



Original Research Article

STUDY OF BILINGUAL ADVERTISEMENT STRATEGY IN LOCAL MARKING SCHEME

Sehar Javaid

Linguistic Guide/ Counsellor, Lisa St Brampton Ontario L6T 4E7 Canada.

Department of English Literature, The Islamia University of Bahawalpur, Bahawalpur, Punjab, Pakistan.

History:

Received: Mar. 28, 2021
Accepted: May 7, 2021
Published: May. 20, 2021
Collection year: 2021
Status: Published

Identifiers and

Pagination:

Year: 2021
Volume: 6
First Page: 1
Last Page: 10
PublisherID:
10.21065/25205986.6.
DOI:
[http://dx.doi.org/10.21065/
25205986.6.1](http://dx.doi.org/10.21065/25205986.6.1)

Corresponding author

Sehar Javaid M.Phil
(English), Department of
English, The Islamia
University of Bahawalpur,
Pakistan.
E.: Sehar.javaid@outlook.com

Citation: Sehar Javaid,
Use of English in
Pakistani bilingual
advertisement. Adv Hum
& Soc Sci; 2021 (6). 1-10

ABSTRACT

The present study "Study of bilingual advertisement strategy in local marking scheme" tends to explore the role of English in Pakistani Bilingual advertisements. Different persuasive techniques are used to attract both global and native consumers. Among other techniques, the technique of bilingualism has prominent position. In Pakistani media context national language Urdu is mixed with English to grab the attention of customers. To collect and analyse bilingual text used in advertisement, two magazines were selected. Data was analysed using mixed method i.e. qualitative and quantitative for interpretation. Through Pie graph and tables frequency of use of English lexical categories was depicted. The result found through quantitative analysis shows that at word level, English is most commonly used language but it has not disturbed the syntax of Urdu sentence. At lexical units, adjectives and nouns are used at higher level. While results found after qualitative analysis show that the primary objective of using English in bilingual Advertisement is to attract the attention of customers

Key words: Bilingualism, media discourse persuasive advertisement, linguistic techniques.

INTRODUCTION

Publishing in Pakistan has been undertaken by both the public and private sectors. For this purpose different kinds of autonomous and government bodies have been assigned different roles. It has been observed that there are almost 21 English daily newspapers in Pakistan along with weekly, fortnightly, monthly and quarterly publications. These newspapers and publications are embodiment of Pakistani English indicating its own cultural and linguistic identity.

Undoubtedly, English is forging its own cultural and linguistic identity in Pakistan. This identity has made its way through common use of loan words from Urdu along with indigenous languages. In consumption oriented world it has become almost impossible to avoid different types of advertisements. The main objective of the advertisement is to persuade the consumer to buy a product by providing information related to a specific product. It has been found that the T.V commercial enriched with good animation music, presence of celebrity and impressive logo or slogan catch the attention of women.

Wikipedia has defined advertisement in term of a tool to persuade encourage or manipulate an audience. (leech 2006:1) is of the opinion that advertisement as a source of extensive communication providing information and by nature strongly persuasive and highly paid. The globalization has affected the world discourses around new technologies have provided opportunities to reproduce greater quantities along with greater varieties of discourse (Cook 2001:215). We have become habitual of seeing advertisement that have moulded one habit of buying (Dyer, 1982 P:74). The producers have used various appealing lines in adds such as:

- Sooper hay zindagi (sooper biscuit)
- Tum may hay kuchkhaas

Funding:

The authors received no direct funding for this research.

- Do the dew (mountain dew)
- I'm love in it (MacDonald)

Medium of advertisement

To advertise a product, numerous ways are adopted. With the advancement in the field of technology, advertisers have used different medium of advertisement. These advertisements are becoming more and more entertaining and subtle than those of 1950s and 1960s. In recent years different modes of advertisement have been evolved to target the audience depending on maximum exposure. Print media includes magazines and newspapers. Support media comprises directories, bill boards, street polls, etc. Direct marketing e-newsletters, direct mails or mails and flyers. Whatever the mode is, media discourse is used to target the audience and to catch their attention. To advert a product, advertisers use different media discourse but ad of one thing uses same tag line, slogan and jingles etc.

Competing Interests

The authors declare no competing interests

Elements of Advertisement

Present day advertisement combines multiple features to make advert eye –catcher for the buyers. These elements are selected keeping in view the medium of advertisement. Commercials and ads usually comprises of the following elements with little variations: headlines, illustrations, body copy, slogan, product name and standing details (Pillar 2003:172).

Additional information is available at the end of the article.

Statement of problem

To sell their goods and services, advertisers use different tactics based on available medium of advertising. Advertisers play with the psychology of buyers by making the advertisements unusual while grabbing the attention of common masses. In Pakistani media context, use of bilingualism is considered to be a common practice. Even multilingualism in print media has become a norm. Use of bilingualism has affected advertising industry (Rasool 2006:92) an advert can be found hardly in single language. The study focuses mainly on the use of English with Urdu in the scenario of Pakistani bilingual advertisements. This study might help to understand the role the Roman alphabet in media language of Pakistan.

Objectives:

The present study aims to discuss and analyse the use of linguistic techniques and the incursion of English language in bilingual advertisements of Pakistani media. It also sheds light on the function language performs based on Roman Jakobson functions of a language. The study focuses on attitudinal and sociolinguistic facets of language mixing in Pakistan. Though the secondary objectives of the study are related to the mixing of English with Urdu Language and impact it has on target audience, the primary objective is to explore the status of English language in Pakistani advertisement media discourse.

Research Questions and Hypothesis

Questions asked were as under,

- What is the frequency ratio of English in Pakistani advertisements?
- In which frequency, different English lexical units occur in Pakistani advertisements?
- What is the role of English in Pakistani bilingual advertisements? The following research hypotheses were formulated after observing selected sample.

English language has penetrated into print advertisements. Some ads are English based while rest of them rely on both English and Urdu languages.

*For writing bilingual ads Roman script for Urdu is in practice

*The intentions behind using English language is that of referential, persuasive decorative.

An overview of bilingual advertisements

Discourse means to relate a text with its context Cook (2001) is of the opinion that advertising discourse comprises of wordplay, factious, stylized acting, compressed storytelling, rhythm and puns. An advertising discourse combines both linguistic and paralinguistic features.

How Advertisement Works

It has been observed that the trickiest part of an advertisement is to get the attention of a consumer. *Repetition of words in tag line for rhyming purpose appeal the consumer e.g Har Dil, Har Din (ward your link). A bigger, brighter, better every day (Bol Anmol). Unusual or wrong spelling Myers in his "Words in Ads" describes deviation from linguistic graphology e.g, Enjoyaazzz lain nesfruta juice, Sooner hay Zindagi. So the advertisers while making an advertisement juxtapose two languages just to get the attention of consumers. Finally words and figures are used to arouse temptation e.g. Up to 70 on entire stock, here the font size for up to will be small while 70% in bold size to trap the attention of buyers. Thus advertisement usually works on AIDA model with little variations.

Bilingual advertisements

Use of bilingualism in advertising media is a common practice. In bilingual advertisements, most often lingua franca is mixed with global lingua franca.

Types of bilingual Advertisement

In Pakistani Media context, English language is mixed with Urdu at almost all levels. Noun mixing (ban jai beautiful ,chupkesay) Phrase mixing(spot light me bhe nothing to hide). Verb mixing (delight ki her bite, Karay excite)

Features of Bilingual advertisements

A bilingual text uses two languages in single discourse. A bilingual text can be examined at lexical level along with descriptive analysis while focusing on code switching, code mixing, borrowing and strategies like chronological, syntactical, morphological and semantic levels. leech (2006) opines that advertisers apply different lexical techniques of borrowing, loan words, use of rhetorical devices ,adjectives and transliteration etc.

LITERATURE REVIEW

In multilingual nations, it is a typical practice to utilize at least two languages in Advertisements. It is an after effect of language contact between at least two languages and then we can see its impact in each domain including media discourse, Other factors that (Pillar, 2003) depicts that "Globalization" has caused "dramatic Changes" in language of advertising.(Pillar, 2003:170). Media has ability to impact society, culture from multiple points of view including Linguistic register.

Media has a huge part in making, altering, changing the phonetic inclinations of individuals of any general public (Sarwet 2006:12). There can be numerous explanations behind utilizing various languages in publicizing talk. "Bilingualism" is such a part of language contact that can bring changes in languages. Probability of making new language along with death of existing language increases in case of bilingualism (Sarwet 2006:12).

Apart from code-mixing, however certain other factors, contribute to language endangerment: small

population size ,bilingualism, urbanization, modernization, migration ,industrialization, the functions and domains of each language within a society and whether or not new generation is using it. (2006:139)

Thus, there are various factors that are dangerous to a language and bilingualism is one of them. We gain language from the climate around us. Formal training generally begins when one procures a language that society around us reflects. Media business runs with the assistance of Advertisements and promotions are pivotal piece of media. So Media language impacts one's etymological repotire and phonetic scene of a society. There is need to consider the current status of English language on the planet as examined in this part

RESEARCH METHODOLOGY

To accomplish more elevated level of fulfilment, we utilized blended strategy research where, initially, data is broken down quantitatively for limited results to explicit information to test certain speculation. It results of quantitative technique.

From 16 duplicates of English and Urdu each, in information assortment, corpus of 152 advertisements is chosen, 37 notices are in English 22 in Urdu, while 93 advertisements are bilingual. We dissected the entire information and afterward limited exploration to bilingual adverts just and chose bilingual promotions as needed for our examination utilizing purposive inspecting method. Two magazines named Mag, an English weekly and Akhbar e jahan, the urdu weekly were selected for data collection. These both magazines were selected from a time period of 1st September, 2013 to 5th January 2014. For data collection, only written text was taken while leaving images or any nonverbal expressions. For quantitative study and hypotheses is, purposive sampling was done. The bilingual text of advertisement from respective magazines was analysed linguistically to categorize them as phrases, clauses, morpheme or a sentence. Data was collected through tag lines, slogans and written text of bilingual advertisement. Furthermore, for media research, content analysis was applied. It defines pattern and trends based on factual word. The 'content analysis' paved the way for qualitative analysis to explore the purpose and function of English language. Both qualitative and quantitative approach helped analysis of print advertisement.

Data analysis methods:

Two different analyses of print advertisements; a quantative and qualitative analysis support each other. Content analysis is commonly used technique in media discourse to analyze data by counting textual feature. It has a relation between the frequencies with which a certain item appears in a text/ad and the 'interest' or intentions of the producer on the one hand and on the other, the responses of the audience (Dyer 85).

The present study focuses on examining advertisement at grammatical level i-e parts of speech, semantic, morphological and syntactical.

It was dissected and present in "frequency distribution tables" and "graphic representation of data". This work is grounded on the foundation of primary spaces offered by Sarwet to analyze the code blending examples of Pakistani Talk shows on Urdu channels. We have contemplated, Single Word Insertion (Noun, Adjective and Adverb) Phrase Insertion (Noun Phrase, Verb state, Prepositional Insertion, Clause Insertion) Sentence Insertion (Rasul 2006:115) based on outcomes, subjective examination for the elements of utilizing English, we did order of information for relative investigation of things for complete and itemized depiction of bilingual ads utilizing topical investigation. It is crucial for study "holistic points of view" to know the entire overview of picture (Patton 2002:40). Quantitative examination helps to arrange information and subjective investigation reveals insight into errands of

blending English in with Urdu in bilingual notices.

RESULT

For Bilingual content in particular amount, there is need to translate Urdu yet there are no commonplace standards so information is deciphered exclusively by analyst. Urdu words reused in text utilizing Arabic content are emphasized and Urdu words composed utilizing roman content are written in strong italics. While English words in roman content are written in bold text style and English words written in Arabic content

Quantitative investigation makes the focus in on two recurrence of utilization of English and English world classes in publicizing text. For the quantitative examination, first we considered the all out number of Advertisements in chose test. A notice is viewed as bilingual with presence of English in any composition: motto, expressions, slogans, expression and logical subtext. First we arranged promotions of our corpus and results are given underneath:

Table 1. Results of presence of English in selected corpus.

Total number of advertisements	English Ads	Urdu Ads	English urdu Mix Ads (bilingual)
152	37(24 %)	22(14%)	93(61%)

Table number 1. The corpus based result of the presence of English in bilingual advertisement is showed that Advertisement taken 152, Ads in English 24 % (37), Ads in Urdu14 % (22) and Bilingual ads Urdu English mix 61 % (93)

As Kelly Holmes (2005) opines that German brands adopt English slogans as a popular strategy (71), Pakistani media discourse also depends upon English which makes 24% of the whole as compared to Urdu. But the rate of advertisement using bilingual language is far more as it makes 61% of the whole data.

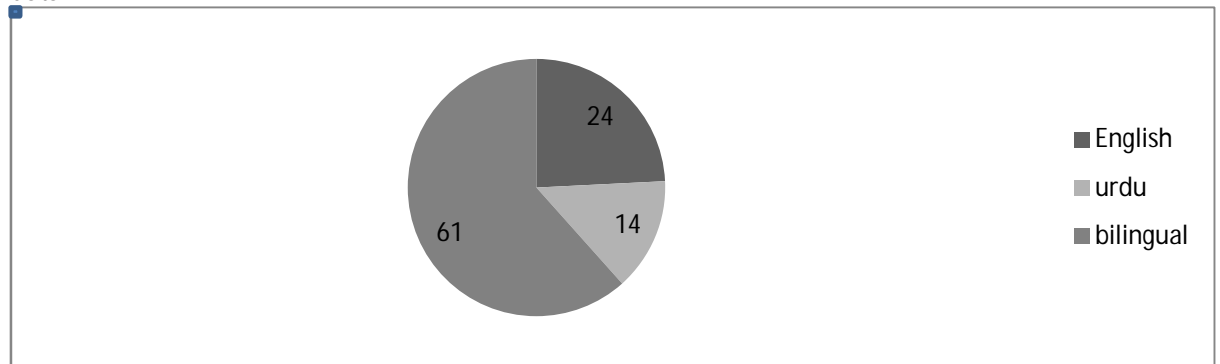


Figure 1. Pie graph of result of English in data.

Further ,all the English clauses, sentence, phrases are words used in advertisement were counted and categorized for example, Sentence(compound,complex,simple), Clauses(independent clause, dependent clause), Phrase(verb phrase, prepositional phrase,noun phrase), Word(noun,adjective,verb and adverb).

List of words is given below. These are the analysis of word level i.e insertion of English language.

Table 3.Explanation of Results at word level

Total units	N	V	Adv.	Adj.
101	31 (30%)	3(1%)	2(1%)	15(14%)

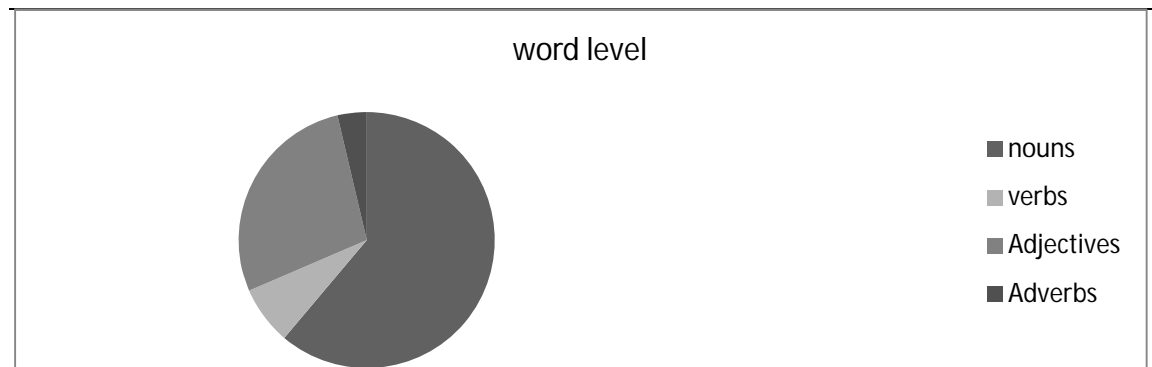


Figure 2. Pie graph results at word level.

In bilingual advertisement the most frequently used word is noun which makes 30% of the whole data. These are not loan words but have Urdu equivalence but advertisement opted for them and not for their Urdu equivalence. The commonly used noun are taste 4 times, protection 3 times, live 3 times, In lexical category adjective is the most occurring item i.e 14% to describe services and their product, advertises. Two reasons can be judged. Firstly, Khalique (2006) assumed that Translations into Urdu are even more difficult than English and are understood by even fewer people. Results show very less use of verb and adverbs 1% and 0.7% respectively. At phrase level, results of using English are shown in table no.3 and pie graph shows results in figure no. 2below. Use evaluative adjective. Leech (1966:6) foreign language are used for symbolic meaning rather than arbitrarily in advertisement.

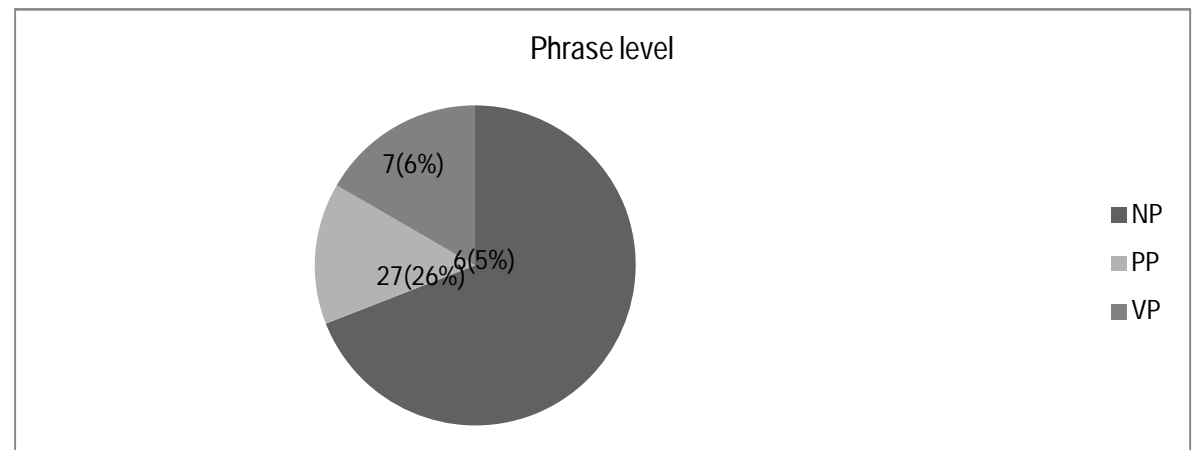


Figure 3. Use of English phrases in bilingual advertisements.

Noun phrase like nouns are also the most commonly used borrowed lexical units. Alam (1996) is of the view that lexical switches often are connected with verb, noun and adjectives e.g in the advertisement of shampoo, noun phrases fill both the purposes. Split ends kabhinahi, long hair hamesha... (pantene). Compound words are also used e.g spotlight and load shedding

Spotlight N+N, Load shedding N+V+infirm fresh say bana Mitchell tomato ketchup, FarmfreshN+Adjective, Farm fresh tomato ssay bana Mitchells Tomato Ketchup. Through figure no.3, it is indicated that verb phrases and prepositional phrases are limited in use. Leech (1996) examines that there are two reasons for using simple sentences. Firstly as compared to compound sentences, simple sentences have better effect. Secondly, it stimulate the consumer and reduces the cost of advertisement.....meraybaalounka shiny glow will never go. Copywriters' uses simple sentences and vocabulary to target consumers as it appears in the advertisement of Royal fans"we are fans of royal fans". Most of the slogans use code mixing to make advertisement epigrammatic in nature.

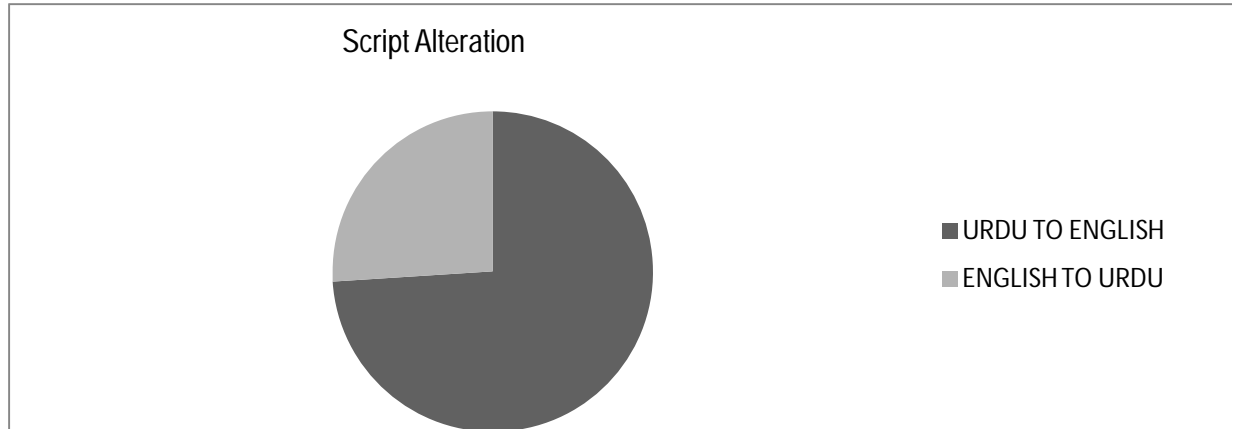


Figure 4. Use of altered script in bilingual advertising text.

Figure 4 is showing that Use of Altered script in bilingual advertisement Explanation of Results of Altered Script. Total no of ads 101, altered script ads 74% (77), Roman Urdu 74% (57), English script 26% (20).

Figure 4 showed the result: 77%of total ads are with altered script.

DISCUSSION

Ahmad (1998) discusses that for one to one replacement of characters, Urdu can't be implemented. Advertisers while using Roman Alphabets get dual advantages i.e readers are easily attracted towards ads using Roman alphabets and at the same time they will comprehend the message e.g delight ka her bite, karay excite(Every bite of delight (chocolate) excites (you), Pulp bhara gulp, (every)gulp (of drink is) full of pulp.

Rafi (2008) has studied that effect of SMS language on our daily use of language.SMS language has given a birth to a novice language, which reflects people attitude towards their mother tongue and regional languages. Even the multinational companies have started advertising their products into SMS version and Roman Urdu. Overall, in Pakistani bilingual advertisements, English is used in most simple form to attract consumer for decorative purpose, to describe qualities and results or effects of products and not about the function it may perform.

Khalique, (2007) has studied that effect of SMS language on our daily use of language .SMS language has given a birth to a novice language, which reflects people attitude towards their mother tongue and regional languages. Even the multinational companies have started advertising their products into SMS version and Roman Urdu. Such an attitude have backwash effect on Standard English variety and media language in Pakistan. This backwash effect is also affecting the "most influential media discourse". Overall, in Pakistani bilingual advertisements, English is used in most simple form to attract

consumer for decorative purpose, to describe qualities and results or effects of products and not about the function it may perform.

CONCLUSIONS

Quantitative results showed the purpose of using English in Ads, enable the reader to examine the concept of English language. Mixing of language starts from borrowing of words as Sebba (1997) describes first consequence of language contact is "word borrowing". Language of Advertisement is different from ordinary language that is why we studied it in different way and different aspect. Frequency of mixing observed at word, phrase and sentence level. Quantative analysis not only support qualitative but also elaborate it. Results helped to validate our first hypothesis about the presence of English in corpus and later findings validated first half of our second hypothesis i.e nouns are most commonly inserted word class but it proved the second half of our hypothesis wrong that adjectives are also commonly used word class.

LIMITATIONS.

There were definite limitations in terms of data collection. We have selected small sample and entertain limited domains and categorize separately. Secondly we have considered advertising text as "text" and not as "discourse" i.e. to study text in its context. As similar words change meanings according to their context and connotative meanings. Individual variation and emotional state affect the advertising text. Additionally, in case of investigation of data there was a difficulty related to the part of speech categories of selected words as same word can be a "noun" and an adjective too.

FURTHER RESEARCH

Finding of bilingual advertisements as discourse suggested about further researches.

- Effect of media language on second language usage.
- Another feature is to study bilingual text of advertisements as "urdish" kind of pidgin; initial stage of development of a new kind of language which is blend of English and Urdu words.
- Also technique of English in bilingual's creativity in advertisements needed to be studied.
- Impact of advertising text on learning English a second language.
- Syntax of bilingual advertising text of Pakistani media
- Prominence of English language in Pakistani Media context

REFERENCES

- Ahmad, F. Ethnicity and politics in Pakistan, 2nd ed. Oxford University Press: USA 1998; pp.63-71
- Cook, G. The Discourse of Advertising, 2nd ed. Routledge: New York 2001; pp.45-56
- Dyer, G. Advertising as Communication, Taylor & Francis: 2008; pp.106-108
- Sebba, M. (1997). Contact Languages: Pidgins and Creoles. London: Macmillan. doi:10.1007/978-349-25587-0
- Khalique, H. The Urdu-English relationship and its impact on Pakistan's social development. The Annual of Urdu studies 2007; 22: 99-112
- Rasul, S. (2009). Code- Mixing and Hybridization in Pakistan- Linguistic, Socio- Cultural and

Attitudinal

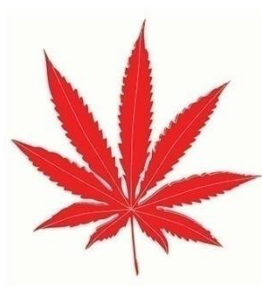
Perspectives. Germany: VDM

Alcnauerová, Z. *Code-switching and Code-mixing as Persuasive Strategies in Advertising* [online]. Brno, 2013 [cit. 2021-05-19]. Available at: <https://is.muni.cz/th/gd2ug/>.

Piller I, Identity Constructions in Multilingual Advertising, *Language in Society* 2001; 30(2): 153–86.

Leech, G. S. In *A Glossary of English Grammar*, University Press Edinburgh: Edinburgh 2006; pp. 103

Myers, G. *Words in Ads*, Edward Arnold: London 1994; pp.105-111



© 2021The Author(s). This open access article is distributed under a Creative Commons Attribution (CC-BY) 4.0 license.

You are free to:

Share — copy and redistribute the material in any medium or format

Adapt — remix, transform, and build upon the material for any purpose, even commercially.

The licensor cannot revoke these freedoms as long as you follow the license terms.

Under the following terms:

Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made.

You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

No additional restrictions

You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits