

Language Variation in Print Media: A Study of Code Switching Patterns in Pakistani Urdu 'Express' Newspaper Editorials

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Abstract

The current study explores the problematic background of language variation within the print media domain, specifically exploring code-switching patterns in the editorials of the Pakistani Urdu 'Express' newspaper. Code-switching is a linguistic phenomenon involving alternation between two or more languages within a single discourse that reflects the dynamic interaction of cultural and communicative factors. The study put into practice a sociolinguistic lens to analyze the frequency, types, and functions of code-switching employed in the Urdu editorials of the 'Express' newspaper. The study applies a qualitative descriptive method; it produces descriptive data in the form of code-switched sentences from the editorial of Pakistani Urdu newspaper. 'Express' is selected for this purpose. One week of newspapers is collected for the current study from 1st October 2023 to 7th October 2023 to analyze code-switching in editorial sections. The analysis of data from the newspaper shows that the types of code-switching are intra-sentential, word code-switching, and total integrated Urdu. The most dominant type of code-switching observed is Intra-sentential (80%). The findings are expected to contribute to understanding how language is strategically employed in print media, shedding light on the role of code-switching as a tool for effective communication and cultural expression. This study holds significance in media discourse, as it exposes the linguistic choices made by writers and editors in the 'Express' newspaper, offering insights into the complex relationship between language, culture, and journalism. The results of this research are anticipated to inform future discussions on language dynamics within the Pakistani media landscape and contribute to the broader field of sociolinguistics.

Keywords: Code Switching, Tag Switching, Inter Sentential Switching, Newspaper, Editorials.

Introduction

As a dynamic and complicated aspect of human communication, language exhibits a rich tapestry of variation influenced by cultural, social, and contextual factors. In print media, the study of language variation, particularly code-switching, becomes a convincing lens through which to explore the complex relationship between linguistic choices and societal dynamics. This research centers on the Urdu editorials of the 'Express' newspaper in Pakistan, examining the refined world of code-switching patterns within this particular media context.

Code-switching, as Romaine (1992, p. 110) defines, is the use of more than one language, variety, or style by a speaker within a conversation or communication or between different conversational partners and circumstances. Code-switching, the alternation between two or more languages within a single discourse, is dominant in sociolinguistic studies. Its dominance in written communication, especially in newspapers, reflects the complexities of linguistic choices in a multicultural and

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multilingual society like Pakistan. The Express newspaper is a prominent media outlet in Pakistan. The decision to focus on Pakistani Urdu code-switching in the Express newspaper is informed by the need to understand how language functions as a dynamic tool in media communication. As a platform for shaping public opinion and spreading information, the editorial section provides a unique area to examine language choices made by writers and editors. By examining code-switching patterns, this study aims to reveal the underlying motivations and influences shaping linguistic expressions in this journalistic domain.

Urdu serves as Pakistan's official language, but besides the primary language (L1), different local languages like Punjabi, Pashto, Balochi, Sindhi, and Kashmiri contribute to the nation's multilingual identity. English, accepted as an official language, holds noteworthy significance in Pakistan. The role of media, surrounding both electronic and print platforms, has unquestionably fostered communication development. However, this accomplishment has overlapped with a notable increase in code-switching across various domains, as highlighted by studies such as those conducted by Mushtaq and Zahra (2012) and Rasul (2006).

Code-switching holds a vital role in linguistic dynamics and language expression, providing a lens into the socio-cultural fabric of a region or the world. Despite Urdu being the national language, English has achieved a higher status in various domains. Those who are not proficient in English often struggle with feelings of inferiority. Specified that English is taught as a second language across all educational levels, a substantial part of the Pakistani population has conformed to a substantial English vocabulary. Individuals have accepted the habit of combining English words into their everyday conversations and written expressions to demonstrate their English proficiency. Adding English words into Urdu discourse is on the rise, reflecting a growing trend. The repetition of code-switching, where English is used alongside Urdu, has become common, mainly in print media. Journalists regularly combine English words into numerous constituents of newspapers, including news headlines, columns, editorials, advertisements, and other content. This linguistic mixture demonstrates the adaptability and occurrence of code-switching in modern communication.

Individuals have become accustomed to English words even if they are unaware of their meanings. These words are frequently assimilated into everyday conversation. People often observe them as essential parts of Urdu, such as "Thanks" (shukria), "cold drink" (sherbet), "door" (darwaza), "chair" (kursi), "break" (waqfa), "lunch break" (dupher ke khane ka waqfa), "dinner time" (raat ke khane ka waqt), and many more. This mixing of words has become embedded in Urdu as a natural addition to the language.

The combination of these terms is extensive, not only on television in various programs, talk shows, morning shows, educational programs, dramas, films, and news but also in everyday discussions. People use expressions like "kia ho giya?" (What happened?), "Kia ho raha he?" (What's happening?), "Sir, result kab aye ga?" (When will the result come?), "Main kal present tha, airport per bohot rush tha" (I was present yesterday; there was a lot of rush at the airport), "Meri family kal wedding attend ker ne jarahi he" (My family is going to attend a wedding tomorrow), "Mera beta bohot intelligent he" (My son is brilliant), and "Men bhi job kerti hon" (I also work) Rahmati (2020). The same style and language are mirrored in newspaper content.

The current study explores the occurrence of code-switching in the editorials of an Urdu newspaper. A week from October 1, 2023, to October 7, 2023, was chosen for newspaper collection to research code-switching in editorials. Code-switching encompasses a range of linguistic phenomena observed in multilingual contexts, involving the alternation or addition of languages within discourse. It includes various forms such as tag switching, inter-sentential

switching, intra-sentential switching, and intra-word switching. Code-switching, as outlined by Poplack and cited in Romaine (1995, p. 122-123), encompasses four primary types:

Tag-Switching

Tag code-switching involves the addition of a tag or a brief phrase in one language within a statement that is otherwise entirely in another language. For example, Meeting kab hai, yaar? (When is the meeting, friend?), another example is from an Urdu phrase within an English sentence: "Let's go, yaar, bohot late ho raha hai! (Let's go, buddy, it's getting very late!)"

Inter-Sentential Switching

Inter-sentential code-switching introduces syntactic complexity, observing the grammatical rules of the respective languages. This type of switching occurs at the limit of clauses or sentences, where each clause or sentence is entirely in one language or the other. For example, an entire sentence in Urdu: "Us ne kaha ke wo kal aayega. (He said he will come tomorrow.)", and in another example, an entire sentence in English: "The presentation was very informative. I learned a lot."

Intra-Sentential Switching

Intra-sentential switching occurs within the same clause or sentence, combining elements from both languages. This type involves switching within the limits of a clause or sentence. For example, switch a sentence from Urdu to English: "Mujhe lagta hai ke hamari team ki performance needs improvement." Another example is from English to Urdu: "She was explaining sab kuch, lekin samajh nahi aaya."

Intra-word Switching

In intra-word switching, the change occurs within the confines of a single word. For example, English words ending with a constituent from Urdu, as in "committeeion". This form of switching adheres to the rules of both languages, requiring speakers to be knowledgeable about the syntax and morphology of each language, showcasing their expertise in both. English word combined with Urdu components such as: "Uska behavior bohot passive tha." And Urdu word combined with English components like: "Wo aksar apne friends ke saath outings per jaati hai."

Urdu Newspaper

Daily Express Newspaper

The Daily Express, owned by the Lakson Group, is one of Pakistan's comprehensively circulated Urdu-language newspapers. It is published contemporarily from major cities, including Islamabad, Karachi, Lahore, Peshawar, Quetta, Multan, Faisalabad, Gujranwala, Sargodha, Rahim Yar Khan, and Sukkar. This newspaper consists of fourteen pages.

In 1998, the Lakson Group introduced the Daily Express, revolutionizing newspaper distribution in Pakistan by establishing its headquarters in Lahore, departing from the conventional choice of Karachi as the hub (Daily Express (Urdu Newspaper) - Google Search, n.d.). The logic behind this decision was grounded in the belief that Punjab province, with Lahore as its capital, hosted a larger Urdu newspaper readership than Karachi. This strategic move proved successful, as the Daily Express swiftly garnered a responsive readership in the region. The innovative strategies of the publication extended further with the decision not only to distribute from major metropolitan centers like Karachi, Lahore, Rawalpindi, and Islamabad but also from secondary cities in Punjab, including Multan, Sargodha, Gujranwala, Faisalabad, and Rahim Yar Khan. This approach

resonated well with readers in these areas who preferred locally-focused news, creating a connection with content closer to their communities than news from more distant cities.

Problem Statement

The occurrence of code-switching within Pakistani newspapers, particularly in the context of Express newspaper, represents a relatively recent trend. Notably, the research by Rahmati Khan, Khanum (2020) has shed light on this emerging linguistic phenomenon. Prior studies have investigated the factors influencing code-switching in Urdu newspapers like Daily-Khabrain. Rahmati's study emphasizes word code-switching and totally integrated Urdu as prevalent, highlighting a considerable integration of Urdu. The current investigation portrays a different landscape of code-switching within the 'Express' newspaper. The present study acknowledges the dominance of intra-sentential code-switching.

Moreover, the linguistic elements involved present a contrasting picture. Here, the Express newspaper's editorials depict nouns as the primary code-switched elements, diverging from Rahmati's emphasis on verbs and integrated Urdu. Additionally, while Rahmati's study observes a substantial usage of English loanwords, the 'Express' newspaper exhibits a lower frequency. However, Code-Switching in the Newspaper has yet to be analyzed in terms of its types, frequency, functions, and patterns. The present study aims to understand its impact on linguistic dynamics, reader comprehension, and the overall communicative effectiveness of the newspaper.

Research Objective

- To Identify Patterns and frequency of Code-Switching in Express Newspaper Editorials
- To examine the distribution of linguistic elements, specifically nouns, verbs, and adjectives, in code-switched content within the editorials of the 'Express' newspaper in Urdu.

Significance of the Study

The significance of the study on code-switching within Urdu newspaper editorials lies in several key areas: First, It offers insights into the complex language dynamics prevalent in multilingual societies, particularly in journalistic discourse, contributing to a deeper understanding of code-switching patterns and their implications within Urdu language usage. Second, the present study understands how code-switching is utilized in editorial content and provides valuable insights into the communication strategies of Urdu newspapers. This knowledge can assist editors and journalists in crafting more effective and culturally rich content. Third, it also investigates code-switching within Urdu newspapers to shed light on the cultural and societal factors influencing language usage. Fourth, it highlights the refined ways in which language reflects societal norms, identity, and cultural diversity.

Literature Review

Code-switching is a global phenomenon and is particularly widespread in Pakistan. The linguistic landscape of Pakistan is diverse, with people frequently code-switching between various languages in their everyday conversations. This practice is prevalent in diverse settings such as homes, schools, offices, hotels, and public spaces wherever people engage in discussions. Individuals commonly switch between their native languages, Urdu and English. With approximately 72 languages spoken in Pakistan, code-switching is observed across a broad spectrum of linguistic diversity.

Khan (2014) conducted a sociolinguistic analysis of code-switching in classroom discourse, highlighting that this phenomenon is not unique to Pakistan but is a global occurrence in bilingual and multilingual societies. According to Abudarham (1987, p. 28), code-switching involves the interchange of both languages within the same conversation, understandable only to bilinguals or multilingual who understand the systems of these languages.

Nilep (2006) defines code-switching as the use of linguistic elements for interaction. In code-switching, words are transferred and replaced based on the situational context within a conversation. This linguistic practice is a crucial characteristic of bilingualism and can manifest between sentences (inter-sentential) or within a single sentence (intra-sentential). Poplack (1980) introduced two types of code-switching: inter-sentential, where languages alternate between sentences, and intra-sentential, where the language changes within a single sentence.

Code-switching in spoken or written communication is commonplace, often called code-mixing, code-shifting, language alternation, or interaction (Sebba, 2012, p. 97). Posters, newspaper articles, advertisements, and web pages frequently exhibit multilingual texts (Sebba, 2012, p. 99). Mixing languages is sometimes perceived negatively, labeled as a sign of idleness, and deemed potentially detrimental to a language (Sridhar, 1996, p.58). Bilinguals and multilinguals, as noted by Kachru (1986), commonly mix during conversations. Hsu (2008) elucidated that incorporating English indicates varied perspectives and aligns with a prevalent trend among the youth.

In Pakistan, English holds a distinctive position and is widely used in offices, educational institutions, homes, public spaces, and media communication. Scholars have extensively explored the use of English in Pakistani media discourse, encompassing electronic and print media such as newspapers (Rasul, 2009), magazines (Rasul, 2013), and television programs (Rasul, 2011; Mushtaq & Zahra, 2012; Khan, 2014). Rasul (2013) specifically examined the presence of English words in Urdu magazines for children.

Rahmati and Khanum (2020) conducted a qualitative descriptive study exploring code-switching in Urdu newspaper editorials. They defined code-switching as using multiple languages or language varieties in conversation, a common practice in Pakistani society.

Khan et al. (2023b) explores the role of English Embedded Language (EL) islands in Pashto-English code-switching. Through an analysis of data from AVT Khyber, they investigate the pragmatic force and morph syntax of EL islands. The study reveals that these islands follow the structure of the Embedded Language in Pashto-English code switching, often appearing as fixed expressions lacking pragmatic implications similar to their Pashto counterparts. This research contributes valuable insights into understanding code-switching phenomena in bilingual contexts, particularly within Pashto-English communication dynamics.

Belyaeva's study (2023) focuses on code-switching and code-mixing phenomena within Russian higher education, particularly in teaching particular disciplines in English, a non-native language for teachers and students. The article emphasizes the distinction between "code-switching" and "code-mixing," which is crucial for developing practical teaching methodologies in an intermediary language. While the exploration of code-switching typically involves linguists and psycholinguists, this study centers on bilingual university teachers' speech behavior from a pedagogical standpoint. The research at St. Petersburg State University investigates Russian-speaking teachers' attitudes toward transitioning from English (the language of instruction) to their native Russian. Through a survey, the study indicates that these language shifts predominantly represent marked and intentional code-switching, rather than code-mixing, in an educational context. The participants encompassed teachers across diverse humanities and sciences disciplines.

Zhong et al. (2023) present a systematic literature review (SLR) investigating conversational code-switching (CS) from 2010 to 2022, emphasizing a sociolinguistic perspective. Utilizing the PRISMA 2020 framework and databases like Scopus and Web of Science, they identified 117 relevant articles for analysis. The research trend depicted a continuous increase in CS studies until 2019, followed by a decline. Empirical studies and qualitative designs were favored by scholars, employing methods like discourse analysis, observation, interviews, and questionnaires for data collection. Most studies examined micro-level factors influencing CS, with a recent surge in exploring attitudes and identities related to CS. Asia emerged as a prominent research hub for CS. However, gaps persisted in regions like Oceania, South America, and Africa, indicating a need for more comprehensive discussions, particularly in multilingual societies within the expanding circle. Aldalbahy's study (2022) investigated the correlation between code-switching and language proficiency among Saudi bilingual female students. Utilizing a questionnaire and elicited production tasks, 24 students from King Saud University's English department participated. The research indicated a relationship between code-switching types and language proficiency but found no link between code-switching frequency and language proficiency levels. Surprisingly, participants exhibited positive attitudes toward code-switching, considering it a preferred tool for communication among bilinguals. The study concluded that code-switching is not indicative of language incompetence but rather a favored method of communication among bilingual speakers. The present study concentrates on incorporating English words in Urdu texts within an exclusively Urdu newspaper. It seeks to uncover the potential adverse effects of this practice on readers and, more broadly, on the Urdu language itself.

Methodology

The chosen qualitative descriptive methodology was aptly employed to capture and analyze code-switching instances within the Urdu Express newspaper's editorials. This methodological choice aligns with the study's objective of exploring the phenomenon of code-switching in a specific journalistic context. The targeted collection of newspapers from October 1, 2023, to October 7, 2023, strategically encapsulates a defined timeframe for in-depth analysis.

Qualitative data, encompassing verbal information transcribed into written form alongside diverse documents, forms the backbone of this research. Following Richards' (2005) stance, the initial data collection stage embraced a comprehensive approach, considering all information pertinent to the topic as potential data. The conversion of this data into textual formats, particularly interview transcriptions, lays the groundwork for subsequent language-centric qualitative analysis, aligning with Dorney's assertion (2007, p. 243) that qualitative analysis fundamentally revolves around words.

However, while qualitative data analysis can be rich, its diversity can pose challenges, leading the researcher down various avenues. The study employed grounded theory as an analytical tool to navigate this complexity. Grounded theory, as suggested by Dorney (2007, p. 260), enables researchers to move beyond mere categorization or description, encouraging the exploration of underlying principles, relationships, and motivations within the data. This iterative, nonlinear approach comprehensively explains the code-switching phenomena observed in the Urdu Express newspaper's editorials.

Data Collection

The research employed a qualitative descriptive method, generating descriptive data in the form of code-switched sentences taken out from the editorials of the Urdu Express newspaper. This

research paper examines the exploration of code-switching within the editorials of an Urdu newspaper, with a specific focus on the Daily Express Newspaper. For this study, newspapers spanning one week, from October 1, 2023, to October 7, 2023, were systematically collected to analyze code-switching instances within the selected editorials.

Analysis

The present study explores code-switching in Pakistani Urdu Express editorials, targeting to identify its frequency, functions, and implications. By analyzing editorials for instances of inter-sentential or intra-sentential switching between Urdu and other languages, primarily English, the study seeks to understand the motivations and impact of this phenomenon on readers' comprehension and engagement. This research contributes to understanding language variation in print media, especially in multilingual contexts, informing discussions about language policy and media representation in Pakistan. For that purpose, newspapers of one week, from October 1, 2023, to October 7, 2023, were systematically collected to analyze code-switching instances within the selected editorials.

Daily Express Newspaper (1.10.2023)

Editorial

1. Is maashi **life line** ki waja sy dhshatgard aur **mafia gangs** ka **network** bhot wasat akhtiyar kar giya he
2. Shaed hony walo me **DSP** Muhammad Nawaz bhi shamil he.
3. Donu khodkash dhmakoo ki **timing** yek he aur dhmakoo ka **pattern** be yek jisaa he hy.
4. Kitaab ka ye **portion** phrty howi roo phra.
5. Un k **wheelchair pick** karty waqt kis thra thor de jati te.
6. Tamam siyasy friqin k ly **level playing field** ko yaqeni banana.
7. Yek baar **highway** per un k gadi ka **tyre puncture** ho giya.
8. **Clinics** aur digar **private practice** k surat me aysy alzamat aur ghaflat ki waqiyaat **report** hoti rhti he.

Table 1 Types of Code Switching

S. No	Code Switching	Types of Code Switching	Types of word
1	Is maashi life line ki waja sy dhshatgard aur mafia gangs ka network bhot wasat akhtiyar kar giya he.	Intra-sentential (mafia) Loan word	Lifeline (Noun) Mafia (Noun) Gangs (Collective noun) Network (Noun)
2	Shaed hony walo me DSP Muhammad Nawaz bhi shamil he.	Loan word	DSP (Noun)
3	Donu khodkash dhmakoo ki timing yek he aur dhmakoo ka pattern be yek jisaa he hy.	Intra-sentential	Timing (Noun) Pattern (Noun)
4	Kitaab ka ye portion phrty howi roo phra.	Intra-sentential	Portion (Noun)
5	Un k wheelchair pick karty waqt kis thra thor de jati te.	Intra-sentential	wheelchair (Noun) pick (Noun)

6	Tamam siyasy friqin k ly level playing field ko yaqeni banana.	Loan Phrase	Noun Phrase
7	Yek baar highway per un k gadi ka tyre puncture ho giya.	Intra-sentential	Noun
8	ijlas bhi hoye aur commetiyan ~ bhi tashkeel degaen	Intra-sentential	Noun

In Table 1 there are 8 sentences of code switching and type of code switching is intra sentential and loan words. Backus (1999) has suggested that certain words can trigger a switch in bilingual speakers. Sentence 1: Is maashi **life line** ki waja sy dhshatgard aur **mafia gangs** ka **network** bhot wasat akhtiyar kar giya he. In this sentence there is **life line** which works as a noun, and the word **mafia** is a loan word from English to Urdu , whereas **gangs** is a collective noun in the above sentence, beside **network** is a noun . Sentence 2: Shaed hony walo me **DSP** Muhammad Nawaz bhi shamil he. In this sentence there is intra sentential code switching and word type is noun which is loan word from English into Urdu language. Sentence 3: Donu khodkash dhmakoo ki **timing** yek he aur dhmakoo ka **pattern** be yek jisaa he hy. In this sentence there is intra sentential code switching and word types is noun. Sentence 4: Kitaab ka ye **portion** phrty howi roo phra. In this sentence there is intra sentential code switching and word type is noun. Sentence 5: Un k **wheelchair pick** karty waqt kis thra thor de jati te. In this sentence there is intra sentential code switching and word type is noun, and verb. Sentence 6: Tamam siyasy friqin k ly **level playing field** ko yaqeni banana. In this sentence there is intra sentential code switching and word type is a noun phrase. Sentence 7: Yek baar **highway** per un k gadi ka **tyre puncture** ho giya. In this sentence there is intra sentential code switching and words type is noun. Sentence 8: ijlas bhi hoye aur **commetiyan** bhi tashkeel degaen. In this sentence there is intra sentential code switching and word type is Code switched (Intra word switched).

Daily Express Newspaper (2.10.2023)

Editorial

1. Riyasti satha per hum **good bad** aur asasy waly **mindset** se khod ko azaad kary.
2. Bharat ki 10 riyasaton main termemi **bill** ko aag lagan.
3. Hinduon main gherao jalao, **bankon, railway station** ko aag lagane ka silsila rukne ke bajaye berhta chalagya.
4. Iehtijaj ki aag Kashmeer tak na phel jaye jo hokomati **agenda** ko jala ker rakh ker de gi.

Table 2 Types of Code Switching

S. No	Code switching	Types of code Switching	Types of words
1	Riyasti satha per hum good bad aur asasy waly mindset se khod ko azaad kary.	Intra sentential	Adjective Noun
2	Bharat ki 10 riyasaton main termemi bill ko aag lagan.	Intra sentential	Noun

3	Hinduon main gherao jalao, bankon~ , railway station ko aag lagane ka silsila rukne ke bajaye berhta chalagya.	Loan word	Loan word
4	hokomati agenda ko jala ker rakh ker de gi.	Intra sentential	Noun

In Table 2 there are 4 sentences of code switching and type of code switching is intra sentential. Sentence 1: Riyasti satha per hum **good bad** aur asasy waly **mindset** se khod ko azaad kary. In this sentence there is intra sentential code switching that is **good bad** as an adjective, whereas **mindset** demonstrates as a noun. Sentence 2: Bharat ki 10 riyasaton main termemi **bill** ko aag lagane, in this sentence there is intra sentential code switching that is noun. Sentence 3: Hinduon main gherao jalao, **bankon**, **railway station** ko aag lagane ka silsila rukne ke bajaye berhta chalagya, in this sentence there is **bankon,station** are loan words . Sentence 4: hokomati **agenda** ko jala ker rakh ker de gi, in this sentence there is loan word that is noun. Furthermore, Myers-Scotton and Jake (2017) suggest that multiword expressions can bridge the gap between the two languages and help bilinguals achieve their communicative goals.

Daily Express Newspaper (3.10.2023)

Editorial

1. Main rozana darjanu **filey** dekhta aur **process** kartaa.
2. Molk se looti howi dolat **money laundering** ke hawale se baher jane aur jally **accounts** ke zerye arbon rupey baher **bankon** main bhijwane per sabiq **corrupt** hokmaron ko nahi choron ga.

Table 3 Types of Code Switching

S.No.	Code switching	Types of code Switching	Types of words
1	Main rozana darjanu filey dekhta aur process kartaa.	Intra sentential	File (Noun) Process (Verb)
2	Molk se looti howi dolat money laundering ke hawale se baher jane aur jally accounts ke zerye arbon~ rupey baher bankon main bhijwane per sabiq corrupt hokmaron ko nahi choron ga.	Loan words Intra sentential	Corrupt : Noun Noun

In Table 3 there are 2 sentences of code switching and type of code switching is intra sentential. Sentence 1: Main rozana darjanu **filey** dekhta aur **process** kartaa. In this sentence there is intra sentential code switching that is noun and verb. Sentence 2: Molk se looti howi dolat **money laundering** ke hawale se baher jane aur jally accounts ke zerye arbon rupey baher **bankon** main bhijwane per sabiq **corrupt** hokmaron ko nahi choron ga. In this sentence there is intra sentential code switching and loan words, **money laundering** (Noun), **accounts** (Noun), **bankon** , they are loan words **corrupt** (Noun).

Daily Express Newspaper (4.10.2023)

Editorial

1. **PTI** ki **chairman** aur **voice chairman** Shah Mahmood Qureshi ko **cypher case** ki **challan** main gunaghar qarar di diya giya hy.
2. Wazere Azam Kakar ke alawa **bureaucracy**, wazeeron~, musheeron~, **personal secretaries, rules and regulations** se itne he bexaber the.
3. Tosi ko kisi adalat main kisi soorat **challenge** nahi kiya ja sake ga.
4. **Army chief** per **General** ki muqerer kerda **retirement** ki umer ka itlaq nahi hoga.
5. **Chairman chief of staff** teenon afwaaj ke serbrahon main se kisi ko bhi taaniyat kiya sasakta he.
6. Naye **act** main **chairman joint chief of staff committee** ki moddate molazemat main tosi.

Table 4 Types of Code Switching

S.No.	Code switching	Types of code Switching	Types of words
1	PTI ki chairman aur voice chairman Shah Mahmood Qureshi ko cypher case ki challan main gunaghar qarar di diya giya hy.	Intra sentential Loan words	Chairman(Noun) cypher case(Noun) Voice (Noun)
2	Wazere Azam Kakar ke alawa bureaucracy , wazeeron~, musheeron~, personal secretariats, rules and regulations se itne he bexaber the.	Intra sentential	Bureaucracy (Noun) personal (adjective) secretariat (Noun) rules and regulations (Noun)
3	Tosi ko kisi adalat main kisi soorat challenge nahi kiya ja sake ga.	Intra sentential	Challenge (Noun)
4	Army chief per General ki muqerer kerda retirement ki umer ka itlaq nahi hoga.	Loan words are General, retirement	Army chief (Noun) General (Noun) Retirement (Noun)
5	Chairman chief of staff teeno afwaaj ke serbrahon main se kisi ko bhi taaniyat kiya sasakta he.	Loan words , part of Urdu	Chairman (Noun) chief (Noun) staff (Noun)
6	Naye act men chairman joint chief of staff committee ki moddat te molazemat men~ tosi.	Intra sentential Naye act (word Code switching)	Naye act (new Act) adjective Chairman Joint Chief (Noun) Committee (Noun)

In Table 4 there are 6 sentences of code switching and type of code switching is intra sentential, and loan words. Sentence 1: **PTI** ki **chairman** aur **voice chairman** Shah Mahmood Qureshi ko **cypher case** ki challan main gunaghar qarar di diya giya hy. In this sentence, there is intra sentential code switching that is noun, **chairman** (Noun), **voice** (Noun), **cypher case** (Noun). These are loan words. Sentence 2: Wazere Azam Kakar ke alawa **bureaucracy**, wazeeron, musheeron, **personal secretariats, rules and regulations** se itne he bexaber the, in this sentence there

is intra sentential code switching and loan words are present **Bureaucracy** (Noun), **personal** (adjective), **secretariat** (Noun), **rules and regulations** (Noun). Sentence 3: Tosi ko kisi adalat main kisi soorat **challenge** nahi kiya ja sake gain this sentence there is intra sentential code switching that is **Challenge** (Noun). Sentence 4: **Army chief** per **General** ki muqerer kerda **retirement** ki umer ka itlaq nahi hoga, in this sentence there are loan words that is **Army chief** (Noun), **General** (Noun), **Retirement** (Noun). Sentence 5: **Chairman chief of staff** teenon afwaaj ke serbrahon main se kisi ko bhi taaniyat kiya sakta he, in this sentence there are loan words that are **Chairman** (Noun), **chief** (Noun), **staff** (Noun). Sentence 6: Naye act main chairman joint chief of staff committee ki moddate molazemat main tosi, in this sentence there are loan words that is Naye **act** (**new Act**) adjective , **Chairman Joint Chief** (Noun), **Committee** (Noun).

Daily Express Newspaper (5.10.2023)

Editorial

1. **Special investment facilitation council** bhot mtharik he.
2. **Stock market** ka **graph** qaboo main agaya.
3. 2023 main **mega projects** shayad shooro na hosaken~.
4. Irani **general** ki halakat Israel main **High Alert** jari.
5. Baghdad **airport** per Israili fazai hamle.

Table 5 Types of Code Switching

S. No.	Code switching	Types of code Switching	Types of words
1	Special investment facilitation council bhot mtharik he.	Intra sentential Council (loan word)	Special: Adjective Investment: Noun Facilitation: Noun Council: Noun
2	Stock market ka graph qaboo main agaya.	Intra sentential	Stock market (Noun) Graph (Noun)
3	2023 main mega projects to shayad shooro na hosaken~.	Intra sentential	mega projects (Noun)
4	Irani general ki halakat Israel main High Alert jari.	Intra sentential	Irani general (word codeswitching) (Noun)
5	Baghdad airport per Israili fazai hamle.	Loan word	Airport (Noun)

In Table 5 there are 5 sentences of code switching and type of code switching is intra sentential. Sentence 1: **Special investment facilitation council** bhot mtharik he. In this sentence there is intra sentential code switching that is **Special investment facilitation council** (total integrated Urdu) (Noun). Sentence 2: **Stock market** ka **graph** qaboo men agaya, in this sentence there is intra sentential code switching that is **Stock market** (Noun), **Graph** (Noun). Sentence 3: 2023 main **mega projects** to shayad shooro na hosaken, in this sentence there is intra sentential code switching that is **mega projects** (Noun). Sentence 4: **Iranigeneral** ki halakat Israel main **High Alert** jari , in this sentence there is intra sentential code switching and word code switching that is Irani **general** (word codes witching) (Noun). Sentence 5: Baghdad **airport** per Israili fazai hamle, in this sentence there is loan word that is **Airport** (Noun).

Daily Express Newspaper (6.10.2023)

Editorial

1. Pakistan main **black economy** ka **size redlines cross** kar choka he.
2. **Corrupt** tolay ko nahi choRon~ ga aur **NRO** nahi don~ga.
3. Kashmeer **Issue** ko bhi hal karayen.

Table 6 Types of Code Switching

S. No.	Code switching	Types of code Switching	Types of words
1	Pakistan main black economy ka size redlines cross kar choka he.	Intra sentential Loan word	(Noun) (Adjective) (Noun)
2	Corrupt tolay ko nahi choron ga aur NRO nahi don ga.	Intra sentential	Corrupt (Noun) NRO (Noun)
3	Kashmeer Issue ko bhi hal karayen.	Intra sentential	Issue (Noun)

In Table 6 there are 3 sentences of code switching and type of code switching is intra sentential. Sentence 1: Pakistan main **black economy** ka **size redlines cross** kar choka he, in this sentence these are loan words that is **black economy** (Noun), **redlines** (Noun). Sentence 2: **Corrupt** tolay ko nahi choron ga aur **NRO** nahi don ga, in this sentence there is intra sentential code switching that is **Corrupt** (Noun), **NRO**(Noun). Sentence 3: Kashmeer **Issue** ko bhi hal karayen ,in this sentence there is intra sentential code switching that is **Issue** (Noun).

Daily Express Newspaper (7.10.2023)

Editorial

1. Mazin main hukomati **policies, tax policies** aur **governance** ki halaat rahy hy.

Table 7 Types of Code Switching

S. No.	Code switching	Types of code Switching	Types of words
1	Mazin main hukomati policies, tax policies aur governance ki halaat rahy hy.	Intra sentential	(Noun)

In Table 7 there is 1 sentence of code switching and type of code switching is intra sentential. Sentence 1: Mazin main hukomati **policies, tax policies** aur **governance** ki halaat rahy hy., in this sentence there is intra sentential code switching that is **policies** (Noun), **governance** (Noun).

Findings and Discussion

The types-switching types were intra-sentential, word code-switching, and loan words. *Code-switching* is using two or more languages or varieties of language in conversation. It is a common phenomenon in Pakistani society. Fundamentally, Pakistani society is multilingual; people usually use three languages: their mother tongue, Urdu, and English for official work. Code-switching is common everywhere in schools, offices, homes, and public places. Even journalists use code-switching in print and electronic media. Khan (2014) studies Sociolinguistic Analysis of Classroom Discourse with Special Reference to Code-Switching. Code-switching is common in bilingual and multilingual societies, as it is in Pakistan.

Code-switching is defined as using more than one language, variety, or style by a speaker within a conversation or communication or between different interlocutors or circumstances (Romaine, 1992, p. 110).

People have become familiar with the English words without knowing them. According to Poplack in Romaine (1995, p. 122-123), there are four main types of code-switching.

Tag Switching: Tag code-switching is the addition of a tag in one language in a statement that is entirely in the other language, for instance, aap ko pata na? he na? You know? I mean.

Inter Sentential Switching: Inter-sentential code-switching includes syntactic complexity with the rules of the languages. Intersentential switching occurs at a clause or sentence limit; each clause or sentence is in one language or another.

Intra-Sentential Switching: Intra-sentential switching includes switching within the same clause or sentence, which then includes parts of both languages. Intra-sentential switching takes place within a clause or sentence limit.

Intra-word switching: In it, a change occurs within a word limit, such as an English word ending with Urdu, e.g., committee. This type of switching has rules of languages; speakers know their syntax and morphology and are experts in both languages. The present study collected Urdu Express Newspapers from 1.10.2023 to 7.10.2023 to analyze language or code-switching and its type in an editorial.

Through analysis, the present study found that In Table 1, there are eight sentences of code-switching, and the type of code-switching is intrasentential. In some sentences, intra-word code-switching also occurred. Moreover, word types are nouns and verbs. In Table 2, there are four sentences of code-switching, and the type of code-switching is intra-sentential and intra-word code-switching and word types are noun and verb. In Table 3, there are two sentences of code-switching, and the type of code-switching is intra-sentential and intra-word code-switching and word types are nouns. In Table 4, there are six code-switching sentences, and the code-switching type is intra-sentential. In some sentences, intra-word code-switching also occurred. The type of code-switching is intra-sentential and intra-word code-switching, and word types are nouns and adjectives. In Table 5, there are five sentences of code-switching, and the type of code-switching is intra-sentential and intra-word code-switching and word types are nouns. Table 6 has three sentences of code-switching, and the type of code-switching is intra-sentential. The type of code-switching is intra-sentential and intra-word code-switching, and word types are nouns. In Table 7, there is one code-switching sentence, and the code-switching type is intra-sentential and loan words in Urdu.

It is interesting to notice the contrast between Rahmati et al.'s (2020) study focusing on the Daily Khabrain Newspaper and the present research examining the 'Express' newspaper's editorials. While Rahmati's study emphasizes word-code-switching and total-integrated Urdu as prevalent, highlighting a considerable integration of Urdu, the current investigation portrays a different landscape of code-switching within the 'Express' newspaper. The present study acknowledges the dominance of intra-sentential code-switching. Moreover, the linguistic elements involved present a contrasting picture. Here, the Express newspaper's editorials depict nouns as the primary code-switched elements, diverging from Rahmati's emphasis on verbs and integrated Urdu.

Additionally, while Rahmati's study observes a substantial usage of English loanwords, the 'Express' newspaper exhibits a lower frequency. These differences accentuate the variability in code-switching practices across newspapers, reflecting unique linguistic preferences and usage within specific editorial contexts. The present study's broader sociolinguistic implications shed

light on language dynamics in media discourse, elucidating the complex relationship between language, culture, and journalism within the Pakistani media landscape.

The primary findings of this study illuminate the predominant patterns of code-switching within the examined newspaper's editorials. The research underscores that nouns emerge as the most frequently utilized linguistic elements in code-mixing, constituting approximately 50% of the observed instances. Following closely, verbs feature prominently, accounting for approximately 30%, and adjectives 20% of the identified code-switched elements. Notably, the intra-sentential type of code-switching prevails significantly, representing a striking 80% of the overall observed instances, showcasing a consistent integration of multiple languages within single sentences or clauses.

Furthermore, while incorporating loanwords from English comprises a notable 20% of code-switched elements, no tag-switching or inter-sentential code-switching was identified within the examined editorials. These findings offer valuable insights into the specific linguistic elements and patterns prevalent in the code-switching practices within the context of this 'Express' newspaper's editorial content. These findings provide critical insights into the nuanced linguistic patterns in the Urdu Express newspaper's editorials, shedding light on the specific types of code-switching utilized and the predominant linguistic elements involved. This nuanced understanding deepens our comprehension of how languages interact within print media, offering valuable implications for language use and communication strategies in similar contexts.

The dominance of nouns as the most frequently utilized linguistic elements in code-switching within the editorials implies their significance in conveying meaning and context across different languages. Their prevalence hints at their adaptability and robustness in integrating seamlessly into the multilingual discourse, suggesting their role as anchors in communication.

Moreover, the substantial presence of verbs and adjectives highlights the varied linguistic elements contributing to code-mixing practices. Verbs, central to sentence structures and conveying actions and adjectives, providing descriptive attributes, showcase the diverse linguistic palette utilized in these editorials, enriching the language landscape.

The overwhelmingly high intra-sentential code-switching indicates the natural blending of languages within sentences or clauses, reflecting the effortless manner in which speakers interweave multiple languages. This fluidity in integration accentuates the editorial's conversational style, demonstrating a linguistic fluidity that mirrors everyday speech.

Incorporating loanwords from English into Urdu hints at the influence of external languages on the local vernacular. This dynamic exchange showcases the adaptability of Urdu, embracing foreign elements while maintaining its core identity.

Finally, the absence of tag-switching or inter-sentential code-switching indicates a distinct editorial preference or a conscious choice in the newspaper's language usage. This points towards a deliberate editorial style that prioritizes intra-sentential integration over other forms of code-switching, shaping the linguistic fabric of the newspaper's editorials.

Overall, these findings not only delineate the prevalent linguistic patterns but also provide a window into the complex interplay of languages in print media, offering valuable insights into how language variation and code-switching contribute to editorial expression and communication strategies.

Conclusion

The study of code-switching within the editorials of the Urdu newspaper Express Pakistan brightens the problematic interaction of language dynamics in media discourse. The study's

findings shed light on the dominance of code-switching patterns, showcasing the predominant use of nouns and verbs, primarily through intra-sentential means. Despite the absence of tag-switching or inter-sentential code-switching, combining loanwords from English adds a distinct layer to the linguistic tapestry within the editorials. This investigation contributes to a deeper understanding of how linguistic diversity and cultural influences intersect in journalistic communication. By exploring code-switching's types, frequency, and functions, this study underscores the significance of language as a reflective lens of societal norms and identities. Moving forward, these insights can inform editorial practices, aiding newspapers in crafting more effective, culturally resonant, and reader-friendly content within the diverse linguistic landscape of Pakistan.

The analysis of code-switching in Urdu Express editorials revealed a dynamic and multifaceted linguistic landscape within Pakistani print media. The study identified diverse types and functions of code-switching, demonstrating its use for practical purposes of addressing a bilingual audience and achieving specific stylistic and communicative effects.

This present study underscores the intricate relationship between language, society, and identity in the Pakistani context. The use of code-switching by writers reflects their negotiation of multiple linguistic identities and their strategic manipulation of language to engage with different audiences and convey various messages. This research provides valuable insights into Pakistan's evolving language ecology. It contributes to a deeper understanding of code-switching as a vital tool for communication, identity construction, and social commentary in multilingual societies.

This study contributes to understanding language variation and identity construction in Pakistan. The findings suggest that code-switching is more than just a linguistic phenomenon; it is a social practice that reflects the complex interplay of language, identity, and power within the Pakistani context. It allows individuals to navigate diverse linguistic identities, negotiate social hierarchies, and construct specific authorial voices.

The current study opens avenues for further exploration. Future studies could delve deeper into specific types of code-switching, examine the impact of code-switching on reader comprehension, and analyze the evolution of code-switching trends in Pakistani media over time. Additionally, research could investigate the role of code-switching in other forms of media, such as social media or television news, to gain a more comprehensive understanding of language variation in contemporary Pakistani society. Finally, the analysis of code-switching in Urdu Express editorials reveals a rich and multifaceted linguistic landscape, highlighting its significance in communication, identity construction, and understanding the evolving language ecology of Pakistan.

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