderately agree	6	15.0	15.4	89.7
	strongly agree	4	10.0	10.3	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

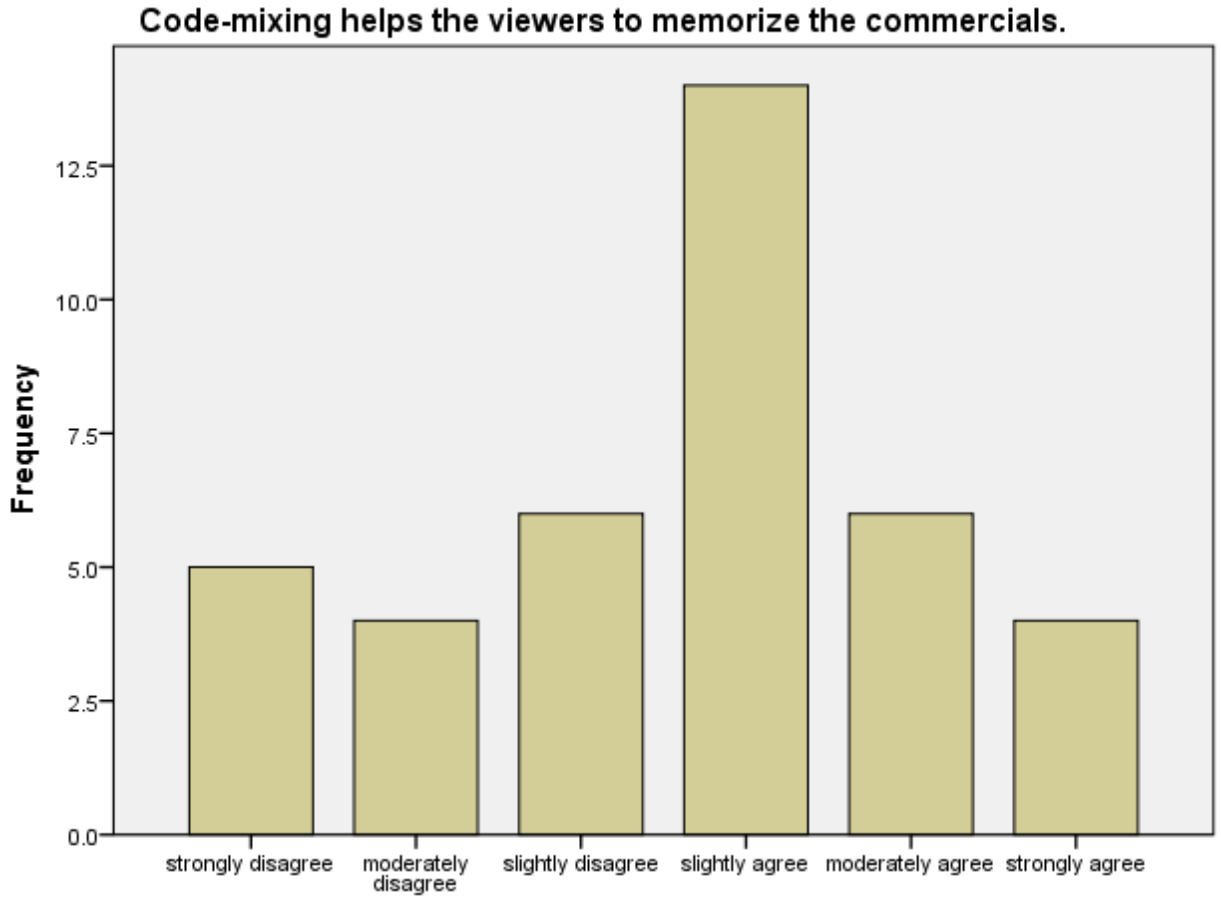

Fig. 11. Code-mixing helps memorize the commercials

Code-mixing by the anchors in Talk Shows on TV channels, displays the schalorship of the anchors (Table 27, Fig. 12).

Table 27. Code-mixing by the anchors in Talk Shows on TV channels, displays the schalorship of the anchors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	10.0	10.5	10.5
	moderately disagree	4	10.0	10.5	21.1
	slightly disagree	3	7.5	7.9	28.9
	slightly agree	10	25.0	26.3	55.3
	moderately agree	13	32.5	34.2	89.5
	strongly agree	4	10.0	10.5	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

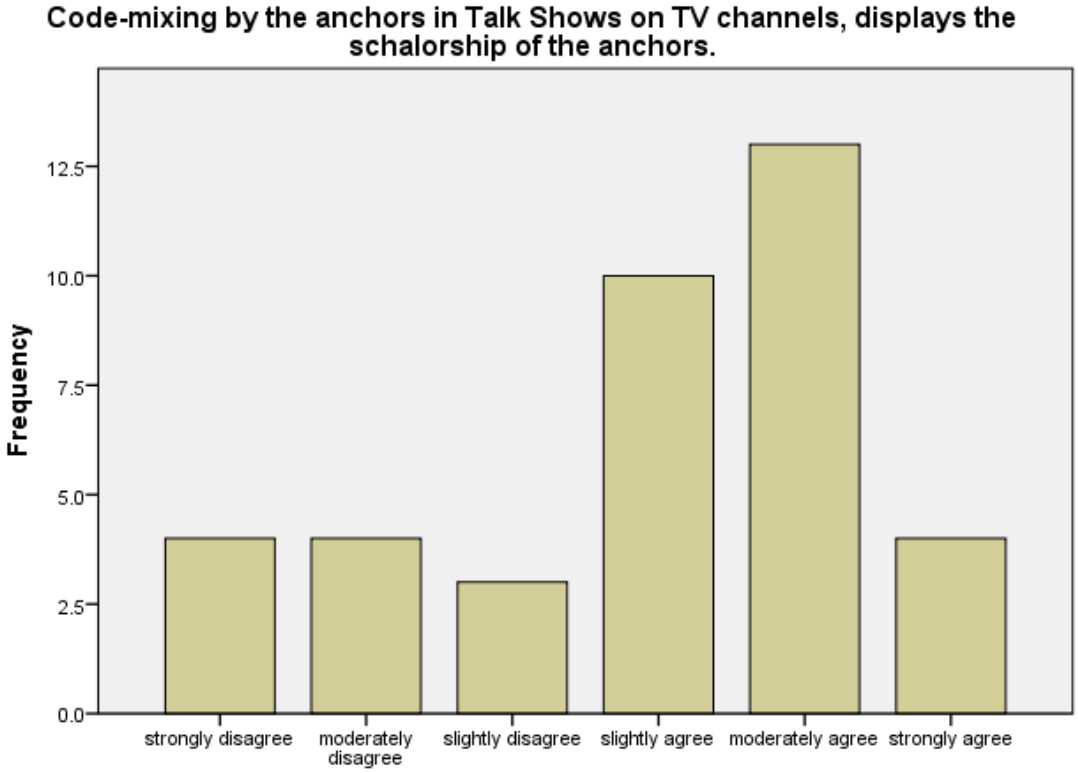

Fig. 12. Code-mixing by the anchors in Talk Shows on TV channels, displays the schalorship of the anchors

Code-mixing harms values of the Eastern culture through Pakistani advertisements (Table 28, Fig. 13).

Table 28. Code-mixing in Pakistani advertisements are harming our values of the Eastern culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	5.0	5.1	5.1
	moderately disagree	3	7.5	7.7	12.8
	slightly disagree	6	15.0	15.4	28.2
	slightly agree	12	30.0	30.8	59.0
	moderately agree	7	17.5	17.9	76.9
	strongly agree	9	22.5	23.1	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

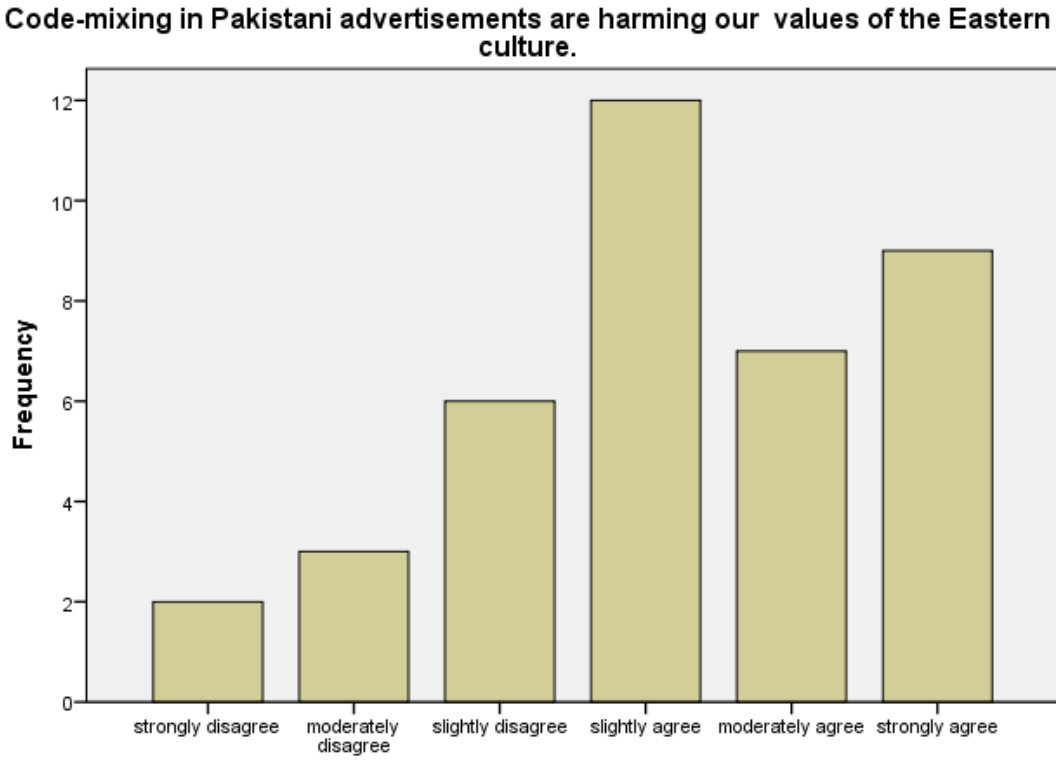

Fig. 13. Code-mixing in Pakistani advertisements are harming our values of the Eastern culture

Code-mixing is leaving a negative impact on authentic culture (Table 29, Fig. 14).

Table 29. Code-mixing is leaving a negative impact on our culture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	5.0	5.1	5.1
	moderately disagree	5	12.5	12.8	17.9
	slightly disagree	5	12.5	12.8	30.8
	slightly sgree	9	22.5	23.1	53.8
	moderately agree	11	27.5	28.2	82.1
	strongly agree	7	17.5	17.9	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

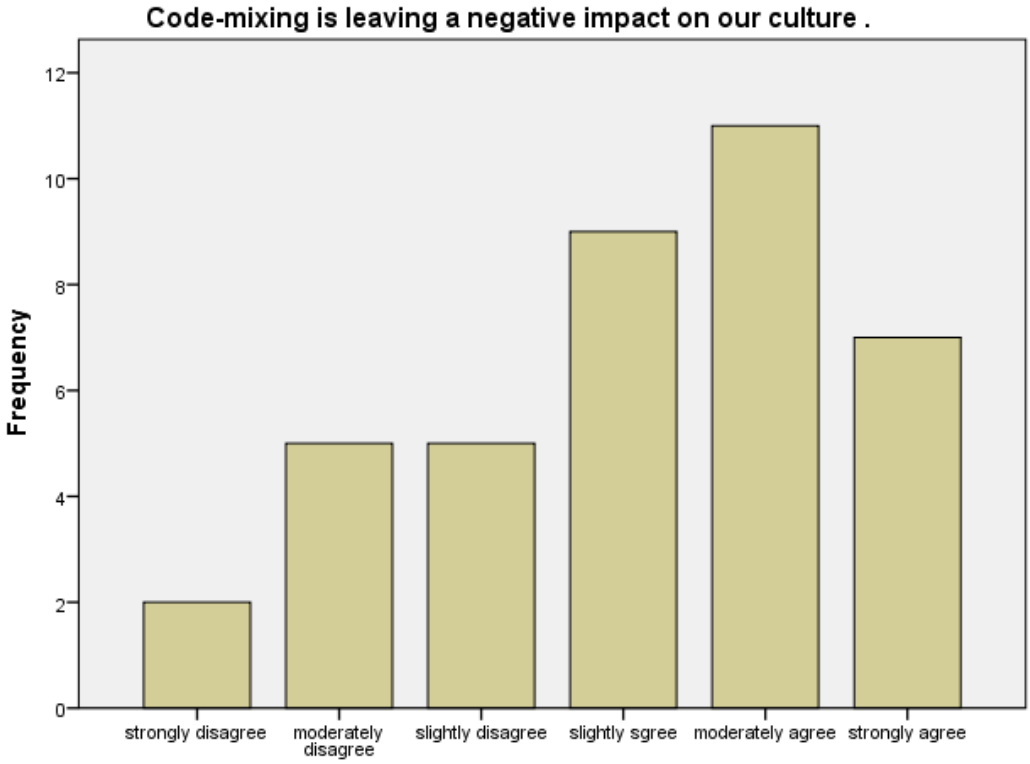

Fig. 14. Code-mixing is leaving a negative impact on our culture

Codemixing in the world of commercialism (Table 30, Fig. 15).

Table 30. Codemixing is a successful technique in the world of commercialism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	5.0	5.1	5.1
	moderately disagree	6	15.0	15.4	20.5
	slightly disagree	5	12.5	12.8	33.3
	slightly agree	9	22.5	23.1	56.4
	moderately agree	13	32.5	33.3	89.7
	strongly agree	4	10.0	10.3	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

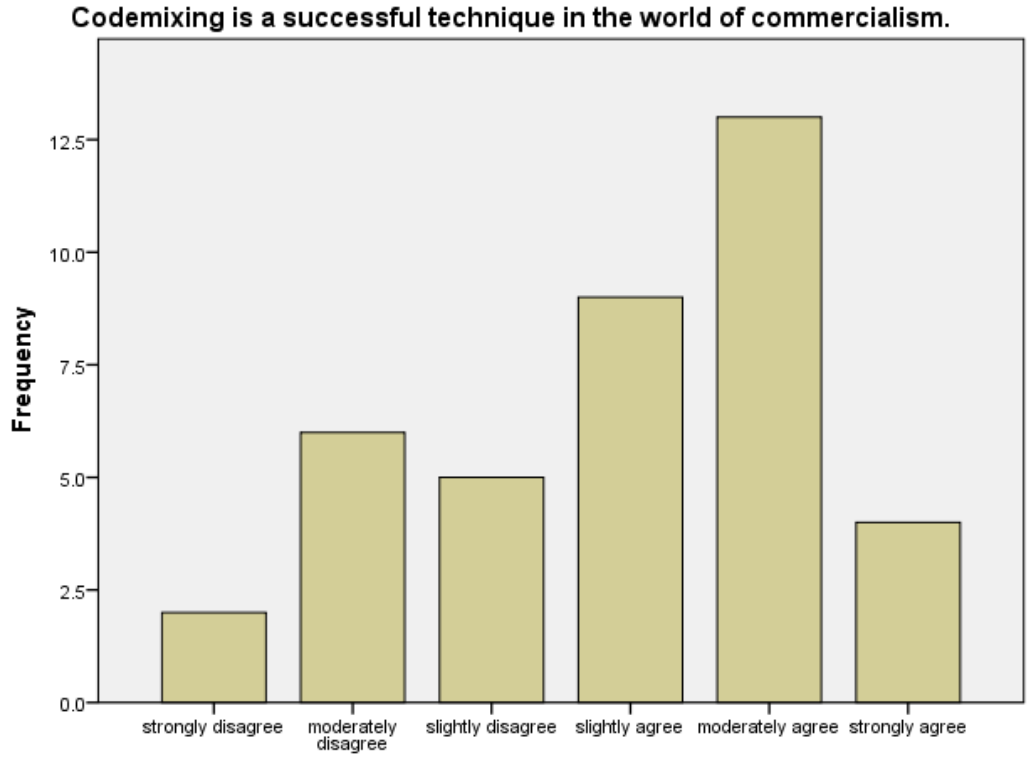

Fig. 15. Codemixing is a successful technique in the world of commercialism

Code-mixing helps the viewers to memorize the commercials (Table 31, Fig. 16).

Table 31. Code-mixing helps the viewers to memorize the commercials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	10.0	10.3	10.3
	modeartely disagree	4	10.0	10.3	20.5
	slightly disagree	5	12.5	12.8	33.3
	slightly agree	9	22.5	23.1	56.4
	moderately agree	11	27.5	28.2	84.6
	strongly agree	6	15.0	15.4	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

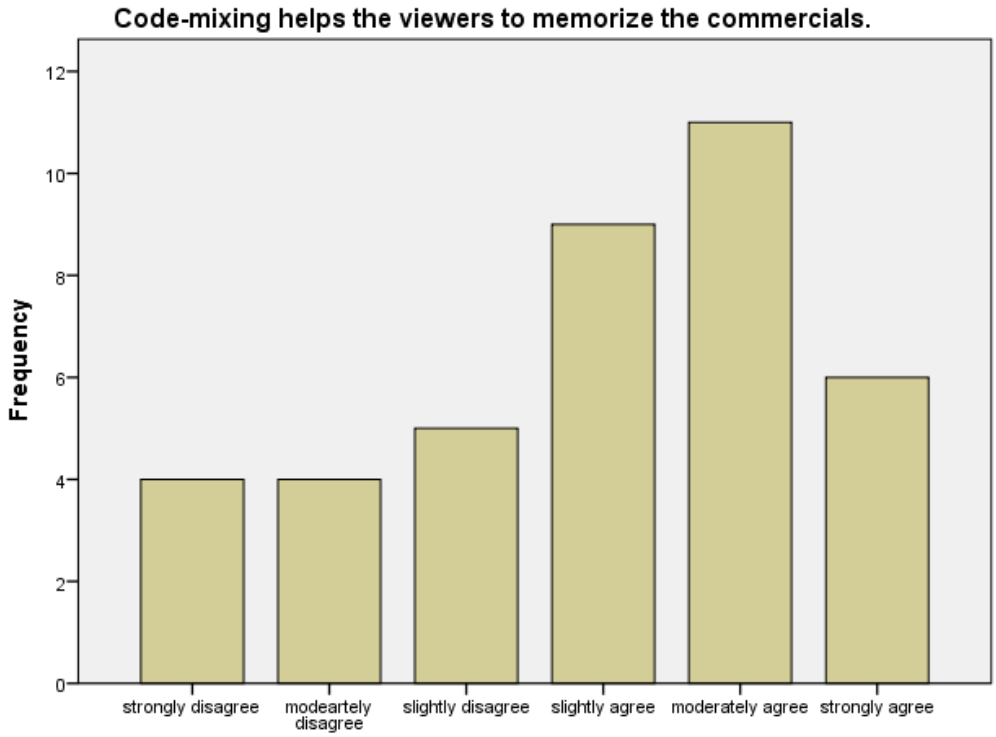

Fig. 16. Code-mixing helps the viewers to memorize the commercials

Excessive mixing of two languages, is first step in harming any native language (Table 32, Fig. 17).

Table 32. Too much and unnoticed mixing of two languages, is first step in harming any native language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	2.5	2.6	2.6
	moderately disagree	6	15.0	15.4	17.9
	slightly agree	11	27.5	28.2	46.2
	moderately agree	3	7.5	7.7	53.8
	strongly agree	18	45.0	46.2	100.0
	Total	39	97.5	100.0	
Missing	System	1	2.5		
Total		40	100.0		

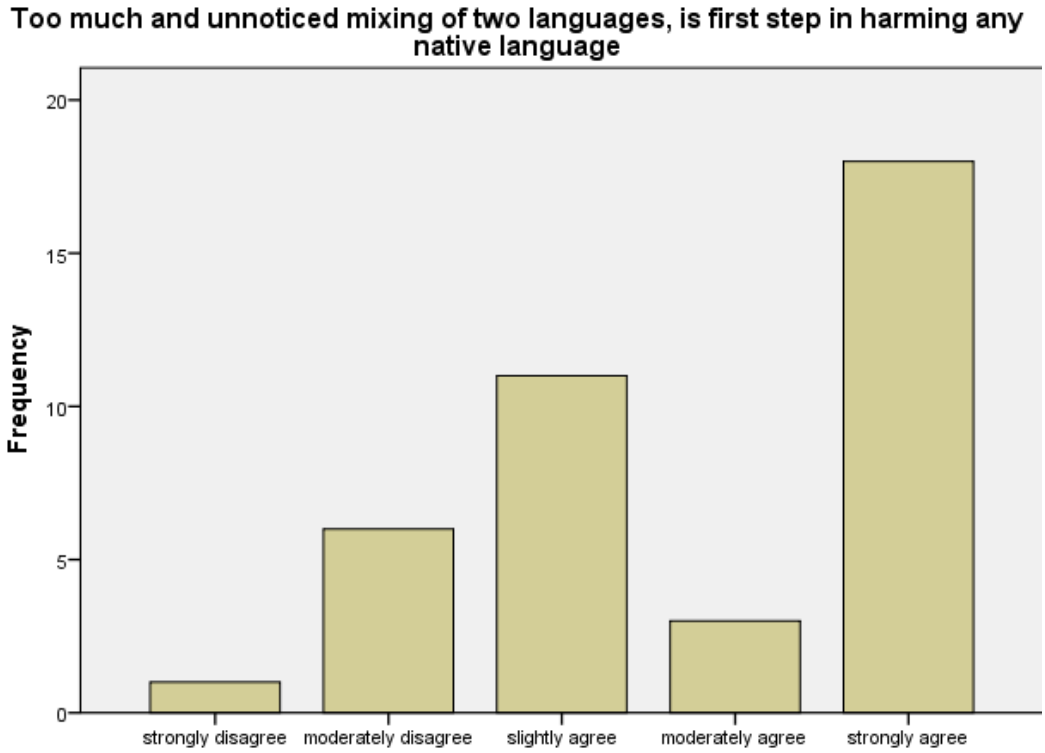

Fig. 17. Too much and unnoticed mixing of two languages, is first step in harming any native language

Code-mixing by the anchors in Talk Shows displays the scholarship of the anchors (Table 33, Fig. 18).

Table 33. Code-mixing by the anchors in Talk Shows on TV channels, displays the scholarship of the anchors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	10.0	10.5	10.5
	moderately disagree	4	10.0	10.5	21.1
	slightly disagree	3	7.5	7.9	28.9
	slightly agree	10	25.0	26.3	55.3
	moderately agree	13	32.5	34.2	89.5
	strongly agree	4	10.0	10.5	100.0
	Total	38	95.0	100.0	
Missing	System	2	5.0		
Total		40	100.0		

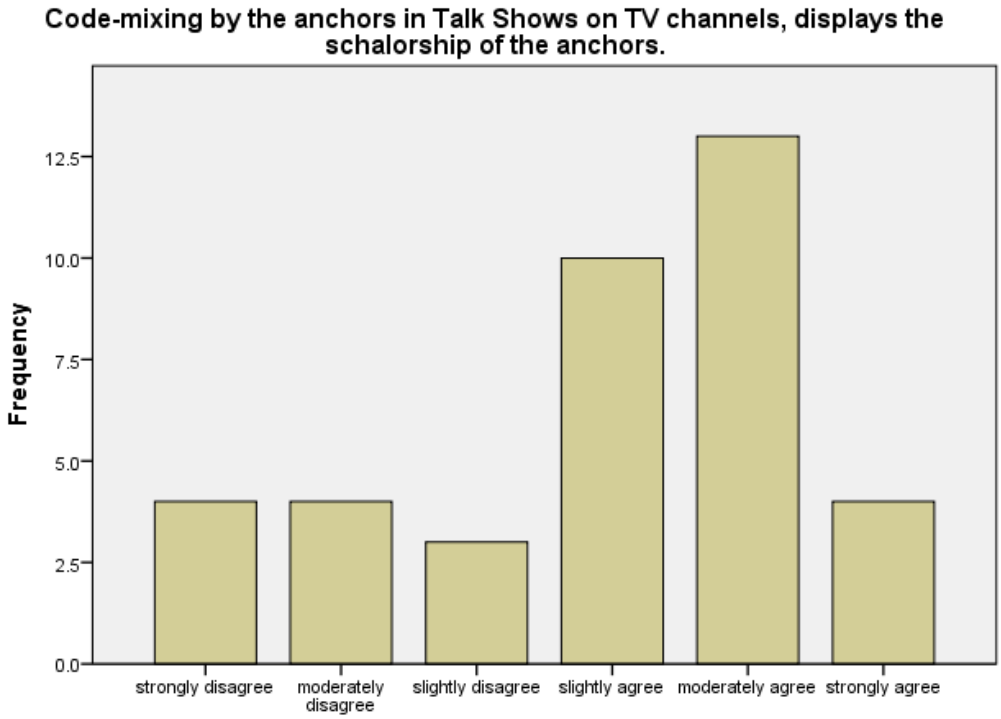

Fig. 18. Code-mixing by the anchors in Talk Shows on TV channels, displays the scholarship of the anchors

Conclusion

From the results and observations from questionnaires and transcriptions, it can be said that code switching in the media is really affecting everyday communication in the local languages. The usage of English words is rapidly felt and noticed but as the context belongs to media, it is not seriously taken as any loss to the local languages. On channels, hybridization is common in the commercials and Indian Hindi movies. The effect of that hybridization has been felt by the men in media. This is the reason the Indian sports channel Sports Star has also kept the option of Hindi commentary for the viewers and in that Hindi commentary, there is zero code-switching.

We believe that code-switching on random bases does not harm indigenous languages but frequent code-switching can harm the vocabulary and syntax of indigenous languages. First of all, there is a need of a language policy to be made. From talk shows to commercials, government should have a proper policy to force the usage of national language and regional languages.

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