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Code mixing and code switching in the advertisements published in Arabic newspapers

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Abstract
This study has analyzed code mixing and code switching in the advertisements published in Arabic newspapers. It has investigated the frequency and borrowing of English language words in the Arabic advertisements. This is a corpus based research, in which different stages are involved: compiling a corpus, designing a corpus, text collection and processing, analyzing a corpus. This approach also depends on both qualitative and quantitative methods in this study. To meet the requirements of the first research questions, quantitative data was required and for that purpose, corpus based quantitative research was carried out. Furthermore, for investigating the features of borrowed words, qualitative method was used. The sub type of non-probability sampling; purposive sampling technique was used for this study. The sample size of this study was 20 advertisements published in the Arabic newspapers of Arab countries. This corpus was developed by the text gathered from random samples of advertisements in Arabic newspapers (Al-Ahram and Al-Rai). The AntConc (Anthony, 2005) software tool is used for investigating the frequency of code switching and code mixing occurred and the processes that were being caused of code mixing and code switching in the selected advertisements.

Keywords: Code mixing, code switching, Arabic advertisement, Sociolinguists, socio- cultural, advertisements, media

Introduction

Weirich and Haugen's study began in the mid-1950s, including examining the evolution of communication in different languages. A broader communication phenomenon is the mixing of words from multiple languages for effective communication, which manifests itself as code mixing. Similar code mixing and code switching is considered to be a very important and common method of communication between bilingual or multilingual people, as both phenomena are important techniques for effective communication. English is considered as a mode of international communication in the Arab countries and is gaining importance every day. In their daily lives, several different languages or dialects have mixed unknowingly or consciously during the communication of the Arab people. Sometimes during conversations, they tried to mix code from time to time or from one language to another in order to achieve the goal of communicating words and phrases from different languages. This trend in sociolinguistics is mixing and switching code behavior and become a significant aspect of language. The combination of different languages is used both in regular chats, advertisements, newspapers and digital media, even in magazines. In Arab countries, the language issue has always been very profound, since linguistic variants have a social and political background (Heller, 2007). It leads to impulsive reactions from different populations.

A major method of spreading English in Arab countries is by borrowing mixed codes from English language and integrating them with Arabic language on several Arab media platforms. As a multilingual society, Arab countries are subject to the practice of borrowing phrases from English language and mixing them with regional languages.

In recent decades, the growth of English as an international language has resulted in it being commonly used in many parts of the world along with their native languages along with local languages in Arab countries. In modern society, Arabic print media has become an indispensable means of communication, particularly through numerous newspapers and news outlets. At present, the country's political and economic situation is attracting attention from

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common people. Almost everyone dealing with Arabic newspapers aspires to acquire grading scales to shape the news from different fields. Tabloids always keep their language fresh to engage, captivate, and captivate readers. Media, language and society are connected with the culture of the country in a contextual context (Rasul, 2006) [49].

The language of media stamps a remarkable effect on the language being spoken by its viewers, readers or listeners. This study has explored the extent to which code-mixing or code switching is employed in the advertisements of Arabic newspapers. Code-mixing may be defined as shifting back and forth between two languages, especially in a solitary discourse (Skiba, 1997, p. 47). Mixing means the transfer of the units of code of A into code B at inter sentential and intra sentential levels (Kachru, 1986, cited in Mushtaq & Zahra, 2012, p. 429) [62, 42]. Code switching refers to the switch or shift from one language to the other which involves longer stretches of language as the clause or sentence boundary; while generally code mixing does not involve shifts beyond smaller units of language such as words or phrases (Mushtaq & Zahra, 2012, p. 429) [42]. As an international language, English not only serves the role of lingua franca in non-English speaking countries (Shooshtari & Allahbakhsh, 2013) [63] but also broadens the lexicon of the languages spoken world-wide. English, as a donor language (Riaz & Khan, 2013, p. 46), language of science and technology and an indispensable part of advertising discourse (Zhiganova, 2016, p. 226), has influenced the lexicon of other languages. People not only employ English expressions out of need but also due to willingness and desire to be associated with the elite and educated class. This impact has led to a world-wide language variation on a large scale.

This variation can be evidently observed in the form of code mixing and code switching. In case of Arabic language, Aziz (2014) noted that many words of English language are known and used by people who have never studied the language. Words like plate, glass, television, dressing table, sorry, thank you are frequently used in routine communication without any awareness of code mixing (p. 161).

Statement of the Problem
Most of the time, it is observed that code mixing and code switching has become a habit of Arabic speakers and writers to such an extent that they use English words even in their formal Arabic writing. Therefore, an important way of knowing the range of code mixing and code switching by advertisement departments of Arab countries remains under-investigated. This issue of investigated that, how these departments' language is affected by code mixing and code switching. This study has also explored to what extent these departments use the borrowed and frequent English words in their important public advertisements what are some of borrowing features of those words.

Objectives of the Study
The objective of the study is that Arabic is going through a process of enrichment through code switching and code mixing, but one can also find some examples of the exploitation of the structure/word for the purposes of modernity and opulence. As a result, a new variant of Arabic is emerging in which we see a change in structures, phonology and usage. The language of the data shows that

people tend to switch codes and mix codes not only for their aptitude and fluency, but this practice also demonstrates their affinity with the respected language English, which is seen as a symbol of socioeconomic sophistication. Regarding the language of advertising in Arabic, it is observed that the advertising is skillfully designed with the frame of the participants and the frame embellished to convey that a particular product brings not only positivity but also social welfare. The language of these ads clearly describes the desire of ordinary people to be part of the upper class by following the advices. This linguistic practice of bilingualism gives rise to a new language culture that makes us aware that a language must be enriched by incorporating foreign language structures while preserving its monolingual identity.

Delimitation
There is a wide range of advertisements in Arabic newspapers. Due to shortage of time and resources all advertisements cannot be analyzed so this study was limited to the 20 advertisements collected from Al-Ahram and Al-Rai.

Research Questions
The major questions that require considerable attention to achieve the objectives of this study are follows:
- What are the frequencies of code-mixing and code-switching in the advertisements in Arabic newspapers of Arab countries?
- What are the features of borrowed words used in advertisements in Arabic Newspapers of Arab countries?

Significance of the Study
It is clear that a number of linguists and media professionals work in the advertisement departments of government and private sectors of Arab who are assigned to form a message or advertisement for the newspapers. This study aims at exploring the frequent English words used in Arabic newspapers by the professionals of advertisement departments. The research has also explored the features of borrowed words used in Arabic language by the professionals of advertisement department. The study has explored the frequency of borrowed words from English language into Arabic in formal writing at international level by the professionals will help understand the prevailing attitude of English language in Arab countries. However, most of the studies already carried out on borrowing, code mixing and code switching in other languages or discourses in general and in Arab context in particular, specifically focus on the impact or social functions of the phenomena; yet the present study focuses more on frequency of CM and CS, especially in public service messages and advertisements in Arabic newspapers of Arab countries. It analyzes the influence of English on the language of Arabic newspapers ads which will help understanding the variation caused to Arabic language. It will help sensitize the linguists and media personnel to maintaining certain language policy. It also has significant scope for and relevance to discourse analysis, stylistics, language of media and language policy and planning. Therefore, this study reflects how much English has influenced Arabic lexicon over the previous few years.

Literature review
Sociolinguistics
Sociolinguistics can be defined in several ways according to the linguists. According to Wardhaugh, R., & Fuller, J. M. (2021) [56] the study of language in relation to society is known as sociolinguistics, on the other hand, the sociology of language includes the study of people with reference to language. In simple words, sociolinguistics helps us in learning the language and the environment in order to grasp the maximum quantity we can by knowing in which types of languages and the sociology of language we have to change our direction. According to Pride and Holmes (1972) sociolinguistics is learning the language as a part of tradition and society. The term "part" suggests that the language is a part of the norms, and is not independent. Basically, sociolinguistics teaches us about the tradition and norms. More significantly, learning a language with culture is also helpful in creating meaningful communication. The cultural competence is necessary at this point since without overcoming these capabilities, it will be difficult to know the communicational intent. This can be done through the media, doesn't matter mass or electronic, that includes deep understanding the sociolinguistics.

Sociolinguists and Language Choice
Saleemi (2003) says that in order to attain a definite shape, socio-cultural input is required in human languages. In simple words, the meaning of our speech and body language can easily be understood by keeping in view our native society and culture. Since many elements such as public identity of the speaker, the recipient, the said person and many other elements in social context are involved in finding out linguistic choices, so if we want to learn the code-switching between a conversation, we should have to take an overview of socio-cultural perspective as they all are interlinked. (Dilshad, 2007: 5) Let's clearly learn what factors are related to our concern? They are gender, geographical background, socioeconomic class, and education. In order to study the code switching in commercial linguistics, along with the set up displayed in ads and their characters all of these aspects play an essential role. According to Talaat (2005), phenomenal linguistic change can be introduced by code-mixing, as code-mixing is one of the most important general functions of English. This swap is visible in the models of commercials and advertising projects. It clearly shows that our social traditions are changing and these advertisements portray the picture of our beautiful culture.

Bilingualism
A lingual description of a persons' variability to specify social allotment tasks for a variety of languages is Bilingualism (Fishman, 1972, p. 83). Similarly, Weinreich in Hoffmann (1993: 15) gave another definition of bilingualism and according to him, the practice of alternative use of two languages is known as bilingualism. According to Chaer (2004: 84), the study of individuals who pronounce multiple languages, in which they use each of them and what is the impact of these languages on one another is called bilingualism. Nababan (1986:27) gave his point of view that normally using two languages during interaction with others is bilingualism. Some countries have widespread use of multiple languages. Indonesia is one of them as Indonesians usually use different languages in their conversations. It has been observed that almost all Indonesians can speak more than one languages as their native language. Additionally, Wardhaugh (1998, p. 98) has different point of view that sometimes bilingualism is seen to be a problem and it is something that does not has a positive connotation. Accordingly, bilingualism is accessible; he wants to talk by using code in multiple languages. For instance, in "Breakout" melody playlist, presenter mixes specific codes i.e. bilingualism and then presents.

Code
It is a term referred to as variety or diversity. During conversation, speaker actually sends the code to other person i.e. listener. It is necessary for the code to be understood between speaker and listener. If the listener understands the code he will be better able to make decisions about what should he perform (Pateda, 1987: 83). Regarding this aspect, research workers observed that one language or dialect that a person chooses as code for conversation builds the system of communication between two or more people or groups (Wardhaugh, R., & Fuller, J. M. (2021) [56]. Even the orator uses just a single code for communication, it is normal.

Code Switching
Code switching refers to substitute usage of two different languages i.e. linguistics variation during a conversation or within the same utterance (Susanto, 2007: 20) [64]. Code shifting is actually a process in which interlocutors choose a specific code during conversation (Wardhaugh, 2002:100) [56]. Sometimes, they can create new codes by mixing two codes or by switching codes within short utterances. Switching of codes is mostly common in bilingual society. Code switching takes place when speaker shifts his language to another Holmes, J. (2013) [26]. Additionally, code switching can also be used for description.

Code Mixing
It is also a linguistic phenomenon. Code mixing is actually a by-product of bilingualism connotative. Poplack (1980, p.583; 1984, p.72) says that code mixing is alternative use of codes in grammatical way within the same sentence. There is another term "Base code". Base code is the dominant code. Myers-Scotton (1993) [44] gives it another name i.e. "the Matrix Language". According to Myers-Scotton (1993, p.2) [44], code mixing is a method through which we can overcome difficulties in a sentence.
Romaine (1995, p.121) claims that code mixing is actually a conversation strategy but other than using resources of two languages, there should be some other inspiration for commencing code-mixing as analysis of the internal structure of code-switched sentences cannot explain it entirely. It is true that sometimes code-mixing occurs unconsciously by bilingual speakers because they are unconscious about what is ongoing to their new mixed speech. It briefly tells us why code-mixing is a fascinating phenomenon to study. It also explains why early researchers dismissed code-mixing as legal speech behavior. Code-mixing has been researched in detail internationally i.e. some researchers like Haugen studied specifically on code-mixing in different languages in 1950s but he gained prominence. In 1970s researchers like Labov worked on it.

Types of Code Mixing

Code-mixing is divided into three types. The clause, the tag, and the filler. According to Janet Holmes (2013) [26] the basis for classification or style of code switching is its form. When a person converts his language in a clause form, then it is the Clause switching. The segment of sentence containing verb and subject is known as a clause. The next of code switching is tag switching. To insert a tag in one language during speaking a statement that is actually from another language is known as Tag switching. The purpose of adding tag at the end of sentence is to ensure that whether the argument is correct or not? Finally comes the filler, (Holmes). As an example is 'I am feeling hungry Mm?' – 'let's have a lunch break'. Filler in this sentence is 'Mm'. But normally during code switching the sentence form is used by some linguistics.

The Function of Code Mixing and Code Switching

Holmes says that main concern, of switching for affective functions, is to get the message affective, not to understand the words. People talk with other people, who switch or mix their language into another language, they must know what the meaning of the language is used by the speaker. People do not understand the words are used by the speaker. But, people need to get the message that means the affective functions. Affective function consists of following functions:

1. To serve quotation - the speaker read the discourse of others and reported it in the discussion.
2. To mark personality and objectification - the degree of emotional association by the speaker in the message is expressed.
3. To clarify and qualifications a message - Normally influenced by the speaker's understanding of the topic of discussion. A topic that is introduced in A explains in language B to qualify the topic and message.
4. To Determine Addressee - The speaker would like to invite some people to participate in the discussion.

Motivations for Code-mixing

There are numerous reasons for code-mixing. To mix language with second language words, there must be a specific reason. Haugen (1950a, p.282) suggests that "linguistic pressure", suggests that "linguistic pressure," meaning that non-natives learn a foreign language as they have to live in a new environment for surviving, is not determined solely by social or political conditions. Apart from this there are other factors that lead to the birth of language mix.

Political and Cultural Aspects

Myers-Scotton indicated that in several nations, powerful groups exert pressure on other groups to learn their language. As a result, other groups will have a greater determination to save their native languages (L1). On the contrary, learning English, as for most of the jobs mastering of English is necessary. So we can say that becoming a bilingual requires an investment, as a result the chain of bilingualism and code-mixing take place. In past, Hong Kong was a British colony but now many local citizens think that English has high economic and social values. The power of the bilingual group ultimately sets the trends and direction of linguistic pressure in a community (Haugen, 1950a, p.280). It is one of the famous historical events that

under these circumstances a language has capacity to replace the other one. (Haugen, 1950a, p.280). But most of the people mix up the two languages in order to maintain their in-group identification. When people continue to break linguistic rules and mixing of two languages becomes a norm, then it is easy to accept code-mixing. English language has heavily dominated 'popular culture domain' (Josephson, 2004, p.14). It has become common; even Swedish artists are also writing song lyrics in English today. Most of the films shown in cinemas and songs played on the radio, are also in English language. Modern concepts and point of views arise continuously, normally it is difficult to translate them. So, cultural terms are frequently used in their real state. Famous English cultural products are found in the fields of sports, travelling, cosmetics and fashion. (Haugen, 1950a, p.278).

Social and Psychological Aspects

The choice of language is very important as it is a carrier of social and psychological messages. The incentive for Socio-psychological switching depends upon attitude and formality (Zhang, 2000, p.54). The chances of code-mixing can be minimized by the use of formal language as formal context is less likely to be mixed. Bilinguals have the benefit to switch from one language to the other while talking about sensitive topics or specific situations. Li (2000) [33] states that in Hong Kong, euphemism is one of the motivations for Cantonese-English code-mixing regarding social and psychological aspects, it is also true for Swedish-English code mix. According to Gibbons (1987) Banned words and topics are often code-switched to be expressed in the speaker's native language, because "words in a foreign or second language rarely have the same emotional force as native words." (p.87). Giles' (1991) Accommodation theory (Hoffman, 1994, p.181) is another guideline for the code-mixing of the social motivation. This theory holds that people change or adjust their speech according to the needs of the interlocutor. It is a conscious decision to speak in "in-group language" or "out-group language". A speaker code-mixes because he wants to be considered a member of another group. Gibbons' study (1987) on code-mixing among university students showed that on campus students utter a university language and often code-mix English terms that can be easily understood by other university students. Keeping the accommodation theory in mind, it is doubtful that this university language can be extended beyond the campus.

Håkansson (2003, p.88) observes that English is conspicuous in Swedish texts and especially in commercials. The use of English also links the commercials with American modern technology which is very cool. There is no doubt that using English in Chinese texts and commercials is even more attractive. This will be further discussed in the present study.

Code Switching, Code Mixing and Borrowing

Many scholars tried to explain that the process of switching and mixing of code. Ayemoni (2006:91), Hymes (1974) describes that the shifting of code is generally alternative usage of more than a single language, language variabilities and speaking styles. Aymuni (2006) quoted that Bokamba (1989) defines the concept of code switching and code mixing in the following words:

Switching of code is a mixture of phrases, words or sentences that belongs to two separate grammatical rules inside the same speech beyond the sentence borders. Code mixing is the insertion of different lingual sections like affixes, words, sentences and clauses in a single cooperative activity in which the contributors guess what is deliberated, should match everything they listen with that they interpret? (p.91) Linguist around the world has examined the reasons, functions, characters and impacts of code shifting and also code mixing in his experiments. Bing (1987:23) distinguished the term code mixing from code switching in the following way: fragments of a language are present in code-mixed sentences, on the other hand speaker initially uses any other language. They are *chunks* of another language. Some of the words can also be sentences or larger sections. Code-mixing is basically the alteration of detected code inside a same clause or sentence.

Advertisements and Media
It is important to analyze the word media to discuss commercials and their language, as it is important in changing life styles, attitude and language patterns worldwide. Johnson and Ensslin (2007) discussed the term media by highlighting language in media. According to him the word media depicts traditional mode of communication like newspaper / magazines, radio, cinema, TV and many other different electronic / digital modes of conversation. This term also includes every tool and technique that genius mammals use to perform their necessary activities. In order to deal with the term media in the context of present study, media in general and television in particular are use as classical modes of communication. In today's technological world where data is required any time, nobody can refuse the significance and utility of media in people's lives. Media shows society as a whole not as divisions. The demonstration of traditional and societal practices of a particular nation in the media can be observed as Shamsuddin (2003) says that in un-developed countries i.e. Pakistan media influences people in traditional and intellectual ways. The language presented in the social media helps to psychologically assimilate and westernize people. In discussing how television advertises the linguistic landscape, it is also important to focus on advertising on this media.

Archaeologists who are working in different countries in the South Europe have discovered signs that announce different events and offerings. The Romans used to paint the walls for announcing gladiatorial battels, and the Phoenicians also painted photographs advertising their goods on large boulders along the routes of parade. (Kotler and Armstrong 2004:494). Modern commercials differ greatly from their efforts. According to Kotler and Armstrong (2004), US advertisers are running an annual commercial bill of over $231 billion. The advertising expenditures has reached $550 million worldwide.

Definition of Advertisement
The word advertisement has its origin from a Greek word meaning to bring people to attention. In simple words, the term advertisement means to seek attention towards anything, or to inform or inform someone about anything. (Nesbit, 1922). Jeffkins (1985) says that advertising is a type of communication used to convince an audience (viewers, readers or listeners) to take some action with respect to products, ideas or services. Typically, the required result is to drive consumer behavior toward a commercial offer, although political and ideological advertising is also common. Jeffkins (1985) further stated that advertising is the most convincing selling message and service offered to capable consumers of specific goods with the lowest cost. By definition, the purpose of advertising is to convince, declare and inform.

Media of Advertisement
In advertising, the word media indicates different methods in which a sponsor can display his publicity idea to audience such as newspapers, magazines, television, etc. According to Virender (2010) the commercializing media is widely categorized into two divisions, which are as follows:
▪ Print media includes newspaper, magazine, fliers, e-mail, etc. It delivers messages via formulated text advertisement.
▪ Electronic media includes television, radio, etc. It conveys messages by appealing to the visual and auditory senses.

The Objectives of Print Advertisement
Print advertisement has three main objectives Suyanto (2005). i.e.
1. **Informative Adds:** This type of commercial provides information to the people about the description of products. Mostly, it is done during the launching of any product and its aim is to build initial demand. A brand that is at the introductory stage is used by informational advertising.
2. **Persuasive Advertisement:** This type of advertisement is the competitive stage. Its objective is to make selective desires for a particular brand. This type of Advertisement provides advantage and the positive value that the other brands of the same products do not have. It also provides competition among similar labels of the same product.
3. **Reminding Adds:** The main purpose of this type of advertisement is to keep the minds of customer's refresh about the information which has been acquired. For settled brands, reminding advertisement is of great importance.

The Advertising Language
Advertising language is considered as creative, difficult and attention seeking. Advertisements are normally filled with different distinctive parts such as iteration, deliberated order of words, dialect, marvelous, exaggeration and other unique non-standard uses of language.

Wu and Hu (1999) assume that the language of a commercial is highly formalized still it should remain inside fixed boundaries like permitted affairs and order which is considered to be unimportant problems i.e. space. Advertising language must be crafted very carefully, keeping in view such limitations in mind. Intended to influence and satisfy consumers on a literal level with a combination of visual imagery. That is why the style of advertising language is very restricted.

Leech's (in Jefkins, 1985, p.220) point of view is definitive essay, advertising language is distinguished by different lingual patterns and capabilities:
1. Oddities of spelling and word order, and conceptual unorthodoxies normally attracts the attention.

2. Straight forward, unique, and informal method and a well-known lexicon are applied to retain attention.
3. The phonetic devices of the poem and alliteration and abrupt replication is used to improve retaining ability and entertainment. Normally there are two different types of repetition i.e. intra textual repetition and inter textual repetition. The product's name along with its salient characters are replicated many times in the first type. While the second type involves using the same slogan is compatibly in various advertisements for just product or its manufacturer.
4. A familiar and connected audience address and communication style is used.
5. Product characterization contains high-levels and abundant use of hyperbole, often not directly referred to competing goods.

A commercial that appears in a broadcast medium is basically structured. This is not a standard structure but this is a common structure that copywriters like to use the structure of a completely written advertisement either in magazine or in newspaper consists of a headline body any slogan illustrations trademark brand name and colors and all these elements are referred as visual elements for an advertisement. Additionally, there is the another type of elements i.e. audio component. Audio components are commercializing commentary, commercializing music and commercializing sounds. These components include the headline, text and slogan, that is the most essential component in advertising (Jefkins, 1985, p. 223).

Methodology
This is a corpus based research, in which different stages are involved for compiling a corpus, designing a corpus, text collection and processing, analyzing a corpus. A corpus is defined as a collection of written or spoken sampled texts, which might be readable in a machine to recognize its various linguistics forms (McEnery, Xiao &Tono, 2006, p.6). According to Biber and Reppen (1998) corpus approaches is consisted of these major characteristics: Corpus approach analyze the actual pattern of language use in natural discourse and it is empirical. For the basis analysis of corpus approach, a large and principled collection of texts is used. For its analysis computers are used at an extensive level. This approach also depends on both qualitative and quantitative techniques. Because results

are taken from quantitative analysis and then interpreted and analyzed qualitatively to find the significance.
This study has followed both methods for selection and analysis of the data. Because to meet the requirements of the first research questions, quantitative data is required and for that purpose, corpus based quantitative research is carried out. Furthermore, for investigating the features of borrowed words, qualitative method is used. Qualitative approach is quite interesting possessing a lot of potential. It gives the researcher an opportunity to explore things in depth. Several notions and philosophies can be explored from different dimensions by delving in different meanings and interpretations. Qualitative approach is interpretive and naturalistic. Therefore, overall mixed method approach is used for this research.

Sampling Technique and Sample size
Gay (1996) suggested that, sample is a representation of the population from which it was selected. In other words, sampling means selecting units from a population of interest so that studying of the sample we may fairly generalize our results back to the population from which they were chosen. The sub type of non-probability sampling; purposive sampling technique was used for this study. The sample size of this study was 20 advertisements published in the Arabic newspapers of Arab countries.

Data Selection Procedure
The data for this study was obtained from the text of advertisements published in the Arabic newspapers of Arab countries in the form of a corpus. This corpus was developed by the text gathered from random samples of advertisements in Arabic newspapers (Al-Ahram and Al-Rai).

Data Analysis Procedure
For this corpus study different procedures are used to analyzing the corpus. At first stage the corpus was compiled through the selected advertisements. Secondly, the corpus was designed and then entered in the software. For corpus analysis different software tools are used. For this study, AntConc (Anthony, 2005) software was used. I used this software tool for investigating the frequency of code switching and code mixing occurred and the processes that were being caused of code mixing and code switching in the selected advertisements.

Table 1: Show the categories of frequency and percentage

Categories	Frequency	Percentage
Noun	327	52%
Verb	29	10%
Adjective	67	17%
Adverb	27	09%
Clause	11	03%
Pronoun	13	04%
Interjection	04	01%
Adjective phrase	03	01%
Adverbial phrase	03	01%
Prepositional phrase	02	01%
Phrasal verb	02	01%
Total	488	100%

The findings given in this table showed that out of 488 words 327 (52%) were nouns, verbs 29 (10%) and adjectives were 67 (17%), whereas code-mixing was 20 times, code-switching was 03 times and borrowing was 28 times in these advertisements. The findings showed that in most of the selected advertisements English language words were used. Sebba (2012) also noted that the monolingual norm is 'mocked' in advertising to serve multiple purposes. The results of the study are consistent with Shooshatri and Allahbaksh (2013) who also noted that English words are used due to a lack of alternative words or terms for them. Therefore, English is used to fill the lexical gap in the local language, in this case Arabic. Some ads were entirely in English, while others contained multiple English words in different parts. English words are widely used in advertising, showing their prevalence in the technology field (Shooshatri & Allahbaksh, 2013). English words are borrowed from Arabic words in advertising as Silva (2013) also claimed that English in Arab enjoys a prestigious linguistic status and is associated with elitist elements. Akhtar and Chaudhry (2015) conclude from their study that the use of English has become an important aspect of advertising and attracts viewers' attention compared to monolingual advertising. English is often used in advertising as most advertising agencies are multicultural and multilingual. Some advertisements also dealt with national themes, but used more English to add an air of modernity and trendiness, which Kachru (1990) also noted in his research. This is consistent with Shooshatri and Allahbaksh (2013) who argued that the notion of modernization is similar to notions of globalization, prestige, fun and vibrancy.

The findings of the collected data showed that mixing, borrowing and code-switching are the focus of Arabic media. It is observed that code mixing was practiced mainly at the word level and occasionally at the sentence level. It is observed that the mixed codes were generally nouns. Most scientific and technological advances are made by the West, and therefore most of the terminology is in English.

English as the international language in Arab countries used in all major departments. It is the language of the court, commerce, science and innovation. The phenomena of code switching, code mixing and borrowing are easy to find. There are few reasons for code mixing, code switch and borrowing in Arabic language ads. First, the language of instruction in Arab countries is Arabic language in most of the educational institutions. On a larger scale, the vast majority of books is written by computer authors and are in English.

Advertisements in English are considered prestige items. Therefore, more elements than necessary for the common class are used in the advertisements. Khan (2014) also said that the language of advertising language shows how common people want to associate with the element of elitism. Piller (2001) also found that bilingual advertising has more impact and prestige than monolingual ones. Piller (2001) argued that the main purpose of using English in advertising is to grab the reader's attention. The research study highlighted the influence of English in Arabic print ads and the contexts in which English is used in combination with Arabic language. Therefore, linguistic analysis of Arabic print advertisements finds that the use of English in written Arabic texts has become a common phenomenon, widely accepted by people who can read and

understand Arabic with English words. From the examples above, it can be deduced that the maximum code mixing takes place in these ads. And the switch of the code is done taking into account the socio-cultural and linguistic aspects and on this basis the advertisers adopt advertising strategies. It can also be done to promote a culture, class or language. In this case, it can be said that the advertising tries to promote the English language in order to get the most out of it. English is also spoken as a second language in Arab countries.

There are certain universal factors that can motivate or trigger code-mixing and code-switching in all contexts, so Kim (2006) [32] discovered why bilingual change is dependent on so many factors, including speakers, situations, messages, attitudes, and emotions a specific person's code. According to Bhatia and Ritchie (2013), the choice of a code or code switch is also determined by the relationship between the interlocutors. It only determines when, where and why a bilingual changes the code to include or exclude interlocutors because a code is better suited to a particular situation. Similarly, other researchers have suggested the interaction of multiple variants affecting the motivations and functions of code mixing and code switching, such as social class, gender, age, etc. (Ritchie & Bhatia, 2013). They go on to explain why code mixing is bound to grammatical principles and can also be driven by social psychological motivations (p.376). There are "social and psychological factors" in language mixing that involve code-switching. They examined the motivations of code mixing and code switching between bilinguals within the same discourse or work shift. They examined how bilinguals perceive themselves when mixing languages. They call this linguistic phenomenon "inter-sentence" code-switching, which is intrinsic to the "principles of discourse" and is triggered by "social and psychological factors" (p.376).

Conclusion

The collected data and the analysis of the sections shows that Arabic goes through a process of enrichment through code switching and code mixing, but one can also find some examples of the exploitation of the structure/word for the purposes of modernity and opulence. As a result, a new variant of Arabic is emerging in which we see a change in structures, phonology and usage. The language of the data shows that people tend to switch codes and mix codes not only for their aptitude and fluency, but this practice also demonstrates their affinity with the respected language English, which is seen as a symbol of socioeconomic sophistication. Regarding the language of advertising in Arabic, it is observed that the advertising is skillfully designed with the frame of the participants and the frame embellished to convey that a particular product brings not only positivity but also social welfare. The language of these ads clearly describes the desire of ordinary people to be part of the upper class by following the advices. This linguistic practice of bilingualism gives rise to a new language culture that makes us aware that a language must be enriched by incorporating foreign language structures while preserving its monolingual identity.

Therefore, it is concluded that the media related people in the discussion are very fluent and unknowingly mixing English codes in Arabic to convey their message to the audience as well as possible. Second, they also have other

reasons for this code-switching, code-mixing, and borrowing. Mostly people hesitate to make an effort to find out the corresponding word in Arabic which is the society's utilitarian approach. Furthermore, some of the English words used in the media do not carry their Arabic equivalents, while others do but are in the user's passive vocabulary or are completely unfamiliar to them. Therefore, to fulfill their communication purpose, they use every word in the English language. Looking at the history of CM and CS research, it can be concluded that research has focused on the types, limitations and all aspects and grammatical issues related to CM and CS; and the functions and motivations that activate CM and CS in speech (spoken and written). Bilingual speakers are motivated to change or mix code because of many social and socio-psychological factors. Although there are universal factors present in all contexts that motivate speakers to change or confuse the code, social and socio-psychological factors are important in Arab countries. When speakers want to show their solidarity or identity within the group, they switch the code to serve that function. CM and CS may not be due to speakers' linguistic deficiencies, but these are considered to be manifestations of qualified achievement by sociolinguists. It is the listener's choice to use CM and CS as a social strategy to include or exclude the listener with their choice of tagged or untagged code.

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