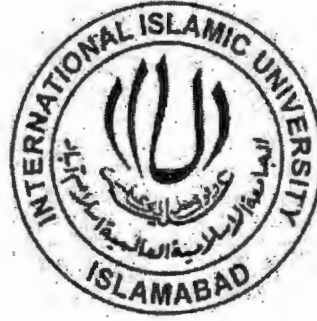


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**Current Urdu Language of Pakistani Electronic Media: A
Synchronic Linguistics Study**



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Linguistics
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Anthropological Linguistics.

IN THE NAME OF ALLAH, THE MOST MERCIFUL AND BENEFICIENT

DEDICATED TO MY LOVING PARENTS AND WORTHY TEACHERS

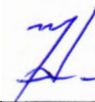
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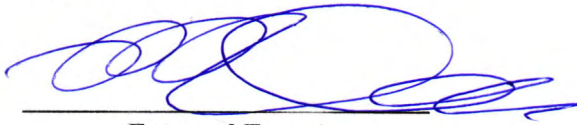
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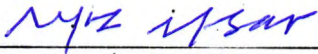
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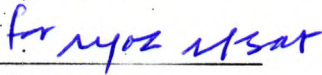
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Abstract

This is a study of current Urdu language spoken on Pakistani electronic media. More particularly, it is a study of the spoken Urdu language of the selected talk shows of Pakistani TV channels with respect to code mixing of English words in Urdu language. The impact of English language on different indigenous languages of the world is a significant phenomenon in this age of "cultural and language globalization" and the national/indigenous language(s) of Pakistan is no exception. The objective of this work is to consider the sociocultural and attitudinal aspects of the language spoken by the participants of the selected talk shows. Its other objective is to analyze the state of Urdu language in this globalization era and to study the impact of English language on the vocabulary of Urdu language. The study of code mixing in Urdu language is necessary because it shows the inclination of the national language of electronic media of the country at present. The data for this study was collected by this researcher from the video recordings of the selected TV talk shows. Twelve programs were studied. Three anchorpersons performed these talk shows (four programs by one anchorperson). Words of English language were sorted out from the speech of anchor persons, participants and live callers of these talk shows. They spoke the words of English of a particular profession, i.e. science and technology, sports, fashion, etc. Their words are categorized and interpreted under the headings: English words of different occupations, i.e. social/culture (fashion, cooking and sports) and politics vocabulary; borrowed words of English; electronic media, science and technology vocabulary. The collected data is described by following Mackey's model. This data is interpreted with the help of graphs and tables. The collected data shows the dimension of code mixing of English in Urdu language, for example, it is found that "social/cultural (fashion, cooking and architecture)" vocabulary of English in spoken Urdu is used the most. The collected data shows that code mixing of English is done at "word level" mostly. The code mixed Urdu language shows an impact of register identification and role identification of the participants of the selected talk shows. It is observed that socio-cultural and socio-economic state of the society is a motive for code mixing of English in Urdu.

Table of Contents

Chapter 1	1
Introduction.....	1
Statement of the Problem.....	7
1.2 Objectives of the Research and Research Questions	7
1.3 Significance of the Research.....	9
Summary of the Chapter	12
Chapter 2.....	13
Literature Review.....	13
2.1 Code Mixing and Code Switching in Pakistan	13
2.2 Language, Media and Culture in Pakistan	18
2.3 Bilingualism and Pakistani Society.....	22
2.4 Psycholinguistics.....	24
2.5 Discourse.....	25
Summary of the Chapter	27
Chapter 3.....	28
Research Methodology	28
Summary of the Chapter	31
Chapter 4.....	33
Data Collection and Data Analysis	33
Role Identification and Register Identification in the Context of TV Talk Shows.....	33
The Collected Data	34
The Recorded Conversation from “Capital Talk”.....	34
The recorded conversation from “Noor Morning”.....	37
The Recorded Conversation from “Ye Subah Tumhaari Hay”.....	39
4.1 Analysis of the Code Mixed/Switched Speech Patterns of „Capital Talk“.....	42
(a) Word-level Code Mixing.....	42
(b) Phrase-level Code Mixing.....	43
(c) Sentence-level Code Mixing (Code Switching)	43
(d) Morphological Code mixing	44
(e)Use of Abbreviation.....	44

4.2 Context Analysis.....	45
4.3 Context Analysis of “Capital Talk”	46
(A) Induction of English Words of Different Occupations.....	46
(B) Borrowed Words of English Language	47
(C) Electronic Media, Science and Technology vocabulary.....	47
4.4 Analysis of Code Mixed/Switched Speech Patterns of “Noor Morning Show”.....	48
4.5 Context Analyses of “Noor Morning Show”	50
4.6 Analysis of the Speech Patterns of “ <i>Ye SubahTumhari Hay</i> ”	51
4.7 Context Analysis of “ <i>Ye SubahTumhari Hay</i> ”	53
Summary of the Chapter	56
Chapter 5.....	57
Findings of the Research.....	57
Summary of the Chapter	60
Chapter 6.....	61
Conclusions.....	61
Summary of the Chapter	71
References.....	72
Appendix A.....	lxxv
Appendix B	lxxxiii

Chapter 1

Introduction

It is observed that the language of developing countries is passing through a considerable change in this age of media, language and cultural globalization. Pakistani society uses English language in different fields of life and Pakistani electronic media, i.e. TV channels are no exception. This research is the study of the phenomenon of mixing of English language with Urdu, the factors behind this and the way (at different levels i.e. word, sentence, phrase level etc.), it is mixed in it.

The status of English language at international level and in Pakistan is discussed in this chapter. It illustrates the tendency of code mixing of English language with Urdu, in day to day life of the people and electronic media, specially. After a general discussion of this related area, it describes the particular topic: code mixing in Urdu language of Pakistani electronic media; a study of the selected talk shows. Furthermore, it presents the impact of code mixing of English language on the national language of the country and significance of this study.

Language is a source of connection between human beings. Language plays an important role to deal with socioeconomic and sociocultural matters. It is a source/medium for the business of export/import of different items across countries and is a tool to operate information and communication resources i.e. internet, mobile phones and TV. Different languages, for example, French, English and Arabic are employed for the business (introducing and handling) of these resources; to convey them to the maximum customers living in different parts of the world.

English language has the status of world's *lingua franca*. Entertainment programs at world level i.e. film, drama, novels and poetry of different languages are translated in English language. These are projected on a large scale at international level through the speedy electronic and print media. English language is taught for communication (diplomatic purposes) between the countries, i.e. the language of the UN. This position of English language is important to study with respect to Pakistan that is a developing country. Globalization era and sociocultural status of the society needs to be considered while discussing about code mixing of English and Urdu.

It is reasonable to see the induction of English language in this region as it may provide a background for this study and Pakistani society as bilingual/multilingual one. Language as defined in the post-colonial terms by Ashcroft (1995) is "a fundamental site of struggle for post-colonial discourse because the colonial process itself begins in language."

English language was introduced in the Sub Continent after the colonization of this area. Learning of this language was a token of success and employment during the British rule. English language was taught as a compulsory subject to pass the exam, get the degrees and its use for further purposes, i.e. to become the part of government machinery (jobs). This has been a policy of colonizers to rule the subjects for a long time. After the independence in sub-continent, especially in India and Pakistan, the English remained in vogue and even today it has a prestigious status.

In the educational sector (government and private schools) of Pakistan, English language is the medium of education. Students are exposed to Urdu for a short time. It is taught as a separate subject up to F.A level and the rest of the subjects are taught in English. It is required to be good in English to pass the exam with good marks and search for a well-paid job in the

practical life. The culture in most of the cities, exposed to electronic media, is imported from the West and the language is hybridized. It is a true case of „linguistic and cultural globalization.

The official language of Pakistan is English as most of the documentation in English to run the system of different department. For example, the forms used for different purposes in schools, colleges, universities and other institutes, the figures shown in offices, bank for calculation, admission, registration etc. are in English. Job applications, statement certificates and other correspondence in the department and with other departments are in English.

The world, today, is a global village because of the age of media and the advancement in the field of science and technology; and sources of communication and information. Satellite mobiles, the internet and cable network etc are introduced. A lot of TV channels are available at a touch of finger at the remote control; a boom in the field of electronic media. Pakistan is a developing country. It is also, under the spell of globalization. Communication and information providing devices are the necessity of this age. Pakistani society, generally and the people who use print and electronic media, particularly, are using these resources through language.

With the progress in science and technology, worldwide business and communication, the English language is the centre of attention and interest in Pakistan these days. People think it beneficial to have the mastery in it for achieving a respectable source of income, while working in the country and abroad. English is spoken and understood for communication purposes in the developed and developing areas of Pakistan most of the countries of the world.

English language is taught as a compulsory subject up to Bachelor of Arts/Science (B.A, B.Sc) level. The students study the subjects of science and IT in English. Spoken Urdu language of Pakistani TV (data obtained from the selected talk shows) is utilized in this study. It is observed that the language of educated and media related people have a strong impact of the

above mentioned factors, in case of Pakistani society. Consequently a code mixed Urdu language is observed.

When in a speech exchange, different languages, having their particular grammatical system or sub systems are mixed, it is called code mixing. Most frequently the alternation takes the form of two subsequent sentences, as when a speaker uses a second language either to reiterate his message or to reply to someone else's statement. It seems difficult to adjust in the environment of the area when one does not know its language well. It is observed that English language is used on international electronic media regarding sports, politics and economics due to the cultural and language globalization. It is spoken, read and written in Pakistan as it is part and parcel of government machinery in Pakistani i.e. education, law and order, economics and politics etc. It is seen that people mix the words of English language while speaking Urdu because this is considered to be a fashion in Pakistani society (keeping in view its prestigious status) these days.

This study also discusses the following aspects of Pakistani society.

- (1) Sociolinguistics
- (2) Sociocultural and socioeconomic background of the society.
- (3) The role/place of electronic media in the society.

Sociolinguistics deals with different languages/dialects of a society at a time. Its study includes the language/dialect of peculiar small groups where a certain format of a language is spoken and understood; the language/dialect of engineers, doctors, army persons and vehicle mechanics etc. In brief, it deals with dialect, sociolect, pidgin and creoles etc. The study of sociolinguistics is helpful, while the study of a language because it determines the condition that causes the particular language of a society.

The culture, economics and language are interlinked. They affect and change one another. Code mixing/switching may be seen as a way of conversation between the people who are in a

particular context. It is observed that people try to speak/select a language that is understood at their listener's part to avoid the communication gap. It is observed that doctors, engineers, students of arts and science, vehicle mechanics etc. speak a particular language/sociolect in their community. Sometimes their jokes with each other are not enjoyable outside that circle.

It is often seen that people speak different sociolects while living in the same community. For example when a doctor goes to a mosque and wants to raise a question to a religious teacher, he would have to ask it in an appropriate language for the occasion. He speaks a different language at home, at grocery shop, with patients and his colleagues. We can see code mixed Urdu language in this scenario also because it is the language of a particular class and spoken in a particular context, i.e. the selected talk shows, TV etc.

Selection of words from one's personal storage of words/lexicon changes according to the situation and occasion. Sociolinguistics determines when and why we speak what type of language. It is context bound. It plays an important part in determining the cause and effect of the role of speakers on their speech. It is observed that in a party of class fellows, people's gathering for any purpose, to convey the collective message to the workers by their boss etc. English or the code mixed Urdu is preferred and paid attention to. At the same time the English language (fluency, non-native accent) is thought to be appropriate for good subordination and bright future.

Television is the main source of electronic media. It is playing a main role in creating awareness in the society and enlightens the social and economic issues of the country. Television in Pakistan is successfully playing three-dimensional role of educating, informing and entertaining the public. In conjunction with television, internet is also a source of providing information and entertainment. The tendency of using English is also due to these communication sources.

Pakistani media does not seem to be immune to the influence of globalization. The language of Pakistani media is its clear example. National language of Pakistan is Urdu but the language of Pakistani media while presenting talk shows, discussions, for entertainment programs, is not Urdu in its pure form. English language is mixed with it and it has become urdulish now, losing its vocabulary/lexicon and particular grammar/syntax. This change is occurring at word level, phrase level, sentence level and discourse level.

This study is de-limited to the language of talk shows. For this purpose some talk shows (the detail of these talk shows is given in Research Methodology of the present research work) are selected and analyzed. The language of these talk shows has the code mixed/switched speech patterns. These speech patterns are studied and the contextual analysis of the talk shows is done. The data is shown with the help of tables and charts. It is also discussed and interpreted after the analysis.

Code mixing of languages to one another is not a new case in linguistics but in this research work it is analyzed with respect to modern electronic media of Pakistan (TV talk shows). The aim of selecting these talk shows is their popularity as information and entertainment programs. Some Pakistani researchers; Rehman (1996), Mansoor (1993), Rasul (2006) and Khan (2010) have done a useful work in the field of media and language. This study is an effort to analyze the language of talk shows (live programs), where speech is spontaneous and near to the natural one. The aim of this research work is to analyze linguistic as well as sociocultural dimension of code mixing. It will study three famous types of using the words of English with Urdu i.e. code mixing, borrowing of the words and code switching.

Quantitative and qualitative research methodology for analyzing the collected data is used in this research work. Quantitative methodology helped in this research work to develop the analytical, conceptual, and categorical components of explanation from the data itself rather than from the preconceived, rigidly structured, and highly quantified techniques. The finding of this research work is from the observation and analysis of the data recoded by the present researcher. The interpretive or qualitative approach is utilized in three ways: using one to verify the findings of the other; using one as the groundwork for the other; and using them in complementary fashion, to explore different aspects of the research question.

Statement of the Problem

Pakistani society is living in a world which is in the process of change in its different aspects i.e. science and technology, culture and communication resources. With the democratization and popularization of electronic media in Pakistan, it is observed that the media discourse has been exerting tremendous impact on the everyday conversational discourse in Pakistan. Urdu is showing an alteration in terms of its vocabulary and syntax due to language globalization. Pakistani TV channels show an impact of the English language on Urdu; code mixed/switched Urdu language.

Code mixing might be alarming for an active and living language like Urdu, starting from the induction of a lot of English words, suitable for the spoken Urdu language. The loss of a language may start with the loss of individual words but it may result into the loss of the whole language, which in fact means loss of all the cultural baggage attached with it.

1.2 Objectives of the Research and Research Questions

The objectives of this study are

- To consider the linguistic, social and attitudinal aspects of the language spoken by the participants of the selected talk shows. Sociolinguistic aspects; sociocultural, socioeconomic and sociopolitical condition of Pakistani society are discussed in “Introduction of the Topic” and “Literature Review” of this research work.
- The objective of this research is to see the state of Urdu language, particularly, when it is spoken, in the age of language and cultural globalization.

A useful work has been done in the area of code mixing/switching of different languages. This research work finds some sociocultural reasons for the mixing of English with Urdu after analyzing the collected data. This study shows different factors for speaking code mixed/switched language with the help of concrete examples.

The purpose of collecting the data from the selected talk shows is to observe the spontaneous language of people/participants from different fields of life. The data is analyzed quantitatively and qualitatively. The way of analyzing the data in this way addresses the following research questions and help to determine the “Finding of the Research” (Chapter No 6)

- (1) How does Urdu language of Pakistani electronic media show its dependence on sociocultural and socioeconomic background of the society?
- (2) What is the impact of Language Globalization on Urdu language, spoken by Pakistani electronic media, particularly TV?
- (3) How is code mixing of English language done in Urdu language?

1.3 Significance of the Research

This is a study of Urdu language (of TV talk shows) in a time of transition when the national/indigenous languages of Pakistan are passing through a considerable change due to Cultural and Language Globalization. This change is the product of modern electronic media. The matter of language of a society concerns the way of living of the people of that society. The students of sociology may get the benefit of this research work while studying the trends and impacts of Globalization Era in Pakistan.

This study highlights some factors for code mixing/switching of English language in Urdu language. This research work is an addition in the area of code mixing/switching of English with Urdu spoken in TV talk shows as it presents some factors, with concrete examples for the mixing of the English language in Urdu conversation. This research work may be helpful to fix the place of the Urdu language (the current Urdu language), culture, society and media in "language and cultural globalization era".

This research work may be beneficial for the researchers interested in the field of culture, media and language (national/indigenous language) of Pakistani society. The researchers in the field of psycholinguistics may get the benefit from the concrete facts and figures/finding of the present research work. Language (Urdu) policy makers may find it useful when make plans for the future of Urdu language in this age of modern electronic media and globalization era. While observing the impact of English language due to language and media globalization, this study suggests that Urdu and other indigenous languages/mother tongue(s) may be promoted at national level through the means of media. It is necessary to keep them alive as active languages.

The analysis of code mixed/ switched speech patterns (from three talk shows) show that what type of mixing of English language is done in Urdu language. The types of code mixing

may further be explored by the researchers/students of psycholinguistics and general Linguistics. For example, morphological code mixing is a new form of code mixing of English in Urdu language. It may open a field of research in General Linguistics. The “tree diagrams”, exploring the “deep structure” etc. of such type of language would be challenging a task.

This research work can be utilized to observe the role of culturally and linguistically globalization bound electronic media, particularly in the urban areas of Pakistan where such news and entertainment channels are mostly watched. It can be seen that how electronic media is working as a tool to bring a change in the Urdu language that is the National Language of 180 million people and their identity on the globe.

The present research has a concern with a society/nation that is living in the age of a change, where its language and culture are getting new vocabulary and shape (respectively) due to language and cultural globalization and media is a catalyst in this process. Identity of the nation is also an issue and this area can be explored by the researchers who are interested in this field. The present research will help those researchers as it is a study of the language of a society with respect to its electronic media (especially TV channels).

This researcher hopes that the present research in a particular area of sociolinguistics will open a field of research in linguistics for new Pakistani and foreign researchers. Those who are interested in sociolinguistic aspect of the current Urdu language may be benefited by the present research as this highlights some basic reasons for so grand a change in the language of a society.

This study suggests that Cultural and Language Globalization is a phenomenon, to be considered keenly by those who are working on language and culture in Pakistan. It can be seen

how it impacts the culture, economics, life style of a society etc. that is developing and utilizing information and communication resources of the modern world.

It is observed that the addressee of code mixed/code switched Urdu language (Pakistani TV talk shows) is literate person. Rest of the population does not understand what is presented in it because the language used here is code mixed/switched. This language has foreign vocabulary of sports, economics, agriculture, politics etc. This causes lack of communication between media and uneducated people and a gap between erudite and amateurish people. A trend towards national/local language can be accommodating to reduce this distance.

This research work may be helpful for the researchers of Preventive Linguistics in Pakistan who are interested in the preservation of different indigenous languages. These languages are besieged to continue to exist in the present age of cultural and language globalization/the age of media. The present research work may be helpful for the identity-conscious linguists who have ideological concerns with their language and culture. Research Methodology of the present research work may be supportive to them for the finding of their respective research work.

Summary of the Chapter

Introduction to the topic of the research work is given in this chapter. It is shown that what the background of English language is in Pakistani society, what its role is in the present Pakistani scenario and how is it used in Urdu language. A general topic, Current Urdu Language of Pakistani Electronic Media: A Synchronic Linguistics Study is particularized to Code mixing in the current Urdu language of Pakistani electronic media; a study of the selected talk shows. This chapter mentions objectives of the research work and research questions. Statement of the problem is that Pakistani society, while living in a world, which is in the process of change in its different aspects, i.e. science and technology, culture, communication resources etc. is in the phase of change/transition. Pakistani language also shows a change as it has an impact of English language through language and cultural globalization. Significance of the research is given in this chapter. It is mentioned that why this research is needed and how it may be helpful for the further research in the related area. The concrete fact and figures of this research may be useful information for the researchers of psycholinguistics, applied linguistics and Urdu language etc. It is needed to do research work and see the impact of English language on different languages in this cultural and language globalization era. Some researchers have done work in this area but the current language of talk shows is taken here to study. Some factors for speaking code mixed language are mentioned with the help of examples taken from the collected data.

The next chapter is named Literature Review. In this chapter the researcher intends to review the literature that is regarding: Bilingualism, Code mixing, Sociolinguistics, Psycholinguistics, Sociocultural, Socioeconomic state of Pakistani society and its effect on people's language, Language of electronic media, Language trends in Pakistani electronic media etc.

Chapter 2

Literature Review

This research work is a study of spoken Urdu language of Pakistani electronic media. It is delimited to code mixing of English in the Urdu language of the selected Urdu talk shows of some Pakistani TV channels. This chapter reviews literature of some sociological aspects which have a relationship with code mixing. It includes bilingualism, psycholinguistics, and discourse. A literature review of the relationship among language, media and society is also done here.

2.1 Code Mixing and Code Switching in Pakistan

Several scholars have attempted to define code switching and code mixing. To Rasul (2006) code mixing is a common term for alternative use of two or more languages, varieties of a language or even speech styles. Code mixing is the mixing of words, phrases and sentences from two distinct grammatical (sub) systems across sentence boundaries within the same speech event. Code-mixing is the embedding of various linguistic units such as affixes (bound morphemes), words (unbound morphemes), phrases and clause.

Code mixing is a term that is used in the field of sociolinguistics with relation to language variation. It is a linguistic strategy of bilingual or multilingual speakers that is made between two or more languages depending on audience, setting and purpose. According to Nilep (2006) code switching is the practice of selecting or altering linguistic elements so as to contextualize talk in interaction.

Referring to the different characteristics and features of code mixing, it can be defined in different ways. For instance code mixing occurs when during conversation, speakers use both languages together to the extent that they shift from one language to

the other in the course of a single utterance. In code -mixed sentences, pieces of one language are used while a speaker is using another language. These pieces of the other language are often words; however they can be phrases or clauses.

According to Kachru (1978), the motivations for code-mixing are primarily of two types, i.e. attitudinal and linguistic. However, to a certain extent, these two tend to overlap. It seems to him there are three motivations: role identification, register identification, and desire for elucidation and interpretation. The language which a multilingual person mixes contribute to placing him in the hierarchy of the social network in which he functions; code-mixing also marks his attitude and relationship toward the participants in a speech act and, consequently, the attitude of other participants towards him. The code-mixing of a South Asian language is seen with English. In attitudinal terms this is a mark of modernization, high socioeconomic position, and identity with a certain type of elite group. In stylistic terms it marks what may be termed a deliberate style.

In several studies, for example from Kachru (as cited in Ashcroft, Griffiths and Tiffin, 1995), it has been shown that in code mixing, for example, English is used to neutralize identities, one is reluctant to express by the use of native languages or dialects. Code mixing refers to the use of lexical items or phrases from one code in the stream of discourse of another. Neutralization is a language strategy used to unload a linguistic item from its traditional, cultural and emotional connotations by avoiding its use and choosing an item from another code.

Code mixing is a phenomena observed in spoken Urdu language of Pakistani. It is observed that people who have an access to electronic media and those who are

educated show both of these, by displaying hybrid language in their normal speech. For example, following is a case of code mixing:

M. Aamir (personal communication, March 18, 2011) claimed that there were two students of NUST Islamabad. One asks the other to drop her at the main gate (from their classroom). The other one agrees and says, "It's pleasing to help when no alternate is available". The other student responds that, "*ap ki baot mahrbani ji*, it's so nice of you; it was difficult to carry the luggage by foot."

In this conversation they switched to the Urdu language for a phrase that is commonly spoken to thank others, while rest of their conversation was in the English language.

Following is a case of code mixing:

M. Aamir (personal communication, April 09, 2011) claimed that it was a conversation between a supervisor and a clerk in a government department.

"Supervisor: fine *c aik* application *likh k laao mere paas*, fee concession *usska* topic *ho*, expedite!

Clerk: ok sir! *Pahlay* rough *bana k le aaon*, by hand?

Supervisor: *jaldi*, be quick!"

In this example both of them are speaking Urdu language and they mix English words/phrases in their sentences.

English is a favourite language in Pakistan due to its prestigious status culturally, politically and economically. It is the language of power discourse. The background (postcolonial, sociocultural, socioeconomic, sociopolitical, and cultural and language globalization) of the Pakistani society is a situation for using more than one language, i.e. mother tongue, National Language and English.

In upper class of the society, it is observed that people (in a particular circle) speak English most of the time and switch to Urdu sometimes, for sharing joke or when they wish to show a variety in their speech. For example, there are two businessmen, passing their leisure time. One of them objects to the habit of smoking of the other, saying, "Smoking causes a lot of fatal diseases." The other says, "I know smoking is injurious to health, but *kbi kbi dhuwaan nikaal leta hoon.*" At different occasions and in government/public sector departments, people mix English language in their conversation of Urdu/indigenous language or when they use the terminology of a particular field. For example, M. Aamir (personal communication, April 20, 2011) claimed that a bank manager said to a customer,

"ap ki cheque book preparing process main hay, jab head quarter se aai tou main khud call kar k aap ko inform karoon ga."

Kachru (as cited in Ashcroft, Griffiths and Tiffin, 1995) mentions that lexicalization from English is particularly preferred in the context of kinship, taboo items, science and technology, or in discussing sex organs and death. In Pakistani context, M. Aamir (personal communication, June 15, 2011) claimed that a teacher told his colleagues that, "*main Faisalabad ja raha hoon, meri mother-in-law ki death ho gai hay.*"

English language enjoys a prestigious status in Pakistan. Its prevalence and power in Pakistan is growing. This idea can be supported by Kachru (as cited in Ashcroft, Griffiths and

Tiffin, 1995), that "for many Pakistanis, English has become not only a practical necessity but also the language of opportunity, social prestige, power, success as well as social superiority."

According to Kachru (1978), "ideological, cultural and elitist power of English language, is vividly seen in Pakistan where people tend to switch from Urdu to English to create special effect." Urdu is the national language of Pakistan and one of the two official languages of Pakistan (the other official language being English). It is the most important language of literacy in the country. In the hierarchy of linguistic prestige, Urdu is placed lower only than English. In Pakistan, Urdu-English code switching/mixing is a common characteristic of educated Pakistani bilinguals. This sociolinguistic phenomenon makes a great contribution in the creation of new and non-native varieties of English. When two languages come into contact, not only the phonological features but lexical items and syntactic patterns also manage to filter across from one language to another.

Due to cultural and language globalization and its projection through electronic media, some foreign (English) words/vocabulary have been fixed in the Urdu language and it is observed that people use these, as they are received from outside and do not prefer their Urduised form. M. Aamir (personal communication, May 11, 2011) claimed that Urdu Terms of geometry (architecture), like mukhammas (pentameter), musaddas (hexameter), baizwi (oval), murabba (square) etc. are not much in use when asked by some students of 10th class but their parenthetic form (English terminology) is used.

The words from economics/commerce are „job, salary, pay package, business and garments etc. Import, export, pick and drop are the words from economics/commerce. The words from politics are democracy, rally, press conference, vote, registration. The vocabulary from culture, fashion and food are handsome, shorts, cap/hat, season cut, French cut, Russian salad, Chinese rice, fast food, and burger/sandwich. The words from sports are, world cup, champion

trophy, maiden victory, stadium and penalty. Some of cricket's terminology is presently used in politics by Imran Khan, a politician, who has been a captain of Pakistani cricket. For example, *ham syaasi pitch pe sab ko hara dainge*, „*hmaalray bouncers ka koi mukaabla nai kar sakta* etc. Electronic media, culture and language are interlinked with each other. They are in an interesting combination in the society which is in the media age.

2.2 Language, Media and Culture in Pakistan

Culture is the product of some customs and values. It changes with the passage of time and brings innovation in its people. The tool of language accompanies it. The discussion about language and culture is necessary here because it is the study of a language which is getting newness and it is the language of modern electronic media of Pakistan. According to Wa Thiongo (as cited in Ashcroft, Griffiths and Tiffin, 1995), "Values are the basis of a people's identity, their sense of particularity as the members of human race. All this is carried by language." He further says that culture is almost indistinguishable from the language that makes possible its genesis, growth, banking, articulation and indeed its transmission from one generation to the next. Languages as communication and as culture are then product of each other. Language is thus inseparable from us as a community of human beings with a specific form and character, a specific history, a specific relationship to the world.

The language(s) spoken in a society/community has a particular past. Its recent shape is the outcome of a gradual process of time, i.e. the economic, cultural, political state of the society. For example, the Urdu language absorbed the Persian, the Arabic and the English words/terminology to fulfill the social, political, economic, diplomatic demand of its speakers. Pakistani society has a colonial background. The English language therefore has an impact on the Urdu and vice versa. "Dacoits are looting the caravan in the jungle" is a sentence of English. It has dacoits, loot, caravan and jungle from the Urdu language.

Science and technology brought newness to the world. It has changed the life style of the people who have access to it. As a result people and nations came near each other for the transfer of ideas about their discoveries for economical purpose in the shape of import and export. Information and communication resources have connected the world in a web. It has eased the business/commerce; modernized the culture, pluralistic approach in politics, saved the time regarding connection among individuals and departments (national and international). Language is a tool of communication for all this. The electronic media, i.e. internet, cell and satellite phones, television etc. is projecting language and cultural globalization. The Urdu language, like other substances of the society, i.e. politics, economy, culture, life style of people, is also in process of change.

According to Rasul (2006), "Media, language and society are interrelated and make a triangle. In the modern world of growing communication, electronic media and society are closely and significantly related to each other." Language is the medium of interaction between electronic media and society. In this context television is an effective mode for bringing about social change.

Those who are cognizant of their physical and mental health are fond of recreation. But with the passage of time and the induction of television, cable network across the continents, cell phones, internet as the information, recreation and communication resources, life style of the people and the way they enjoy their leisure hours is changed. "Televiewing" has become a worldwide phenomenon and Pakistani society is no exception in this regard.

Regarding the language of media, Pervez (as cited in Rasul, 2006) asserts that it is closely connected with media since media uses language as medium of expression; and the kind of language it chooses is significant in determining its impact on people and society. On the other hand, the language of the media helps in determining the status of that language in the society.

Code switching and code mixing of English language in Urdu on electronic media, especially TV, is the result of the particular schooling (medium of education). It has a concern with socioeconomic background of the society. When the people who are the product of this socioeconomic background come to different TV channels they speak a mixed language. It seems socioeconomic background has a link with the language of the society.

According to Rasul (2006), a very interesting aspect of language use on television is the creative mixing of language. This creative code mixing can be heard in dramas, talk shows, panel discussions and music programs as characters, presenters, guest speakers and participants all use this mixed language freely and frequently.

Language, cultural and media globalization have caused a remarkable change in the day to day language of Pakistani society (educated and media related people). The blending of different languages is a very significant feature of the current socio-cultural scene of Pakistan. This linguistic homogenization may lead to the creation of complex linguistic forms on the one hand and on the other hand, may cause a shift in the speakers of local languages from their local/first languages to languages that enable them to scale the ladder of social uplift. The role of Pakistani media, especially television, cannot be overlooked in this process of language change and shift.

While discussing Pakistani TV, Rasul (2006) states that the pervasiveness of English in all types of media, particularly on television is a noteworthy feature of Pakistani media today. Pakistan television is playing a highly significant role in the rapid spread of English and it reflects the socio-cultural prestige factors attached to English in our society. Rasul (2006) further says that "the two interrelated processes, language globalization and media globalization have added to the prestige factor attached to English which in turn gives an unprecedented boost to the use of English in media." The use of English is increasing day by day, and is reflected through a variety of ways how language is used. A significant increase in the use of code switching and code mixing in talk shows, panel discussions, dramas, music programs and advertisements can be noticed.

Chapman (2000) holds that when we are going to study a language then it is necessary to study the minds of people who speak it. While describing a language we are inevitably describing something of the minds of the people who speak it. Bloomfield (as cited in Chapman, 2000) claims that the only useful generalizations about language are inductive generalizations. By this he means that the only legitimate method is to observe language data and draw conclusions from these observations. The inductive scientific method is one which looks at a range of the available empirical evidence, and arrives at general conclusions.

Society and its language are interlinked and inter dependent to each other. The language of a society is the outcome of its sociocultural, socioeconomic and sociopolitical situation.

Language

is helpful in presenting the culture through different mediums, i.e. literature, architecture, fashion, life style etc. Sociolinguistics is the study of the effect of society on its particular language.

Speaker, listener and situation of the conversation have an important role in sociolinguistics, as the language changes its shape (while living in its well defined boundaries), context-wise.

It is seen that people come across different situations in their day-to-day life and they speak different dialects/languages according to that situation. Sociolinguistics deals with these situations when people change their speech pattern, context-wise. The present research is related to the language of Pakistani electronic media (talk shows of some TV channels), particularly. These talk shows are supposed to be presented in Urdu language. The participants (anchorman, guests and live callers) of these programs mix English in the Urdu language.

2.3 Bilingualism and Pakistani Society

A discussion about code mixing/switching contains a view of two languages, at a time (in a discourse), in an indefinite proportion to each other. Therefore this discussion (when we talk about a language spoken on TV or outside it) touches bilingualism as well. People in Pakistan, especially those who live in big cities for jobs or education, speak two languages mostly. These are English, Urdu and any indigenous language. These are official, national language and mother tongue respectively.

Bilingualism is "a feature not just of individuals, but also of societies. Societies in which two languages are used regularly, or in which more than one language has official status or a recurrent functions, can be called bilingual" (bilingualism, n.d.). Bilingualism is often the product of second language (L2) learning after the first language (L1) has been acquired - either through no tutored exposure or through instruction. Individuals can become bilingual at any age, depending on when the need to learn the L2 emerges. Bilingualism often persists for several generations. Therefore there is little indication that code switching is merely a deviation from monolingual norms that will soon disappear. On the contrary, with the increasing displacement of formerly

stable population and the growing ethnic diversification of metropolitan centers, the communicative uses of code switching are more likely to increase than to decrease.

Bilingualism is found in the societies where two languages are understood and used in spoken and written form. The language is used to convey one's point of view (message). There are bilinguals who are naturally exposed to two languages and sometimes there are by-effort bilinguals (who use the second language due to different social situations/motivation). When one is supposed to be a bilingual then, proficiency-wise, one (he/she) passes through different stages. This process of sending and receiving language for communication is categorized according to listening, speaking, reading and writing capability.

Pakistani society is exposed to different regional languages. It is observed that there are people who can communicate in more than two languages at a time, i.e. the indigenous language (as mother tongue), Urdu (as national language) and English (as official language etc.). The big cities of Pakistan are centers of business and commerce, information and communication resources or electronic media. Here Urdu and English are link languages and used for conversation.

English language is learnt in Pakistan from the initial/primary level of education to higher education level, as it is the medium of education in government and public schools, colleges and universities. There are some institutes that teach English language separately and make students' perceptual power possible, especially in listening and speaking. Mastery of English language keeps opportunities of good jobs in Pakistan, in foreign countries and a secured future. This

socioeconomic situation in Pakistan, with other sociocultural situations (speaking of English for prestige, the language of advancement in the society, the language of international fashion,

architecture and life style etc.) has made people interested in speaking English and the society, bilingual one.

It is observed that bilingualism of different kinds is found in Pakistan. People of this society learn any second language (after their mother tongue) as it (Urdu and English) is necessary for their schooling (from the very early age). After getting the required education (requirement varies from person to person), in the practical life for earning their being, they need to have a good communication approach in any second language (Urdu and English in most of the cases). At some stages they are good in listening and at others they start reading, writing and speaking. This capability varies from individual to individual according to his/her exposure to that language. Sociolinguistics determines the reason for speaking language(s) in a particular situation.

2.4 Sociolinguistics

Psychology of the members of a society plays an important role in utterance of the words (language). Our speech goes through a psychological process in a discourse. The reason behind one's speaking a language correctly is his/her competence of that language. Native speakers, as they are exposed to their native tongue, automatically master the grammar/syntax of their very language. The process of speaking a language consists of lexicon (one's internal/mental dictionary), syntax (sentence composition) and semantics (meaning of the words). Initially the sentence made for speaking to an addressee is in crude shape. Then it passes through an internal finishing process and comes to the surface (spoken form). Now it is well prepared product for active conversation. The form of a surface sentence needs competence, and its function needs motivation (why he/she is choosing particular words for a particular sentence), at speaker's part. This step of uttering the sentence in a particular situation touches the boundary of

sociolinguistics. The motivation for a conversation is important while a study of code mixed language.

Class and occupation are remarkable language markers in one's social life. These impose a consciousness in an individual to speak a certain language or dialect, required in that community, class and occupation. Sociolinguistics is interested in the language that is the product of a particular sociocultural, geographical and economic background.

Labov (as cited in Chapman, 2000) has shown that social aspirations influence speech patterns. This is also true of class aspirations. In the process of wishing to be associated with a certain class (usually the upper class and upper middle class), people who are moving in that direction socio-economically, will adjust their speech patterns to sound like them. In this regard discourse has an important role to shape the language of the participants.

2.5 Discourse

Context is a situation which drives the participants of a conversation to speak a specific language. Register and sociolect are the outcome of a particular context. Context has an impact on discourse. According to Hawthorn (as cited in Mills, 2004), discourse is a linguistic communication seen as a transaction between speaker and hearer, as an interpersonal activity whose form is determined by its social purpose. Text is linguistic communication (either spoken or written) seen simply as a message coded in its auditory or visual medium.

According to Kachru (as cited in Ashcroft, Griffiths and Tiffin, 1995) English language is a tool of power, domination and elitist identity and of communication across continents. Although the era of the White man's burden has practically ended in a political sense, and the Raj has retreated to native shores, the linguistic and cultural consequences of imperialism have changed the global scene. English has become an integral part of this new complex sociolinguistic setting. The colonial Englishes were essentially acquired and used as non-native

second languages, and after more than two centuries, they continue to have the same status. Oral orders and instructions are also passed in English language, to show the authority in bilingual community. In post-colonial terms, it can also be seen in inferior/superior or master/slave relationship.

According to Mills (2004), Critical linguists have tended to be similarly concerned with the power relation and the way it shapes the production of utterances and texts. She further writes that discourses structure our sense of reality and our notion of our own identity.

English language is gaining the ruling status in Pakistan because it is the language of ruling class here. The work done on documents of leading (national and international) departments is in English language.

Pakistan is a developing country. At this stage, it needs to grow economically. People in different fields are working according to the demands of their departments for the development of their respective field of employment and for Pakistan, ultimately. Language plays an important role in all this as it is a link between worker and the supervisor for passing the instruction and conveying the orders. If there is any misperception and lack of communication between employer and the employee, the result might be upside down and the output may not be up to the required standard.

Quickness, being strong, smartness, meaningful activity, celebrating heartily, and success is the discourse of today's politics, culture and economy/business/commerce, throughout the world and in Pakistan, as it is the way to progress and survive the beings of

nations/societies. Language is the source to convey these discourses in their respective fields, i.e. offices, work places, individuals and to the masses. These have become part of people's lives and obvious from the developing/developed cultures of different societies. These discourses are preferences and values for respectable position on the globe. This discourse creates a code mixed language in the context of Pakistani society.

Summary of the Chapter

This chapter contains the relevant literature to this research work. This literature helps to point out some of the various possible reasons why English language is used while speaking Urdu. It shows the condition of bilingual societies and their tendency towards speaking more than one language. The literature about discourse and psycholinguistics is also included as it is relevant to the spoken language of a society. Furthermore, the relation between language, media and culture is given in this chapter. The literature review of the discussed sociolinguistic aspects of Pakistani society helps to understand the phenomenon of code mixing in the selected Urdu talk shows of Pakistani TV channels.

The next chapter is Research Methodology. The present researcher collected the data from selected talk shows. This data is the code mixed/switched speech patterns/language used by the participants (anchorpersons, guests and live callers) of these talk shows. In this chapter he has mentioned the methodology used to utilize the collected data. Qualitative and Quantitative approach is discussed in this chapter as both of these are used for this research work.

Chapter 3

Research Methodology

This chapter describes the data collection and the research methodology, utilized for the analysis of the collected data. This is followed by the description of data categorization procedure. Finally, this chapter indicates how the collected and categorized data will be analyzed.

The programmes, taken as the sample are, "Ye Subah Tumhaari Hay" by Juggen Kazim, "Noor Morning" by Noor and "Capital Talk" by Hamid Mir. These are presented on "Express News", "PTV Home" and "Geo Super" respectively. These talk shows can be considered the representative of the currently spoken Urdu language because these have anchorpersons, participants and live callers from a variety of departments of life.

Video recordings of the selected talk shows were a tool to collect the data. The conversation (shown in appendix A of this research work) in these talk shows includes politics, sports, fashion, law, business, showbiz and cooking. The video recording is available at the websites of Express News, Geo News and PTV News. These are available on a CD also. The selected talk shows were watched one by one and the code mixed/switched instances were noted down. The data was collected from these instances. It was in the form of code mixed Urdu sentences (appendix A) and English words, taken from the code mixed Urdu sentences (shown in appendix B of this research work) spoken by the participants.

Studies during the past few decades were mostly concerned with the sociolinguistic patterns of code mixing and code switching. Such as Hymes, Pride

and Holms and Hudson (as cited in Rasul, 2006) mainly dealt with setting, topic, domain and participants. The same is done in this research work as the selected talk shows have a proper setting, topic, domain and participants.

For the linguistic analysis of the data, the basic frame work was taken from Kachru (1978). He has analyzed the process of code mixing in India by using certain divisions of the code mixed/switched words of English. Due to close similarities between Urdu and Hindi languages, as well as sociocultural background of code mixing of these languages with English, same frame work is used in this research work. However, the frame work is adapted to meet the needs of the present research work.

According to Kachru (1978) the motivations for code-mixing are primarily of two types, i.e. attitudinal and linguistic. However, to a certain extent, these two tend to overlap. It seems to him there are three motivations: role identification, register identification, and desire for elucidation and interpretation. The language which a multilingual person „mixes“ contribute to placing him in the hierarchy of the social network in which he functions; code-mixing also marks his attitude and relationship toward the participants in a speech act and, consequently, the attitude of other participants towards him. The code-mixing of a South Asian language is seen with English. In attitudinal terms this is a mark of modernization, high socioeconomic position, and identity with a certain type of elite group. In stylistic terms it marks what may be termed deliberate style.

The collected data which is in the form of code mixed Urdu sentences is analyzed according to role identification and register identification of the participants of the selected talk shows. Concrete examples of these factors are presented from all the selected talk shows.

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Quantitative and Qualitative research methodology is used for the analysis of the collected data for this research work. The quantitative aspect of this research deals with the categorization of data under certain linguistic and sociocultural categories and counting of items falling in each category to help in comparative analysis of items falling in various categories. The qualitative dimension of research focused on the detailed analysis, discussion and interpretation of this categorized data to look into the processes of code mixing and language hybridization.

The linguistic categories of the collected data are:

- (1) Word Level Code Mixing
 - (a) Single Word Code Mixing
 - (b) Compound Word Code Mixing
- (2) Phrase-level Code Mixing
- (3) Sentence Level Code Mixing
- (4) Morpheme Level Code Mixing

Furthermore, after analyzing the conversation of the participants of these talk shows, it is seen that the words of English language are spoken from different fields of life i.e. politics, fashion, showbiz, sport and business. Following are three types of English words/vocabulary which are found in Urdu conversation of the selected talk shows.

- (1) Induction of English vocabulary of different occupations, i.e. Social/Culture (fashion, cooking and sports) and politics vocabulary
- (2) Borrowed vocabulary of English

(3) Electronic media, science and technology vocabulary

All of these types of English words are spoken due to register identification of the participants of the selected talk shows. These words are discussed in detail in the contextual analysis of the collected data in chapter 4 of this research work. The examples of these English words are given from the collected data. Furthermore, these are shown in tabular form with respect to the three selected talk shows separately. There are some words which are spoken due to the role identification of the participants of the selected talk shows. These are also discussed in detail in "Data Collection and Data Analysis".

The collected data is analyzed in a way that it answers the following research questions:

- (1) Does Urdu of Pakistani electronic media show its dependence on sociocultural and socioeconomic background of the society?
- (2) What is the impact of Language Globalization on Urdu language, spoken by Pakistani electronic media, particularly TV?
- (3) How is code mixing of English language done in Urdu language?

Summary of the Chapter

Qualitative and quantitative approach is used to interpret the data, collected from the selected talk shows. Quantitative method is used to show the number of occurrences when English language is used in Urdu conversation. Moreover, „context analysis“ of the collected data is done to see the status of the code mixed English words in the particular

setting, topic and participants. Both of these approaches helped the researcher to analyze the collected data as these go near the sociocultural and attitudinal aspect of the selected talk shows with concrete facts and figures of the code mixed words.

The next chapter is Data Collection and Data Analysis. Collected data and the way of analyzing the data will be described in this chapter. Interpretation of the collected data is done with the help of tables.

Chapter 4

Data Collection and Data Analysis

This chapter describes the collected data and the analysis of the collected data. The collected data is in the shape of code mixed Urdu sentences and English words taken from the code mixed instances of the selected talk shows. It is analyzed by considering the linguistic and sociocultural aspect of the spoken Urdu of these talk shows. The detail of the way, this collected data is categorized and utilized, is given in this chapter and it is shown with the help of tables.

The collected data which is in the form of code mixed Urdu sentences was analyzed according to Kachru's theory (see page 18 of this research work) about code mixing of languages in each other. This theory opines that register identification and role identification plays a sound part in this regard. After the analysis, here are presented some examples from those code mixed Urdu sentences which show that role identification and register identification play an important role for the code mixing of English in Urdu.

Role Identification and Register Identification in the Context of TV Talk Shows

TV talk shows (the selected talk shows) are a forum where the participants are the representatives of their professions. The selected talk shows have the participants (anchorpersons, guests of the talk show and live callers) from different fields of life. They are from politics, fashion, showbiz/entertainment, business, cooking, sports and career planning. It is a situation when they try (with a desire for elucidation and interpretation) to present themselves in an impressive way because they are on air (live talk show). Their role (role identification),

generally and particularly in the talk show necessitates a language which is liked due to its authenticity i.e. having the words/vocabulary of English from their particular profession (register identification). This code-mixing also marks their attitude and relationship towards the participants in a speech act. Following was the conversation, recorded after watching the video recording of the selected talk shows. It is presented here as the "Collected Data". The research study is done on this data. The words of English are underlined.

The Collected Data

The Recorded Conversation from "Capital Talk"

Aap ko ye batain nazar aati hain k ye cheezain sponsored hein.

Main ne ye kaha hay k wo aik Washington based top diplomate hey.

Aap categorical baat na karain.

Pichlay 20, 25 saal mein establishment ki line tow ki.

Jo culture pahlay bana howa hay uss mein tabdeeli ho gi, or koi interest nai hey.

Apni hakoomat k baad 2 care takerain hakoomtain bhi aap ne bhugtaai hein.

Awaam jis ko chaaey elect karay.

Kuch shakhsyaat k baray mein speculation ki ja rai hey.

Ap ka jalsa establishment ka sponsored show tha.

Ye ap k opponents k alfaaz hein.

Ye log corrupt status co ko bacha rahay hein.

Jo un k sab se credible MNA hein.

Jalsay mein baot enthusiasm tha.

Mein barhay arsay se kah raha tha k election sweep karain gay.

Un ki party ne dry cleaning plant laga rakha hey jahan logon ko clean karain gay.

Chaudhary sahib ka jo humour hey wo sab jantay hein.

Sab se zyada maal leadron ne banaya.

Main kyon kahta hoon k asaasay declare karo.

Meri sari endorsement bahir thi.

Mein apnay zamanay ka highest paid cricketer tha.

Mera sara paisa banking channel se aaya.

Aaj kal baot zyada criticism ho rai hey.

Wo aik nihayat aasan target hein.

Ham siwaaey public mandate k kbi power main nai aaen gay.

Corruption k hawaalay se in ki baot barhi campaign chal rai hey.

Corruption, modern capital system ka hissa hey.

Corruption sirf control ki ja sakti hay, marginalize ki ja sakti hey.

Teesri dunya k jo heads hein un ka maal bahir parha howa hey.

Corruption itni minimize ho jati hey k mulk ko tang nai karti.

Sitting ministron ko un k aazad NAB ne pakrha.

Iss pe qaaboo pana koi rocket science nai hey.

Qaum hamain confuse nazar aa rai hey.

Kya wo disqualify ho saktay hein?

Supreme court ne NRO ka review petition mustarad kar dya.

Supreme court ka decision implement karna aap ka farz hey.

Accept krna tou lazmi hey.

Rule of law khatam ho jae ga tou anarchy aa jae gi.

I don't know k kya ho ga?

It depends upon Switzerland.

Kal prime minister ko letter issue kar dain gay k contempt of law tou kahan jaen gay?

Supreme court ne judicial restraint ki intiha ka muzahira kya hey.

Khat likhna ain naguzeer action hey.

Ye embarrassment wali baat hey.

Aga aap letter likh dain gay tou ye case revive nai ho ga.

Ye qaum suffer kar rai hey.

Ye khat sirf aik shakhs ki zaat ko effect karta hey.

Am I long to implement the order or not?

Final order of the court must be implemented.

Everybody is bond by the court.

The recorded conversation from "Noor Morning"

Husband bachon ki schooling ka zimadaar hey.

Jab tak bacha baaligh nai ho jata father ne ikhraajat ko maintain karna hey.

Khud likh k de dya hay k divorce k baad ap ki custody main rahain gay.

Ye aapas ki mutual understanding hey.

Ye aik aisa contract hay jo wide hey.

Agar ap aisi condition rakhain jo natural nai hey.

Mujhay pata hey k main powerful hoon kyon k ye mera right hey.

Ji welcome back, mere sath jo guest hain wo kisi taaruf ki moataaj nai.

It's a pleasure having you in my show.

Ham logon main ye tendency hoti hey k sab kuch manage kar sakain.

Syasat main aanay se insaan isolate ho jata hey.

Agar ap kisi political party main jaen tou asoolon pe compromise karna parhta hey.

Abi jo system chal raha hey, right now, problem he problem hein.

Kuch tajarbay barhay disappointing b howay.

Aurat k lye barha tough time tha, specially coming out of the house.

Obvious, you were the leader, jo iss pe bolay thay.

Main barha acha feel kar rai hoon k wo hamaray set pe aae.

I am meeting Tariq sahib first time. Seriously? Off course!

Hamain ap se mil k aik energy si milti hey.

Aaj main aap k lye fast song gaaon ga.

Aaj hamaray yoga k saaray steps, stomach k lye hein.

Straight back, aap ki back upright ho, after warm up, warm up k lye just relax karain.

Three time karain gay iss angle ko aur last time again.

Now aap bilkul straight, floor per and I clear normal breathing and relax.

Jab aap ne inhale karna hay tou apni belly ko andar ki janib khenchna hey.

First of all tou main zaroor chaaon ga share karna.

Career aik root hey, aik way hey aur it's just like a vehicle.

Agar career planning ko in simple words aur easy karna chaaen tou ye aik occupation hey jo ham apnay lye select kartay hein.

Study main direction dene ki zaroorat hey.

Ham in ko guide kartay hein k aanay waali zindgi ko successfully kis tarah le kar chalna hey.

Developed nations aur developing nations main major missing link he yahee hey.

Main iss hawalay se baot thoughtful hoon.

Ye discuss karnay k lye baot important factor hey.

Ye karna chaahtay ho tou we'll help you for that.

The Recorded Conversation from "Ye Subah Tumhaari Hay"

Ham baot he khoobsoorat, baot talented, lollywood ki queen k sath baithay hein.

Hamaray young fans k mummies aur daddies k lye mega gifts hain.

Ye gift ap ko best question of the month pe milay ga.

Mera aik main point hey.

Iss ko roast kar k wrap kar k dabbay main band karain gay tou apni steam se ye khrab ho jae ga.

Baot in deep ja k wo direction dete thay.

Aap ko personal level pe jan'na aik pleasure bhi tha aur aik honour bhi.

Aur finally ap khush rahain or baot success milay ap ko.

Ham log differen different qisam ki dishes ap k lye tayyar kartay hein.

Barhi fast and furious (joke) cooking ho rai hey yahan.

He was so excited but job nature kuch aisi thi k jana zaroori tha.

Vegetables main hamaray paas potatoes aur shimla mirch hey.

Thorha sauce dalain gay and then it'll become ready.

Thorhay se garlic k pieces kar k daal dye.

Inn ko scare nai karna, itna barha competition nai ho raha.

Ap ki begum ka favourite colour kon sa hey?

Jab main un k against chalta hoon tou baot zyada ghussa aata hey unhain.

Family k sath outing pe janay ko baot like kartay hein.

Agar ap ne koi successful business karni hey tou ap ki team ki capability theek honi chaaeye.

Ham different aspects ko le kar chaplain tou ye theek rahay ga.

Ap k multi brand store k peechay concept kya tha?

Ladies ki jo shopping needs hain wo ham one stop pe poori karain.

Ye kaprhay day wear hein or fresh colour hein.

Ham ne un ki variety poori karnay k lye store within a store banaya.

Ye jo hamaray anchor hein un ka amazing sense of humour hey.

Pakistan aanay ki sab se barhi waja ye hey k my grand father was born here, my father was born here.

Main baot judgmental diet use karta hoon.

Generallt, normally, fish khata hoon haftay main teen baar.

Ham ne kal b ap se second muharram se related chand batain ki theen

Ham zara focused baat karnay ki koshish karain gay, hamaray sath audience bhi hein aur live callers bhi.

Agar aik do loud speakers ki aawaz aapas main clash hoti hey tou kesa hey? Iss muamlay main mujhay clear kar dein.

The collected data shows that a number of code mixed words of English are the vocabulary of a particular profession (register) and some words of English are spoken when the participant is playing a part (role) in the talk show. Role identification makes a situation for the participants to speak the English words which are not from a particular profession. In attitudinal terms this is a mark of modernization, high socioeconomic position, and identity with a certain type of elite group. Interest, criticism, minimize, confuse, accept, suffer, effect, maintain, powerful, isolate, disappointing, feel, successfully, clean and humour are the examples of this category of words (taken from the collected data). The words of English which are spoken due to the role identification are not from a particular profession and some of them are borrowed words of English (examples are shown in the tables below). The other two categories i.e 1 and 3 have the words spoken due to the register identification of the participants of the selected talk shows. It is obvious from the collected data that role identification and register identification play an important part for speaking a code mixed language.

The words of English collected from the above conversation are categorized in three types and shown in the tables, a, b and c under a heading „Context Analysis“. This is the vocabulary of a particular profession (register) and is spoken when the participant is playing a part (role) in the talk show. The detail is given at the start of each type, i.e. Analysis of Code

Mixed/Switched Speech Patterns (level-wise code mixing of English words in the language) and Context Analysis (factor-wise code mixing of English words in Urdu language).

There are two types of tables. One is for “Analysis of Code Mixed/Switched Speech Patterns” and the other is for “Context Analysis” of the code mixed instances. These tables are numbered as 4.1a, 4.1b, 4.1c and 4.2a, 4.2b, 4.2c respectively. “4.1 series” shows level-wise code mixing of the English words in the Urdu language. “4.2 series” shows factor-wise code mixing of the English words in the Urdu language. Some examples are shown on both types of tables while analyzing the data by two ways, i.e. 4.1 and 4.2 series. Furthermore, the analyzed data is shown with the help of a graph (4.1 d) and a pie-chart (4.2 d). It is not possible to show all of the collected data on the tables. Therefore rest of the data is in Appendix A of this research work.

4.1 Analysis of the Code Mixed/Switched Speech Patterns of “Capital Talk”

Hamid Mir presents a talk show „Capital Talk“. The topic of discussion of this “talk show” is “Politics”. The conversation among the participants of this talk show has the words of English language. This researcher has categorized these words of English as word-level code mixing, phrase-level code mixing, sentence-level code mixing (code switching) and morphological code mixing. Following is the detail of all of these levels and then the examples (from Capital Talk) of all of these levels are maintained on a table.

(a) Word-level Code Mixing

There are two types of Word-level code mixing:

(i) Single Word Code Mixing

“Word Level Code Mixing” is the use of single words of English in the Urdu conversation. It is the most common type of code mixing that is seen in Urdu sentences generally and in this program particularly. For example, in an Urdu sentence spoken by a politician in “Capital Talk”, “*ham apnay opponents k sath problems ko dialogue k through hal karain gay*”, spoken in the context of politics, opponents, dialogue and through are English words. It is a word-level code mixing.

(ii) Compound Word Code Mixing

This code mixing is the use of two words of English together. This combination of two words resulted in a compound word. There are some instances when the participants did this type of code mixing also. For example, in the context of fashion, there was a dialogue in the selected talk shows: “*hamaray store main different design k clothes hein*”. In this sentence different design is compound word code mixing.

(b) Phrase-level Code Mixing

It is seen in the talk shows that sometimes there is a use of English at phrase level while speaking Urdu language. For example, the participant said in a dialogue: “*all over the world yahee hota hay k career ko baot seriously plan kya jata hay*”. In this sentence all over the world is the example of phrase-level code mixing.

(c) Sentence-level Code Mixing (Code Switching)

It is observed while watching the selected talk shows that sometimes the participants spoke full sentence of English while conversing in Urdu. The example of this type of code mixing from the talk shows, in the context of politics is, “you need to re-assess and re-evaluate the terms of

cooperation” and in the context of culture, it was once announced by an anchorperson:

“hamaray agray show main film star Naghma will be with us naazreen!”.

(d) Morphological Code mixing

This type of code mixing of English and Urdu is observed in the selected talk shows when the speaker mixes a morph of one language in the word/morph of another language and creates a new word that neither belongs to the one nor the other language. For example, in a dialogue of this program, it was said

“ham ne apnay tamaam ministron ko instructions pass kar di hein”. In this dialogue, the word “ministron” is the mixture of “minister” (English language) and “on” (an Urdu morpheme to pluralize nouns) and in English it is translated as “ministers”. Another word is found in context of a political discussion in Hamid Mir’s second program that is, “Caretakerain” from the dialogue, *“aap uss waqt be mazay kar rahay thay jab*

Caretakerain hakoomtain theen”. Here “caretaker” is from English and “ain” is a morpheme from Urdu that is used to make plural of the singulars. This word means “caretakers”. This type of code mixing is found in a very little number. Therefore it is not given a place on the table where the examples of other types/levels of code mixing are presented.

(e) Use of Abbreviation

Abbreviations are also found in the recorded talk shows. These have got fixed in the Urdu language and have no Urdu form. These are also not shown on the table. The examples from the four programs are:

NAB, NATO, MNA, MPA, NRO

The following table shows the code mixed words of English language sorted out from the collected data from “Capital Talk”, hosted by “Hamid Mir”. This is called the „level-wise code mixing” of English words in Urdu conversation in this research work.

Serial No	.Program	Word-Level Code Mixing	Phrase-Level Code Mixing	Sentence-Level Code Mixing (Code Switching)
1	Examples of Code Mixing from Program 1	Speculation, establishment, opponents, corruption	Status co participants, credible MNA, political parties, clean governance, income support program,	
2	Examples of Code Mixing from Program 2	Sponsorship, clear, piece, categorical, establishment	Washington based, top diplomat, line tow	
3	Examples of Code Mixing from Program 3	Conference, review, parliament, onward, exceptional	National security committee, part of the problem, all over the world, terms of cooperation and collaboration	You need to re-assess and re-evaluate the terms of cooperation, We would like to take the recommendation of the party, You would need to draw the line, What you want from America
4	Examples of Code Mixing from Program 4	Confuse, disqualify, implement, criticize, anarchy	Review petition, judicial restraint, federal government	This is simple, Am I long to follow the order or not, implement the order or not?

Table 4.1a: Examples of the level-wise code mixing of the English words in the Urdu language from "Capital Talk"

Calculation from the analyzed data shows that word-level code mixing is done 45 times in this program. Compound-word code mixing is done 21 times in this program and sentence Level Code Mixing/Code Switching is done 6 times in this program. Its further detail is given in the chapter Finding of the Research which shows the percentage of all of these types of code mixing with respect to the total number of code mixed instances.

4.2 Context Analysis

According to the nature of talk shows the speech of the participants is spontaneous as these are live programmes. The topic of the conversation changes from program to program but

the setting remains the same. The words of English, sorted out from code mixed instances are separated under the following categories.

(A) Induction of English words of different occupations, i.e. social/culture (fashion, cooking and sports) and politics vocabulary

(B) Borrowed words of English

(C) Electronic media, science and technology vocabulary

Here context analysis means the analysis of a conversation according to its context (TV talk shows). A further study (context analysis) of these programmes was done with reference to these categories

4.3 Context Analysis of “Capital Talk”

Politics is the topic of discussion of this talk show. The participants of this talk show are politicians representing different political parties of Pakistan. Their conversation is about the current political situation of the country. This conversation has the use of English words from different related fields as social/cultural words, sometimes words from the field of sports and fashion etc. Context in this regard is very important because it produces an environment which makes the participants speak a particular language.

Here is the discussion about the programs on the basis of three types of words given in „Context Analysis“ as A, B and C.

(A) Induction of English Words of Different Occupations

There are a lot of English words belonging to this type in Urdu conversation of these talk shows. The language of the participants shows the modernity and newness when they use foreign/English terms of politics, law, foreign policy etc while conversation in Urdu language. It seems that their language has an

influence of imported knowledge that reached Pakistani society through English language. The knowledge and information of these fields are available in English language in books and on internet because it is a language of communication at global level. For example, "establishment", "leadership", "table talk", "columnist" are the words, spoken in this talk show in the context of politic.

(B) Borrowed Words of English Language

It was observed that some words of English language have got fixed in Urdu language. The occasions on which such words are spoken are not fixed but in the everyday common Urdu/any indigenous language, these are spoken. Urdu alternates of these words are available but still they are preferred by the speakers. These words are, for example glass, class, university, school, account, and headmaster etc. It is observed that there are instances in this program when the participants use such code fixed words which also cause code mixing of English in Urdu language. For example, the code fixed words in the context of politics are, „corruption“, „show“ etc.

(C) Electronic Media, Science and Technology vocabulary

Pakistani society is a part of this global village through electronic media. It provides fast resources for information and communication. English language is world's lingua franca therefore communication and information is conveyed through this language in the world (in Pakistan, particularly). The role of English language in media globalization era and its impact on indigenous languages is an important question these days. This makes Pakistani TV talk shows (Pakistani media), a place where the environment is fertile to speak code mixed/switched Urdu language. The role of media is to quicken the process of language and culture globalization. Foreign culture brings foreign language also. The words(taken from „Capital Talk“) of this category, in the conversation about culture are, for example, „banking channel“, „rocket science“ etc.

S. No	Programs	Induction of English words of Different Occupations	Some Existing Borrowed words of English	Electronic Media, Science and Technology Vocabulary
A	Examples from Program 1	leadership, columnist, technocrat, highest paid cricketer, intelligence agencies, governance, press conference	Corruption	electronic media, show
B	Examples from Program 2	foreign policy, constitutional law, sovereign right, national security parliamentary committee, ambassador, Banking channel	policy, committee, Supply line	rocket science
C	Examples from Program 3	diplomat, rules of engagement, elect, caretaker, Transparency international	Order pass	
D	Examples from Program 4	capital, sovereignty, anarchy	notice, letter, Supreme Court, apply	Package

Table 4.2a: Context analysis of English words in Urdu conversation

4.4 Analysis of Code Mixed/Switched Speech Patterns of “Noor Morning Show”

The second anchor person is film star Noor who presents a talk show, named, “Noor Morning”. Some of the talk shows, she presented in November and December, 2011 are analyzed here. These have been analyzed as the previous program (Capital Talk); i.e. the code mixed/switched speech patterns and then the context analyses of the programs. The detail of the way, code mixed

words are categorized is mentioned in the previous pages where the talk shows of „Hamid Mir“are analyzed. Here the same pattern is followed for analyzing code mixed/switched speech patterns and context analysis of „Noor Morning, hosted by “Noor”.

Serial No	Programs.	Word-Level Code Mixing	Phrase-Level Code Mixing	Sentence-Level Code Mixing
1	Examples of Code Mixing from Program 1	Counseling, share, obviously, route, way, success, destination, planning, occupation, select, students, direction, objectives, successfully, run, thankful,	In simple words, first of all, as a director in Superior Group of Colleges, figure out, let suppose, right person at the right job, life dependent, free of cost career planning test	I'd like to welcome you sir and start the program, It's just like vehicle, How to do and what to do, We'll help you for that, Thank you so much, What are you talking about, How to become a successful person?
2	Examples of Code Mixing from Program 2	Share, screen, welcome, energy.		Thanks to all of you
3	Examples of Code Mixing from Program 3	Inhale, exhale, relax, chin, knee, touch, shower, eyes, peak, Straight down, hyper coffee, specific step, silver screen.	Last time again, in just five second, just relax.	Naghma (film star) would be with us.
4	Examples of Code Mixing from Program 4	Provide, wife, husband, schooling, security, contact, custody, caller, maintain, father, tension, topic, court, value, natural, president, women, back, welcome, isolate, politics, manage, responsibility	Supreme court bar association, welcome back, very suitable, problem he problem (lot of problems, here „he“ is from Urdu language), especially for women, coming out of the house and.	I'd like to help you.

Table 4.1b: Examples of the level-wise code mixing of English words in Urdu language from “Noor Morning”

4.5 Context Analyses of “Noor Morning Show”

This talk show is hosted by Noor. Following is the study of this talk show (four programs, date-wise) with examples concerning all the three types of code mixed words. A detailed discussion about these types is done in the previous pages. The setting for all the selected talk shows is same, i.e. anchorpersons, participants and live callers who talk about politics, fashion, culture, business, sports etc. Therefore the detail of these three types of code mixed words is done while context analysis of Capital Talk. Now context analysis of Noor Morning Show is done with the help of the following table i.e. the code mixed words are shown with respect to their category.

Serial NO	Programs.	Induction of English words of different occupations	Some Existing Borrowed Words of English Language	Electronic Media, Science and Technology Vocabulary
A	Examples from Program 1	Group of industries, Departmental store, career, job,	Share, route, pressure, discuss, free, total, second (time)	call, director, Morning show, camera, call drop, bulb, light
B	Examples from Program 2	Schooling	Welcome	Silver screen, energy
C	Examples from Program 3	Job security, association	Tension, system, time, good, party	Hyper coffee, silver screen, caller
D	Examples from Program 4	Business, market, politics, supreme court bar association,	risk, team, bag, demand, variety, training, academy, season	fashion, beautician, jewellery, shoes, style, caller

Table 4.2b: Context analysis of English words in Urdu conversation

4.6 Analysis of the Speech Patterns of “*Ye Subah Tumhari Hay*”

The next (under observation) talk show is JuganKazim’s “*Ye Subah Tumhari Hay*”. This show is presented from a Pakistani channel, “Express News”. The selected programs are of the months of November and December, 2011.

The following table is maintained to show the code mixed words of English language sorted out from the collected data from “*Ye Subah Tumhari Hay*”.

Serial No	Programs.	Word-Level Code Mixing	Phrase-Level Code Mixing	Sentence-Level Code Mixing
A	Examples of Code Mixing from Program 1	Ladies, shows, try, call, end, winner, message, family, program, opinion, job, potatoes, vegetable, stay, miss, kitchen, Chinese, rely, pieces, garlic, sauces,	Different kind, husband help, by the way, fast and furious, joint family system, I'll be part of it, security feel.	Thank you so much. I was so excited. She is a very good example
B	Examples of Code Mixing from Program 2	Business, risk, banker, successful, team, capability, designer, promote, marketing, expertise, finance, banking, combine, concept, fashion, capital, jewellery, bags, afford, demand, different sets, banking expertise, signature style, multi-brand store, one stop fashion shop, short list, fresh color, one thousand rupees, reasonable price, best award, make up artist, junior artist,	Shopping experience in one shop, different different design, please explain, constantly update, decent and elegant, studies complete,	
C	Examples of Code Mixing from Program 3	norms, ambassador, comparison, honor, life, wife, knife, excitement, jealous, honesty, Rock stars, judgmental diet, next time, item number, hot discussion, , fish and rice.	Amazing sense of humor, fish and rice	Welcome back viewers. My grandfather was born here, my father born here, I love my taste. Once in fifteen days I eat mutton.
D	Examples of Code Mixing from Program 4	General, focused, information, join, exactly, first, Live audience, religious expert, son-in-law, loud speaker	And of course, question of the day, second and third.	

Table 4.1c: Examples of the level-wise code mixing of English words in Urdu language from "Ye

Subah Tumhari Hay"

4.7 Context Analysis of “*Ye Subah Tumhari Hay*”

The next program under discussion is *Ye Subah Tumhari Hay*. Juggan Kazim is the presenter of this program. She invites guests from different walks of life. For example, in the four programs, guests/participants are from fashion/dressing, food/cooking, media and religion. The method for analyzing this talk show is the same as it has been in the above two programs. Following is a table which shows the examples of code mixing due to the above mentioned five factors:

Serial No	Programs	Induction of English words of different occupations	Some Existing Borrowed Words of English Language	Electronic Media, Science and Technology Vocabulary
A	Program 1	banking, budget, business, multi-national company, finance,	bags, demand, set, risk, afford	style, fashion, nominee, beautician, short list, junior (artist), Makeup artist,
B	Program 2	job, judge	miss, office, tension, final (sports), kitchen, event, break, weekend	Shows, call, programme, message
C	Program 3	government, ambassador	time, number,	Anchor, item number, Rock Star
D	Program 4	religious expert,	first, second, third (positions), Loud speaker	Live audience, join (when there is a live caller),

Table 4.2c: Context analysis of English words in Urdu conversation

Level-wise code mixing is shown with the help of a graph here. Percentage of different types of level-wise code mixing is given in it.

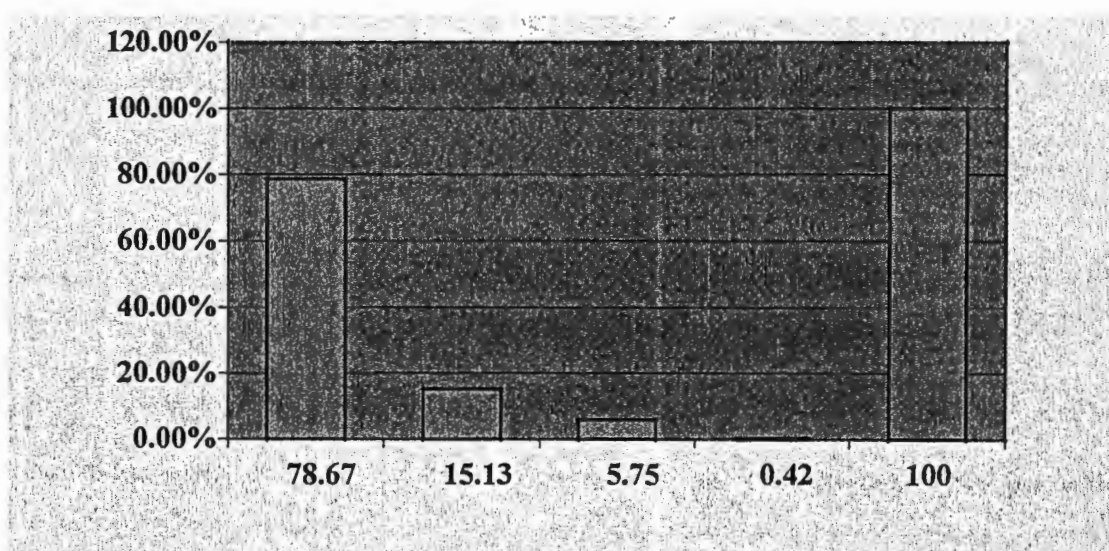


Figure 4.1 d: Level-wise percentage of code mixed words from total number of words

Total % of Code-Mixed Words 100%

Word -Level Code Mixing=78.67%

Phrase-Level Code Mixing=15.13%

Sentence Level Code Mixing= 5.75%

Morpheme-Level code Mixing=.42%

After the analysis of the collected data it is found that the code mixed/switched words of English are the vocabulary of different fields of life. Here, the English words (from different fields of life) are shown by the help of a pie-chart.

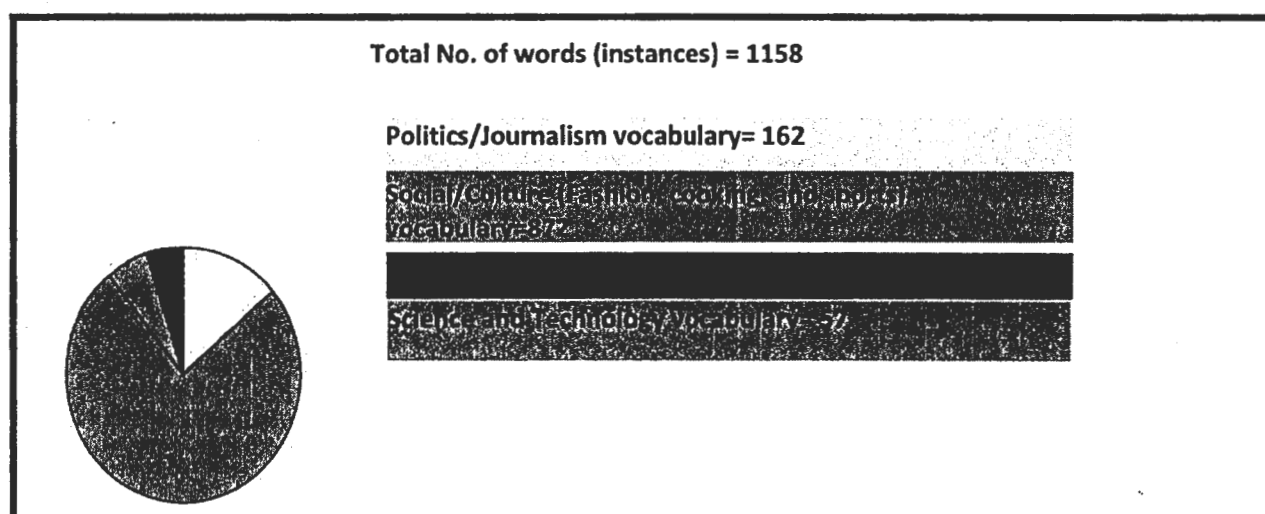


Figure 4.2 d: Number and percentage of the code mixed words from different fields of life

The number and percentage of each category from the total number of code mixed/switched words is as follows:

Total No. of code mixed words (instances) = 1158

Number and Percentage of Politics/Journalism vocabulary= 162, 13.98%

Number and Percentage of Social/Culture (Fashion, cooking, and sports) vocabulary=872, 75.30%

Number and Percentage of Print and Electronic Media Vocabulary= 67, 5.78%

Number and Percentage of Science and Technology vocabulary= 57, 4.92%

Summary of the Chapter

The way of analyzing the data is discussed in this chapter. The collected data is analyzed and interpreted with the help of tables, graph and pie-chart in this chapter after categorizing the code mixed words of English language in the Urdu conversation. These are categorized in two ways. At first, these are categorized as word-level, morpheme-level, phrase-level and sentence level. Secondly, the code mixed English words are categorized according to their sociocultural aspect in the context.

The next chapter is „Finding of the Research“ which contains the results obtained from the data

analysis.

Chapter 5

Findings of the Research

This chapter contains the result obtained by the analysis of the collected data. The finding of this research work is concrete fact and figure, presented with the help of tables. Further more, a discussion about the analyzed data is the part of this chapter. The result obtained from context analysis of the collected data shows attitudinal and sociocultural dimensions of the code mixing.

It is observed from the analysis of the code mixed speech pattern of the selected talk shows that the words of English language from different areas/fields of life are used in Urdu language making it a code mixed/switched Urdu language. These words are of three categories:

- (A) Induction of English words of different occupations, i.e. social/culture (fashion, cooking and sports) and politics vocabulary
- (B) Some existing borrowed words of English
- (C) Electronic media, science and technology vocabulary

It is found that in the recorded speech (by anchor person, guests and live callers) of the selected talk shows, there were 1158 instances in Urdu conversation of two hours, forty seven minutes and thirty seven seconds (02:47:37) when they used English words. The number of instances/words per the above mentioned three categories was also noted. The category A is further divided in politics/journalism vocabulary, social/culture (fashion, cooking, and sports) vocabulary and; print and electronic media vocabulary. Category B is interrelated with both A and C categories. The finding of the analyzed data in this regard is shown by the help of the following table:

S.NO	Category of the vocabulary	No of words (instances)	Percentage (taken from total (1158) No. of words)
1	Politics/Journalism Vocabulary	162	13.98%
2	Social/Culture (fashion, cooking, and sports) Vocabulary	872	75.3%
3	Print and Electronic Media Vocabulary	67	5.7%
4	Science and Technology Vocabulary	57	4.92%

Table 5.1a: The number of English words of different categories and their percentage in total (1158) code mixed/switched words.

It is found from the analyzed data, shown in 5.1a that the vocabulary of social/everyday life (fashion, sports and cooking) is more than any other field of life. Sometimes there are instances when the participants use English words even when they have Urdu alternate. For example, the words (sorted out from the selected talk shows); speculation, opponent, declare etc. have Urdu alternates but these Urdu alternates are not spoken in the context (the selected TV talk shows), related to any of category A, B and C. Finding of the analyzed data shows that code mixing/switching of English language is not an effect of any lack in Urdu/indigenous language but it is the result of a speakers choice and their personal preferences.

After watching the video recordings of the selected programs, the way of mixing the English words in the Urdu language is observed. It is found that this mixing is done at different levels i.e. word-level, sentence-level and morpheme-level etc. It is seen that most of the code mixing is done at word-level. It is 78.67 % of the total code mixed words. This data shows the trends of code mixing/switching of English words in Urdu language. It shows how English words are used in Urdu language. The following table shows the code mixing of English words at different levels

Serial No	Programs (Anchor's name)	Word-Level Code Mixing	Phrase-Level Code Mixing	Sentence Level Code Mixing	Morpheme-Level code Mixing	Total No Of Code-Mixed Words
1	Hamid Mir	127	26	8	2	163
2	Noor	105	27	12	-	144
3	JugganKazim	137	18	7	-	162
4	Total No Of Words	369	71	27	2	469
5	Percent-age From Total No Of words	78.67%	15.13%	5.75%	0.42%	100%

Table 5.1b: Level-wise number and percentage of code mixed/switched words

It shows that maximum of the code mixing is done at word level. Previous research in the area of code mixing by different people supports this; maximum of the code mixing of the words of one language to other is done at word level. It shows that there is certain uniformity in all these programmes and it therefore marks the popular social trend that is reflected in these programmes.

Summary of the Chapter

In this chapter, it is mentioned that English words of the following fields/areas of life are used in the spoken Urdu language of the selected talk shows.

- (1) Political/ Journalism Vocabulary
- (2) Social/Culture (fashion, cooking, sports) Vocabulary
- (3) Print and Electronic Media Vocabulary
- (4) Science and Technology vocabulary

The number of English words of different fields of life is given. The number of each category is mentioned. Furthermore, the level-wise categorization of English words is shown with the help of tables which help to reach at the finding of the research work.

The next chapter is "Conclusion". In this chapter, all the work done in this research is concluded. It touches all the chapters and gives some results which are the outcome of the present research.

Chapter 6

Conclusions

This chapter contains a thorough discussion about the study of the current Urdu language of the selected talk shows of Pakistani TV channels. It addresses the research questions in the light of data analysis and the result obtained from it. It includes the significance of this research work. A thorough discussion about the study of the phenomenon of code mixing is done regarding Pakistani society, in general and then this is delimited to the selected talk shows presented on some TV channels.

It is observed that a bend towards the English language is due to the sociocultural and socioeconomic status of the Pakistani society. It plays a vital part in support of the impact of English on Urdu and consequently the code mixed Urdu language. It is because the English language is used as an official language in Pakistan. Therefore, the people remain in touch with this language through the documents of their concerned department. English language is enjoying a prestigious status in Pakistan these days. There are many institutes where it is taught and mastery of this language is thought to be a key to success in the practical life of different fields. It is useful in academic life of the students at all the levels and to get the jobs at national and international level.

The course for study at school and college level for different subjects, i.e. General Science, Social Studies, Mathematics and Computer Sciences is translated in English. The students study Urdu in the Islamic Studies and Urdu (as a subject). They are exposed to English most of the time as it is necessary to get the mastery of this language to pass the examination. The students of high classes (9th and 10th) of English medium schools are not able to translate the counting (different digits) of English language into Urdu/indigenous language, for example twenty two, twenty eight, thirty eight, sixty five etc.

It is a common observation that the students of Nursery level are asked the questions in English language and the code mixed Urdu while their interviews for getting the admission. Most of the schools, i.e. Beacon House, City School, Imperial Model School etc. in the cities (Lahore, Karachi, and Islamabad etc.) adopt this process for admission in these schools. This researcher (from his personal experience) mentioned (in the Chapter 1 of the present research work) some questions (as an interview) asked from a child who is getting admission in P.A.F Montessori (Islamabad). A research may be conducted to find out the results of teaching the English language at this level and its results on indigenous language/culture.

It is seen that one who knows to use (listening, speaking, reading and writing) English language has a certificate of getting a job as it is the requirement of some government and private departments. Therefore, it keeps a power discourse, authority and authenticity.

The situation of being exposed to two languages (the national and the official language, i.e. Urdu and English respectively) results in bilingualism. In this society, there is, rather multilingualism as indigenous languages, i.e. hindko, saraiki, potohari etc. are spoken also. When people serve the government/private sectors they meet people from different areas of Pakistan and experience bilingualism/multilingualism. This state of bilingualism is observed while studying the selected TV talk shows as well and code mixing is its product.

Code mixing/switching of languages has been done through ages. Urdu and English languages have borrowed the words of Persian, Arabic and Greek, Latin respectively. It is done due to the mixing of the very societies in each other in different regards, i.e. sharing the culture/customs, religion and economical intimacy etc. In this age of globalization, Pakistani society is adopting foreign culture, fashion, life style and architecture and this is done with the help of language as the language and culture are interdependent.

The use of code mixed Urdu is common in the Pakistani society. This type of language is observed on the internet and cell phones. It is used in speaking and writing. Here, it is found a new

version of writing English language that is written with short spellings. Urdu is also written with English alphabets/spellings. For example:

Mein tmhara w8 (wait) kroon? (Should I wait for you?)

Meetng (meeting) cnfrm (confirm) hy at evening (evening). (Meeting is confirmed at evening.)

This type of language is understood at writer or sender and reader or receiver's end. It is a local version of the language that is used in daily conversation between people who can write messages to each others at cell phones and internet.

TV is a medium which projects different ideas of fashion (dressing, hair style and life style), business, point of view through culture and language etc. All of this is presented by the participants/actors of different genres, i.e. plays, advertisement, talk shows etc. This is done in the supervision/guideline of director, writer, camera man and producer. So the programmes, we watch on TV is the work of a whole unit where everybody plays his/her part. Advertisement and live talk shows are presented on TV channels. These can be said the representative of the language spoken by Pakistani electronic media as these are presented by keeping in view the interest and needs of the audience. In case of talk shows, for example, people like to get information and entertainment. In case of ads people are interested to have variety of items for different purposes in their daily life.

TV channels use the code mixed/switched Urdu language in their advertisement and different programs because this language is thought to be an attractive and modern way of presenting the products as this language is not alien at customer's (audience of those advertisement) part. For example,

"Kro celebrate,

Ye hay ap ki family ki mix break". And

"Prince biscuit ka aik bite

Kray ap k adventure ko ignite”.

The underlined words in the abovementioned message and advertisement are from English language.

While studying the use of English on Pakistani electronic media, i.e. the selected talk shows, it is indispensable to realize that the English language is the language of international electronic media and international internetworking also. It is one of the business/commerce languages when Pakistanis work at international level. This language is used for political relationship between different countries internationally and the language of the UN also. Hollywood makes films in English language. Literature of different genres, i.e. poetry, novels etc. is translated in English language from different languages and reaches the maximum population of the world due to language and cultural globalization as it is understood in most of the world.

The people who remain in touch with the electronic media, i.e. internet, mobile phone, TV channels for information and entertainment purposes are exposed to English language. This language has an impact on different languages of the world in the shape of code mixing/switching and Pakistani society is no exception in this globalization era/age of electronic media.

Some of Pakistani TV channels are watched outside Pakistan as well, for example PTV World, Geo News, Geo Super, Express News, ARY Channel etc. It is challenging for these TV channels to present programmes at international level. Here newness and modern approach in language is adopted by the participants of these channels and programs. This idea is supported by the data collected from the selected talk shows and interpreted by the help of tables and charts. Sometimes it is noted that the participants speak the words of English language even when they have their Urdu alternates. It is possible to provide the examples of such instances from the collected data shown in appendix A. For example the words: speculation, opponents, power etc are used (in Capital Talk) in the context of politics. These

words have their Urdu alternates but the participants use them to show modernity and newness in their conversation.

The sample for the data collection of this research work is the code mixed Urdu conversation of the anchorpersons, participants and live callers of the selected talk shows from some TV channels. Three talk shows, namely, "Capital Talk", "Ye SubahTumhari Hay" and "Noor Morning" are selected for this purpose. These are presented by "Hamid Mir", "JugganKazim" and "Noor". These talk shows are presented on "Jeo Super", "Express News" and "PTV" respectively. Total duration of the selected talk shows is 2 hours 47 minutes and 37 seconds (02:47:37). These programs are presented in the last quarter of 2011. These can be considered the representative of the currently spoken Urdu language by different presenters and the participants from different walks of life.

The participants of these talk shows are the member of a society which is living in a sociocultural and socioeconomic situation that has an impact of language and cultural globalization through electronic media. It seems that the code mixed language is the product of an economic state of the country/society. This idea is supported by Blackledge and Creese (2010) when they say that the study of language is inevitably the study of power, as we come to understand in increasingly nuanced ways how access to linguistic resources is associated with access to economic and cultural resources. Context/situation plays an important part while communication through any language. The listener and speaker are connected with each other by language in a particular context and their conversation is the product of a situation.

Code mixing of English is categorized linguistically as it is observed from the collected data that it is done at the following levels:

- Word-level Code Mixing
- Phrase-level Code Mixing
- Sentence-level Code Mixing

- Morphological-level Code Mixing

Further more, the context analysis of code mixed instances is done. It is observed that the words of English are mixed in Urdu from different fields of life. These words are categorized as:

(A) Induction of English words of different occupations, i.e. social/culture (fashion, cooking and sports) and politics vocabulary

(B) Some existing borrowed words of English

(C) Electronic media, science and technology vocabulary

This categorization of code mixed English words, i.e. level-wise and field-wise is shown with the help of tables and charts in chapter 5 of this research work. This data and the process of interpreting the data might be helpful for the researchers in the field of sociolinguistics, applied linguistics, psycholinguistics and sociology. This research work can be helpful for studying/research in any other indigenous language of Pakistan or at international level.

The collected data was further categorized in four types of vocabulary/words. Following is a list of these categories:

- (1) Politics/ Journalism Vocabulary
- (2) Social/Culture (fashion, cooking, sports) Vocabulary
- (3) Print and Electronic Media Vocabulary
- (4) Science and Technology vocabulary

Total number of code mixed/switched words of each category (abovementioned) was counted. Furthermore, the percentage of the code mixed/switched words of each category from the total number of code mixed/switched was taken out. A table and a pie chart are maintained to interpret this in "Chapter 5"

of this research work. It is noted that most of the code mixing/switching of English words in Urdu language is from „Social/Culture (Fashion, Cooking, Sports) Vocabulary“.

It was a hypothesis of the present researcher that most of the code mixing/switching might be “Political/ Journalism Vocabulary” or “Print and Electronic Media Vocabulary” because of the post colonial status of the Pakistani society and modern electronic media. But it is noted that this hypothesis is wrong as the collected data shows that “Social/Culture (Fashion, Cooking, Sports) Vocabulary” is the greater in number. This data shows that people use the words/phrases/sentences/morpheme of English language while speaking Urdu language due to the „personal preferences“. It is obvious from the usage of some English words which have their Urdu alternates but are spoken to show modernity and newness. A further study in the field of psycholinguistics may be done to find the cause and effect of the personal preferences as it is not an area of this research work.

It is obvious from the collected data that most of the code mixing/switching of English language in Urdu language is the vocabulary of Social/Culture (fashion, cooking and sports) Vocabulary. Socioeconomic status of the Pakistani society may be the reason of code mixing/switching of English words in Urdu language. It seems that the language, sociocultural status and socioeconomic situation of this society are interdependent. Language and cultural globalization are playing an important part to change the status of language and culture of Pakistani society. Pakistani electronic media is quickening the process of this change as it may be seen from Urdu language (code mixed language) which has an impact of English language on it.

This research work shows the interdependence of the language, socioeconomic status and sociocultural situation of the Pakistani society. The impact of language and cultural globalization can be seen on the indigenous languages/culture of Pakistan, indigenous independence and identity by the help of this research work. The study of language in use is never separate from the study of society according to Blackledge and Creese (2010). To them, the study of language is inevitably the study of power, as

we come to understand in increasingly nuanced ways how access to linguistic resources is associated with access to economic and cultural resources. They state that “those who control the circulation of linguistic resources also often control other forms of capital. For this reason, the study of language often gives us a window into the exercise of power.”

This research work is helpful to provide some facts and figures for a research work in the area of sociolinguistics. The collected data and the way this data is interpreted facilitated the study in this field because TV talk shows are representative of a society, when it has participants from it. The participants of these talk shows are from different fields of life. They are from law, politics, fashion, military and cooking etc. They present the trends of language and culture of the society to a great extent, specially the educated class. The study of the collected data answers the „Research Questions“, raised in chapter 1 of this research work. In the light of this study the answers of research questions are as follow:

(1): How does Urdu of Pakistani electronic media show its dependence on sociocultural and socioeconomic background of the society?

It is observed from the collected data that the socioeconomic background of Pakistani society matters for Pakistani culture, language and electronic media as the percentage of Social/Culture (fashion, cooking, and sports) Vocabulary is 75.3% (872 words) of the total code mixed/switched words. The words/vocabulary of this area is more than any other area mentioned/noted by the present researcher. The words, spoken in this area are from people’s day to day life which they speak at different places. Most of them are the professionals/customers of the field of fashion, cooking and sports. Mastery of English language keeps opportunities of good jobs in Pakistan, in foreign countries and a secured future. This socioeconomic situation in Pakistan, with other sociocultural situations (speaking of English for prestige, the language of advancement in the society, the language of international fashion, architecture and life style etc.) has made people interested in speaking English language and the code mixed/switched Urdu

language. They choose the words of English language while presenting themselves in these areas and it shows their socioeconomic need. Sociopolitical background causes a little code mixing/switching of English language as the Political/Journalism vocabulary is 13.98% (162 words) of the total code mixed/switched words.

(2): What is the impact of Language Globalization on Urdu spoken by Pakistani electronic media, particularly TV?

English language is used as a link language on modern electronic media, i.e. internet, mobile phones etc. at international level. Therefore English language is enjoying zenith and prosperity these days. This phenomenon is known as „language globalization“. Urdu language shows an impact of English language on it. The collected data shows that the words of English language of different fields (discussed and interpreted in table above) of life are used in Urdu language.

(3)How code mixing of English language is done in Urdu language?

It is seen from the collected data that the words of English are used in Urdu at different levels. It particularly shows that how Urdu language is in a process of change. These levels are: word level, phrase level, sentence and morpheme level. According to this study the use of English words is of the following three types.

(A) Induction of English words of different occupations, i.e. social/culture (fashion, cooking and sports) and politics vocabulary

(B) Some existing borrowed words of English

(C) Electronic media, science and technology vocabulary

The answers of the research questions are related to this research, done for Urdu language with respect to Pakistani electronic media (TV talk shows).

This study has a relationship with preventive linguistics or preserving indigenous language and culture of this society in the age of Cultural and Language Globalization. This idea is supported by Rehman (as cited in Inayatullah, Saigol, and Tahir, 2005), when he writes that the term "Preventive Linguistics" has been used by David Crystal, a distinguished linguist, for the preservation of languages so as to prevent them from becoming extinct. Some identity-conscious linguists from remote areas with small languages have been writing primers and scripts for their languages. Most of these people are inspired by ideological concerns. They wish that their languages should not die. Foreigners are also contributing to the preservation of Pakistan's linguistic diversity, which is in danger because of globalization.

This research work will be obliging for the researchers in the field of applied Linguistics, psycholinguistics, sociology, anthropology and Urdu language or any other indigenous language of Pakistan. This research at "Code mixing/switching in the Current Urdu Language of Pakistani Electronic Media (TV talk shows)" would be informative and path finder for them.

Summary of the Chapter

This chapter concludes this research work. It shows how the topic is introduced. It gives the answers of some questions, raised in the beginning of the research work and shows the statement of whole of this research work. Research methodology, the way of collecting and analyzing the data is given in this chapter. Furthermore, this chapter has highlighted the significance and finding of the research work.

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Appendix A

The recorded conversation from capital talk

Ap ko ye batain nazar aati hain k ye cheezain sponsored hain.

Main ne ye kaha hay k wo aik Washington based top diplomate hay.

Ap categoric baat na karain.

Pichlay 20, 25 saal main establishment ki line tow ki.

Jo culture pahlay bana howa hay uss main tabdeeli ho gi, or koi interest nai hay..

Apni hakoomat k baad 2 care takerain hakoomtain b ap ne bhugtaai hain.

Awaam jis ko chaaey elect karay.

Kuch shakhsyaat k baray main speculation ki ja rai hay.

Ap ka jalsa establishment ka sponsored show tha.

Ye ap k opponents k alfaaz hain.

Ye log corrupt status co ko bacha rahay hain.

Jo un k sab se credible MNA hain.

Jalsay main baot enthusiasm tha.

Main barhay arsay se kah raha tha k election sweep karain gay.un ki party ne dry cleaning plant

laga rakha hay jahan logon ko clean karain gay.

Chaudhary sahib ka jo humour hay wo sab jantay hain.

Sab se zyada maal leadron ne banaya.

Main kyon kahta hoon k اساس declare karo.

Meri sari endorsement bahir thi.

Main apnay zamanay ka highest paid cricketer tha.

Mera sara paisa banking channel se aaya.

Aaj kal baot zyada criticism ho rai hay.

Wo aik nihayat aasan target hain.

Ham siwaaey public mandate k kbi power main nai aaen gay.

Corruption k hawaalay se in ki baot barhi compaign chal rai hay.

Corruption, modern capital system ka hissa hay.

Corruption sirf control ki ja sakti hay, marginalize ki ja sakti hay.

Teesri dunya k jo heads hain un ka maal bahir parha howa hay.

Corruption itni minimize ho jati hay k mulk ko tang nai karti.

Sitting ministron ko un k aazad NAB ne pakrha.

Iss pe qaaboo pana koi rocket science nai hay.

Qaum hamain confuse nazar aa rai hay.

Kya wo disqualify ho saktay hain?

Supreme court ne NRO ka review petition mustard kar dya.

Supreme court ka decision implement karna aap ka farz hay.

Accept krna tou lazmi hay.

Rule of law khatam ho jae ga tou anarchy aa jae gi.

I don't know k kya ho ga?

It depends upon Switzerland.

Kal prime minister ko letter issue kar dain gay k contempt of law tou kahan jaen gay?

Supreme court ne judicial restraint ki intiha ka muzahira kya hay.

Khat likhna ain naguzeer action hay.

Ye embarrassment wali baat hay.

Aga ap letter likh dain gay tou ye case revive nai ho ga.

Ye qaum suffer kar rai hay.

Ye khat sirf aik shakhs ki zaat ko effect karta hay.

Am I long to implement the order or not?

Final order of the court must be implemented.

Everybody is bond by the court.

The recorded conversation from Noor Morning

Husband bachon ki schooling ka zimadaar hay.

Jab tak bacha baaligh nai ho jata father ne ikhraajat ko maintain karna hay.

Khud likh k de dya hay k divorce k baad ap ki custody main rahain gay.

Ye aapas ki mutual understanding hay.

Ye aik aisa contract hay jo wide hay.

Agar ap aisi condition rakhain jo natural nai hay.

Mujhay pata hay k main powerful hoon kyon k ye mera right hay.

Ji welcome back, mere sath jo guest hain wo kisi taaruf ki moataaj nai.

It's a pleasure having you in my show.

Ham logon main ye tendency hoti hay k sab kuch manage kar sakain.

Syasat main aanay se insane isolate ho jata hay.

Agar ap kisi political party main jaen tou asoolon pe compromise karna parhta hay.

Abi jo system chal raha hay, right now, problem he problem hain.

Kuch tajarbay barhay disappointing b howay.

Aurat k lye barha tough time tha, specially coming out of the house.

Obvious, you were the leader, jo iss pe bolay thay.

Main barha acha feel kar rai hoon k wo hamaray set pe aaey.

I am meeting Tariq sahib first time. Seriously? Off course!

Hamain ap se mil k aik energy si milti hay.

Aaj main aap k lye fast song gaaon ga.

Aaj hamaray yoga k saaray steps, stomach k lye hain.

Straight back, ap ki back upright ho, after warm up, warm up k lye just relax karain.

Three time karain gay iss angle ko or last time again.

Now ap bilkul straight, floor per and I clear normal breathing and relax.

Jab ap ne inhale karna hay tou apni belly ko andar ki janib khenchna hay.

First of all tou main zaroor chaaon gag a share karna.

Career aik root hay, aik way hay aur it's just like a vehicle.

Agar career planning ko in simple words aur easy karna chaaen tou ye aik occupation hay jo ham apnay lye select kartay hain.

Study main direction dene ki zaroorat hay.

Ham in ko guide kartay hain k aanay waali zindgi ko successfully kis tarah le kar chalna hay.

Developed nations aur developing nations main major missing link he yahee hay.

Main iss hawalay se baot thoughtful hoon.

Ye discuss karnay k lye baot important factor hay.

Ye karna chaahatay ho tou we"ll help you for that.

Conversation from Ye Subah Tumhaari Hay

Ham baot he khoobsoorat, baot talented, lollywood ki queen k sath baithay hian.

Hamaray young fans k mummies or daddies k lye mega gifts hain.

Ye gift ap ko best question of the month pe milay ga.

Mera aik main point hay.

Iss ko toast kar k wrap kar k dabbay main band karain gay tou apni steam se ye khrab ho jae ga.

Baot in deep ja k wo direction dete thay.

Aap ko personal level pe jan"na aik pleasure b tha aur aik honour b.

Aur finally ap khush rahain or baot success milay ap ko.

Ham log differen different qisam ki dishes ap k lye tayyar kartay hain.

Barhi fast and furious (joke) cooking ho rai hay yahan.

He was so excited but job nature kuch aisi thi k jana zaroori tha.

Vegetables main hamaray paas potatoes aur shimla mmirch hay.

Thorha sauce dalain gay and then it"ll become ready.

Thorhay se garlic k pieces kar k daal dye.

Inn ko scare nai karna, itna barha competition nai ho raha.

Ap ki begum ka favourite colour kon sa hay?

Jab main un k against chalta hoon tou baot zyada ghussa aata hay unhain.

Family k sath outing pe janay ko baot like kartay hain.

Agar ap ne koi successful business karni hay tou ap ki team ki capability theek honi chaaeye.

Ham different aspects ko le kar chaplain tou ye theek rahay ga.

Ap k multi brand store k peechnay concept kya tha?

Ladies ki jo shopping needs hain wo ham one stop pe poori karain.

Ye kaprha day wear hain or fresh colour hain.

Ham ne un ki variety poori karnay k lye store within a store banaya.

Ye jo hamaray anchor hain un ka amazing sense of humour hay.

Pakistan aanay ki sab se barhi waja ye hay k my grand father was born here, my father was born here.

Main baot judgmental diet use karta hoon.

Generallt, normally, fish khata hoon haftay main teen baar.

Ham ne kal b ap se second muharram se related chand batain ki theen

Ham zara focused baat karnay ki koshish karain gay, hamaray sath audience b hain aur live callers b.

Agar aik do loud speakers ki aawaz aapas main clash hoti hay tou kesa hay? Iss muamlay main mujhay clear kar dain.

problems, here „he is from Urdu language), right rightright, especially for women, coming out of the house and, I'd like to help you,

Data Collected from “Ye SubahTumhari Hay”

Ladies, shows, try, call, end, winner, message, family, program, opinion, job, potatoes, vegetable, stay, miss, kitchen, Chinese, rely, pieces, garlic, sauces, chicken, competition, judge, smell, wife, obviously, outing, like, office, weekend, break, compile, recipe, tension, press, news, fumes, chef, technique, opportunity, event, best, Fast cooking, rapid fire, international level, favorite day, favorite dish, favorite actor, favorite color, compromising nature, horrible news, final presentation, sharp knife, microwave oven, Different different, husband help, by the way, fast and furious, joint family system, I'll be part of it, security feel, Thank you so much. I was so excited. She is a very good example, Business, risk, banker, successful, team, capability, designer, promote, marketing, expertise, finance, banking, combine, concept, fashion, capital, Paris, shoes, jewellery, bags, afford, demand, location, launch, activity, client, variety, budget, style, collection, end, status, of course, London, nominee, beautician, training, academy, rare, season, Multi-national company, different sets, banking expertise, signature style, multi-brand store, one stop fashion shop, short list, fresh color, one thousand rupees, reasonable price, best award, makeup artist, junior artist, Shopping experience in one shop, different different design, please explain, constantly update, decent and elegant, studies complete, Anchor, government, norms, ambassador, comparison, honor, life, wife, knife, excitement, jealous, honesty, Rock stars, judgmental diet, next time, item number, hot discussion, amazing sense of humor, fish and rice, Amazing sense of humor, fish and rice, Welcome back viewers. My grandfather was born here, my father born here, I love my taste. Once in fifteen days I eat mutton, General, focused, information, join, exactly, first, Live audience, religious expert, son-in-law, loud speaker, second and third, and of course, question of the day