Marketing Strategy Of Mixing Another Language In Adverts: Study of English Code-mixing and Code-switching In Indian Advertisements for Cold Drinks

Priyanka Singh
Research Scholar, Department of Humanities and Social Sciences, Rajiv Gandhi Institute of Petroleum Technology, Rae Bareli, Uttar Pradesh

Dr. Saurabh Mishra
Assistant Professor, Department of Humanities and Social Sciences, Rajiv Gandhi Institute of Petroleum Technology, Rae Bareli, Uttar Pradesh

ABSTRACT

Code-mixing and code-switching are the marketing phenomenon researches have been working for around decades. While different types and their properties for code-mixing and code-switching have been well studied for most of the linguistic varieties as a marketing tool, very less is documented about how they are used as communicative and persuasive tool in advertisements. This analysis is an attempt to overcome with this gap by analyzing the level and describing the current phenomenon of English code-mixing and code-switching in Indian cold drink advertisements. It is noticed that the use of English codes in Hindi advertisements or even in few of complete English advertisements made specifically for Indian television is different from other genres of communication since they are creatively utilized to produce persuasive and convincing effects. The paper investigated the level of such mixing in Indian advertisements basically shown in Hindi speaking area, what kinds of English units are in use as well as certain other aspects related to English mixing which are employed as a persuasive device for the advertisements . English lexical mixing were found to be common English code-mixing elements, while simple sentences, out of all types of sentences, were the most frequent items appearing at the level of code-switching.

1.   INTRODUCTION

A)   English is a widespread medium for connecting people, professionally and socially, across the globe. It is 'a 'contact language' between persons' (Firth 1996). Versatility of English as a medium/language has in due course earned various labels for it- 'English as a world language' (Mair 2003),'World English' (Brutt-Griffler 2002) and English as a global language' (Crystal 2003 and Gnutzmann 1999). Roni (2008) proclaimed that English is more essential than other languages because it has become the lingua franca for international communication, allowing people speaking different languages to interact with each other. Undoubtedly now English is significantly dominating in several areas, such as technology, medicine, business, and mass media,

and at the same time we cannot ignore the fact that inevitably other languages would be influenced by English.

English language was first introduced in India through contact with the British. Although India is a multilingual society, the expansion of English and borrowing between English and Indian languages were first witnessed as early as 1780s, nearly after 20 years of East India company in India, but it started spreading its branches widely in 1858, when the British Crown assuming direct control of India in the form of the new British Raj and in recent times this is also important from the globalization point of view. Today one cannot deny the fact that English is ubiquitous also in the areas of- mass media such as movie, radio,

television programs and also in television commercials.

Not in contrast to the other languages, Hindi has adopted a variety of characteristics from English. Consequently, English has had an effect on Hindi language at all levels whether in phonology, morphology, semantics, and syntax, with one of the most remarkable influences being the mixing of English in Hindi language advertisements. The phenomenon frequently occurs in many genres of communication like speaking, writing and also in the pieces of media creations as well. Although it is also argued that-'pluri-centricity of English is overwhelming, and unprecedented in linguistic history. It raises issues of diversification, codification, identity, creativity, cross-cultural intelligibility, and of power and ideology' (Kachru 1996).

B) Code mixing and code switching have been defined by many researchers and linguists in various ways- Hymes (1974) defines CS as an optional use by a person aware with minimum two languages, in one conversation where as Auer (1995) proposed a newolog *Code- alteration.* Milroy and Muysken (1995) were seems to be agreed with the definition given by Hymes but Bokamba (1989) says it as blending of grammatical and or lexical units from the different language system within the limit of a sentence in a single conversation. On the other hand H. Moradi (2014) has taken it as language alteration and interference for any language.

Most of the studies of code switching and code mixing in any language are done in spoken discourse (e.g. Poplock 1980). Switching, however in recent times has also been analyzed by a number of scholars who have taken an interest in this phenomenon in its written manifestations as it appear in advertising copy (Bhatia 2007 and Srima Nandi 2013). Switching as it occurs in written advertising will often depend upon the targeted audience based upon their categorization

on the basis of- age, sex, socio- economic status etc. Many researchers have discovered the persuasive and manipulative power of English in advertising (T. Likhitphongsathorn & P. Sappapan, D. Luna et al. 2005), H. Mushtaq & T. Zahra 2012) worked on code mixing and code switching of commercials but from the different perspective and again their work is based on data collection from the targeted audience.

The paper aims to study the code mixing and code switching aspect English in Hindi advertisements from a varied angle analyzed the data of commercials for a single type of product on individual basis and tried to find out the ratio of mixing. In a second phase we have also studied the ratio of grammatical units involved in mixing of these commercials.

2.   RESEARCH HYPOTHESIS-

The study is based on the following hypothetical traits:

H1: Establishing that the deviations in Hindi advertisements through English mixing and switching happen in high frequency.
H2: English words are the highest unit of deviations amongst the total mixing and switching in Hindi Advertisements.
H3: This study of the alternate use of two or more languages in advertising conversations is developed in two distinct but related directions:

(i)   Primarily in establishing the existence of deviations in between Hindi–English language codes for valuing Hindi advertisements.
(ii)   And secondly if the above question ends up with the positive response then what extent of such blending, what are its Inter-lexical, lexical and sentential units and is it in compatibility of learning English

3.   METHODOLOGY-

(i) Data collection-

During the course of study for this qualitative and quantitative research we came across number of research papers analyzing the term and data from different angles. For instance, Elizabeth Martin (1998) collected data from A single magazine "L' Express" for the sake of analysis M. J. G. Vizcaino (2011) worked on data from particular airline and analyzed the element of humor because of CS and CM. H. Mushtaq and T. Zahra (2012) collected the data from three different channels between 8 to 9 PM for three days and end up with the analysis of personal views of 30 individuals about CS and CM in these advertisements. M Santello (2013) limits his data collected from 8 English Italian Bilinguals. Srima Nandi (2013) dealt with 5 random advertisements from three different languages for analysis.

The data for this analysis were largely drawn from all time cold drink advertisements made for television and their availability on internet especially on YouTube. For the purposes of this analysis, primarily I brought all the advertisements in written form for several reasons. First of all, it is easier to manipulate than audio and visual recordings. Secondly, it is a relatively easy to go back to some particular advertisement for certain reason. Thirdly, in the interest of providing as detailed an analysis as possible, it seemed more beneficial to focus on code-mixing and code switching in written material, an area often ignored in research. Indeed, the structural flexibility of the code-mixed slogans found in advertising makes it extremely interesting from a linguistic point of view. Those who write advertising copy enjoy what Leech (1966) referred to as 'copywriter's licence'. This carte blanche authorizes them to (i) experiment with orthography in Tag Lines, (ii) invent new lexical items, (iii) produce language which appears nonsensical, and/or (iv) use the intrasentential switching of roles and registers, in addition to many other options, all of which provides a fascinating linguistic mixture for analysis.

(ii) Research instruments-

A coding table was created to systematically input the English units and nativized English words found in Indian Hindi cold drink advertisements. The number and frequency of each unit were counted for further analysis.

4.   DATA ANALYSIS-

Having obtained a sufficient number of commercials, the entire list of ads was screened and rearranged to systematize the commercials for analysis. To observe the most recent and ancient trend of English code-mixing and code-switching in the commercials and to limit the area of research with maximum possible results only Hindi advertisements where chosen out of number of Indian languages. Our focus was placed on Hindi commercials composed from the very much beginning of the Hindi Television commercials to the present available cold drink commercials that have English codes.

S. No.	Brands	No. of ads analysed	Pure ads	mixed ads	Sent.	Phrasal	lexical (words)	Inter Lexical
1	FRUTI	5	NA	5	55	2	6	0
2	7 UP	14	NA	14	21	13	43	0
3	MIRINDA	7	1H	6	23	20	33	0
4	MOUNTAIN DEW	5	1H	4	5	1	8	0
5	SLICE	5	2H	3	3	2	1	0
6	MAAZA	9	NA	9	3	5	37	0

7	FANTA	11	1H	10	25	10	29	14
8	LIMCA	9	1E+1H	7	20	13	28	6
9	SPRITE	11	NA	11	22	3	49	0
10	COCA COLA	21	1H	20	25	20	117	3
11	THUMPS UP	17	1E	16	42	8	18	2
12	PEPSI	18	NA	18	122	15	83	18
	Total	132	9	123	366	112	452	43

Table 1. <u>Frequency of Pure and code mixed Indian advertisements with all its grammatical units</u>

Every English item present at one place in the data was taken as one of the mixed units and for the sake of analysis process it was treated as one single unit. Here it is notable that though linguistically code mixing and code switching are two related but different terms, still we are not taking them separately for our analysis and they both are counted in same group. The study is based on all time cold drink audio- video advertisements, with a concentration on the written form of these commercials. Both English code-mixing and code-switching units inserted in the commercials were analyzed to examine the linguistic sphere of Hindi speaking audience with the study of frequency of English codes. The analysis began with counting pure English, pure Hindi and Hindi-English mixed advertisements followed by analysis of the Inter-lexical, Lexical, phrasal and sentential classification of codes of English language when used in the discourse of these Hindi commercials.

We have given the term of inter- lexical mixing to those items where mixing is within the word i.e. few syllable are of Hindi and few are of English. Lexical codes are those where there is code mixing of only one lexical item or word. For our analysis we have counted phrasal items for those units where more than one English word is used but not reaching to the status of a sentence and sentential codes are those units where a complete English sentence is inserted. Proper nouns are not listed in any particular language. They are counted within their discourse language.

All the English items in the commercials were listed and classified. They were then put into the data table and manually counted. The data was concluded and reported in the table to present the number of English elements and the frequency of usage. Explanation and examples were provided to illustrate the usage of English codes in these advertisements.

This analysis of the data is done in two parts: *Prologue and Epilogue.* In the prologue section we will analyze the data for the ratio of pure and code mixed advertisements, different types of units and various grammatical categories with their ratio within these units.

In the epilogue section of our research we will study the analyzed data in relation to the persuasion technique involved in these advertisements.

As we know that persuading someone is performing an act using some form of communication, usually language (Campbell & Kirmani 2000) and in advertising persuasion is one of the most prominent elements (Geis 1998 & A. Goddard 2003) therefore lastly we will examine this data as a tool of persuasion in the practice of code switching in advertisements.

5.   5. RESEARCH FINDINGS-

The analysis of the data showed that 973 English units are employed in the 123 Hindi cold drink advertisements. However the numbers of analyzed advertisements are 132 out of which 2 were purely English and 7 were purely Hindi advertisements.

Type of Advertisement	Number	Percentage
Pure English	2	1.51515152
Pure Hindi	7	5.3030303
Mixed	123	93.1818182
Total	132	100

Table 2. <u>Frequency of Pure and code mixed Indian advertisements</u>
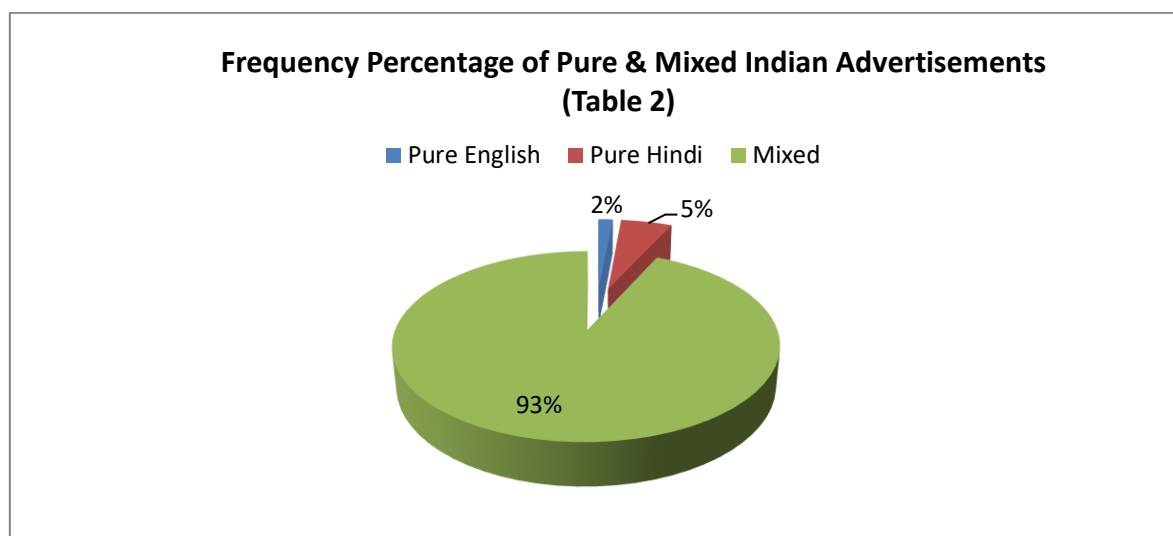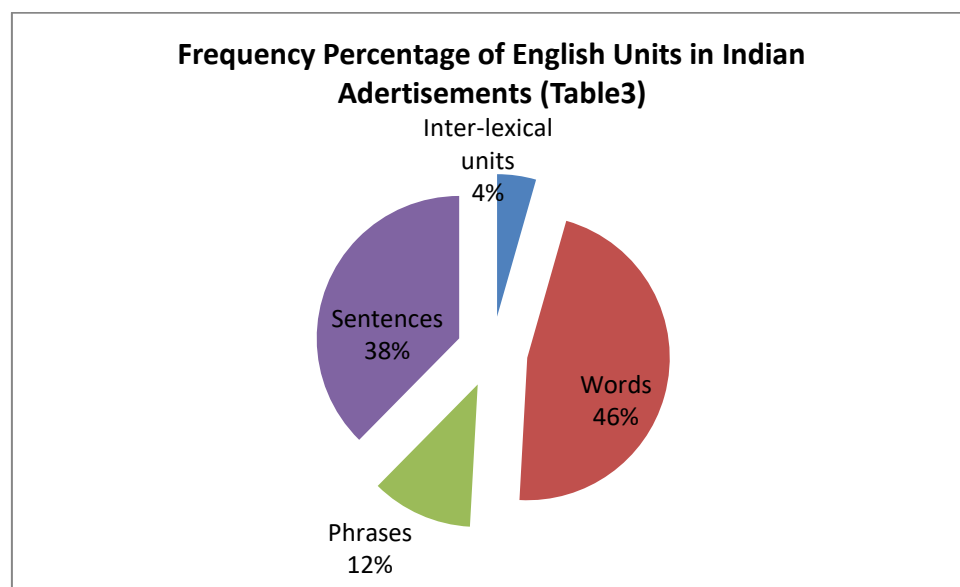

Chart Figure 1

While analyzing the level of English code mixing in sample data we have found that out of 132 commercials 123 (93.18%) are having code mixing in their construction and out of rest nine 2 (1.51%) are pure English adds and 7 (5.30%) are pure Hindi. Few examples, out of analyzed data, for the English insertions in Hindi advertisements might be useful to illustrate these mixings

Advertisement No.5 from Limca

(**A**)*State team* ka *youngest 12^(th) man* hun *boss*

(*Sir I am youngest 12^(th) man of state team*)

(**B**)*Are kancho ki* practice *kaam mein lao*

(*hey! utilize the practice of marbles*)

Types of English Units	Number of Mixed Units	Percentage
Inter-lexical units	43	4
Words	452	46
Phrases	112	12
Sentences	366	38
Total	973	100

Table 3. <u>Frequency of English units used in Indian advertisements</u>

Frequency Percentage of English Units in Indian Adertisements (Table3)

- Inter-lexical units 4%
- Sentences 38%
- Words 46%
- Phrases 12%

Chart Figure 2

When analyzing the level of mixing, it is as expected that English code-mixing outnumbered code-switching. Code-mixing was composed of 112 phrases (12%), 452 (46%) and 43 Inter lexical units (4%), whereas code-switching had 366 sentences (38%). For the sake of understanding, certain examples from the English inserted units are as follows:

(A) Advertisement No. 21 of Cocacola for Sentential insertion

(*Hey! you return*)

(B) Advertisement No.6 of Pepsi for Phrasal insertion

(*Sweet boys* na)

Aren't they sweet boys?

**(C) Advertisement No.6 of Sprite for Lexical insertion**

Aap log *fantastic* the ab agle hfte milenge

(*You people were fantastic. Now we will meet in the next week*)

(D) Advertisement No.10 of Pepsi for Interlexical insertion

Ye hai *Youngistaan* meri jaan

(My *darling this is youngistaan*)

Type of sentences	Number	Percentage
Simple	278	77
Compound	35	10
Complex	48	13
Total	366	100

Table 4. Classification and Frequency of English sentence classes used in these advertisements

Classification and Frequency Percentage of English Sentence classes Used in these Advertisements (Table 4)

- Complex 13%
- Compound 10%
- Simple 77%
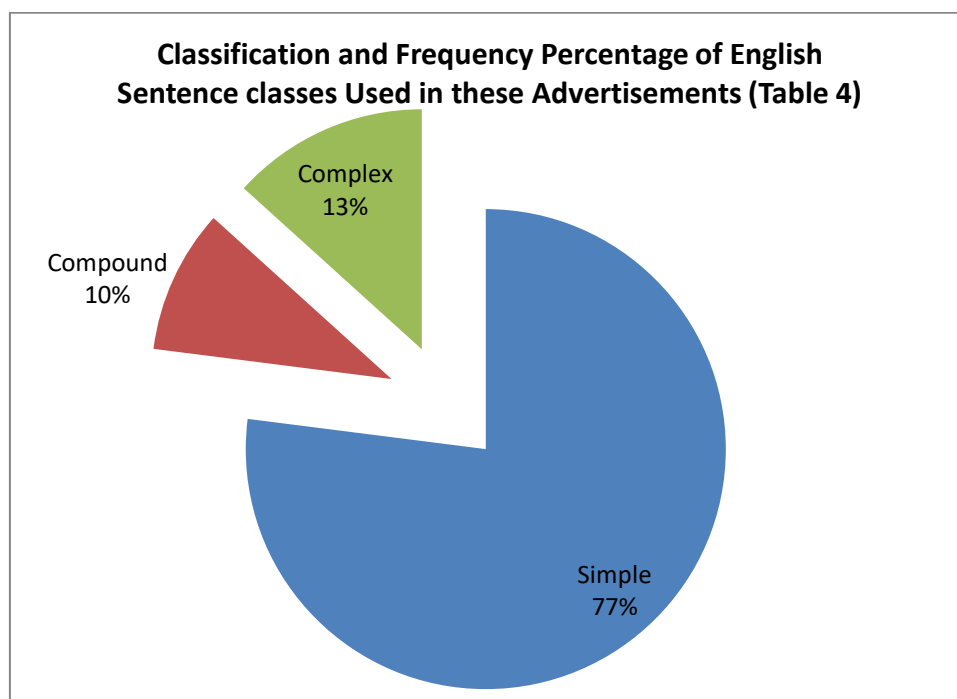
Chart Figure 3

Three types of English sentences, namely, simple sentences, compound sentences and complex sentences are employed in analyzed ads of Hindi cold drinks 415 sentences sharing 40.6% of all English units. It is necessary to note that certain English sentences were used in ungrammatical structures. Simple sentences recorded the highest number with 330 units (79.51%), followed by complex sentences with 50 units (12.04%) and compound sentences with 35 units (8.43%) respectively. Examples of English sentences mixed into these commercials are shown as follows:

(A) Advertisement No.13 of Pepsi for Complex sentence insertion
And that's gona be a big one

**(B) Advertisement No.8 of Pepsi for Compound sentence insertion**
Receiving loud and clear

(C) Advertisement No.8 of Pepsi for Compound sentence insertion
I am so sorry

Type of Phrase	Number	Percentage
Noun	27	24.1071429
Verb	10	8.92857143
Adjective	15	13.3928571
Adverb	60	53.5714286
Total	112	100

Table 5. Classification and Frequency of English phrase classes used in these advertisements
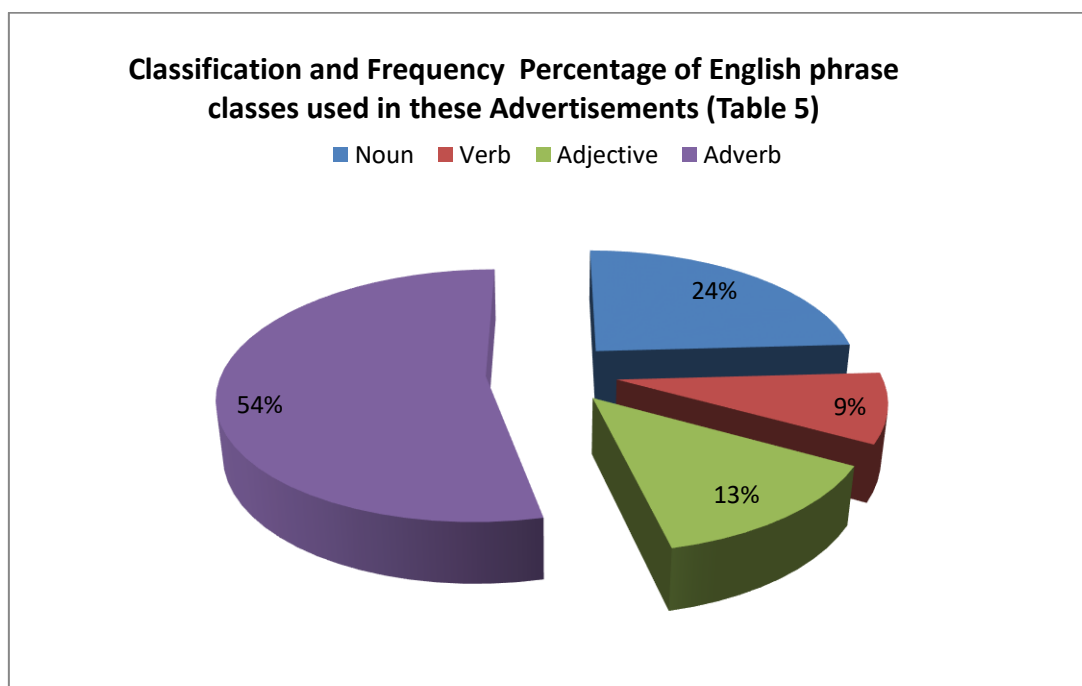
Chart Figure 4

There were 112 English phrases, sharing 10.9% of total English codes, found in the sampled lyrics of the commercials. Of the four types of phrases, adverb phrases had the highest number with 60 units (53.57%), followed by noun phrases with 27 units (24.10%), adjective phrases with 15units (13.39%) and verb phrases with 10 units (8.92%). Examples of English phrases mixed into the commercial lyrics are shown as follows:

(A) Advertisement No.5 of Thumps Up for Adverb Phrase insertion
Kyun ab dil maange no more

What happened? Now heart is demanding no more.
(B) Advertisement No.4 of Pepsi for Adjective Phrase insertion
Rest of the world to ghr gaya
Rest of the word has gone to home
(C) Advertisement No.12 of CocaCola for Verb Phrase insertion
Window shopping kr raha hun
(D) Advertisement No.3 of Pepsi for Noun Phrase insertion
Wo kya hai na mera *style* to *you know*
Actually you know my Style na

Type of Words	Number	Percentage
Noun	258	57.07964602
Pronoun	23	5.088495575
Verb	48	10.61946903
Adjective	73	16.15044248
Adverb	32	7.079646018
Preposition	4	0.884955752
Conjunction	7	1.548672566
Exclamation	7	1.548672566
Total	452	100

Table 6. **Classification and Frequency of English word classes used in these advertisements**

Classification and Frequency Percentage of English word classes used in these advertisements (Table 6)
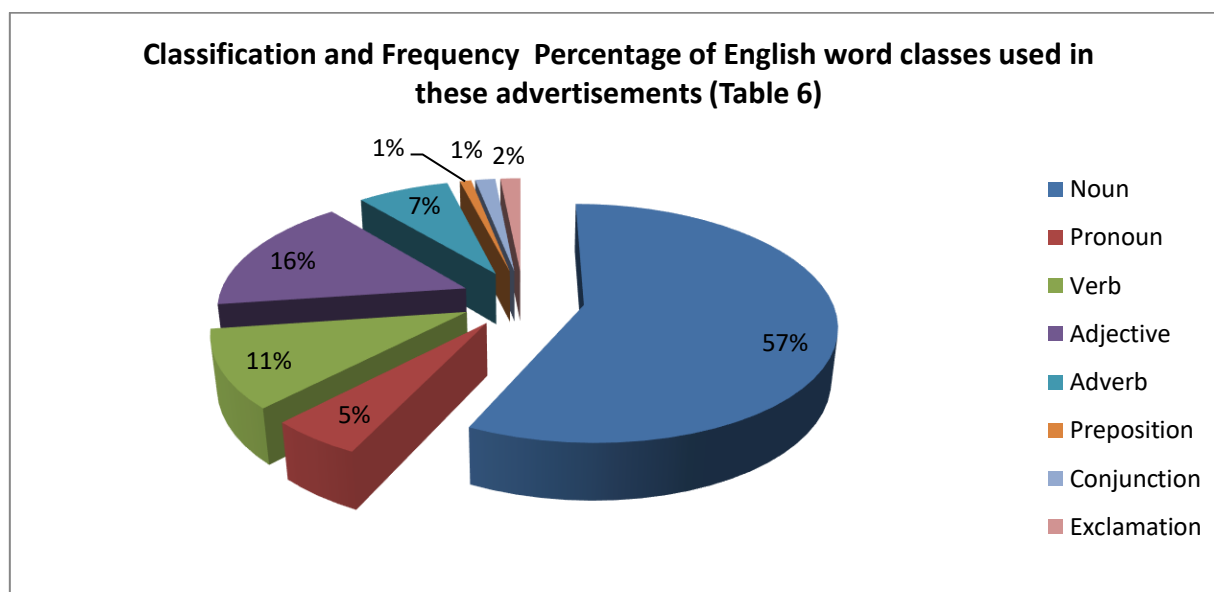

Chart Figure 5

Considering the code-mixing at the level of word, the obtained results show 452 words sharing 44.22% of all English codes, with nouns being the most popular English units used in lyrics of Hindi cold drink advertisements, having 258 units (57.07%). Following this, 73 adjectives (16.15%) were identified, and verbs were found at a total of 48 units (10.61%). In addition to the top three word classes, there were 32 adverbs (7.07%), 23 pronouns (5.08%). Rest three prepositions conjunctions and exclamations are found only in single digits and they are 4 (0.88), 7 (1.54), 7 (1.54) respectively. Examples of English words mixed into these advertisement lyrics are illustrated as follows:

(A) Advertisement No. 6 of 7up for noun insertion

Aaj ke baad sirf Hmari *life* badle hum nahi (*From today onwards only our life changes not us*)

(B) Advertisement No. 4 of Maaza for pronoun insertion

Pr aam to hr mausam mile hai *baby*
(*But baby we can get mangoes in all the seasons*)

(C) Advertisement No. 3 of Sprite Verb insertion

Kuch to inko sikhana hoga ho jaye sb *clear*
(Something we have to teach them so that everything will be clear)

(D) Advertisement No. 1 of Fanta for Adjective insertion

Orangy bulbule jo muh mein bhare
(Who is having his mouth filled with orangy bubbles)

(E) Advertisement No. 6 of Sprite for Adverb insertion

Guldaste si dikhti thi wo lagti thi *garden*

(F) Advertisement No. 10 of 7 Up for Preposition insertion

Dil bole up, I feel up
Heart says up, I feel up

(G) Advertisement No.3 of Thumps Up for Conjunction insertion

Uske haath mein…..hai *so* use mithi cheese pasand hai
……. Is in his hands so we can conclude the he loves sweet things

(H) Advertisement No.3 of Pepsi for Interjection insertion

Hey wo dekh wahi
Hey see one and the same

Type of Syllable in Inter-Lexical Units	Number	Percentage
First Syllable	31	72.09302326
Last Syllable	12	27.90697674
Total	43	100

Table 7. **Classification and Frequency of syllables in inter-lexical units used in these advertisements**
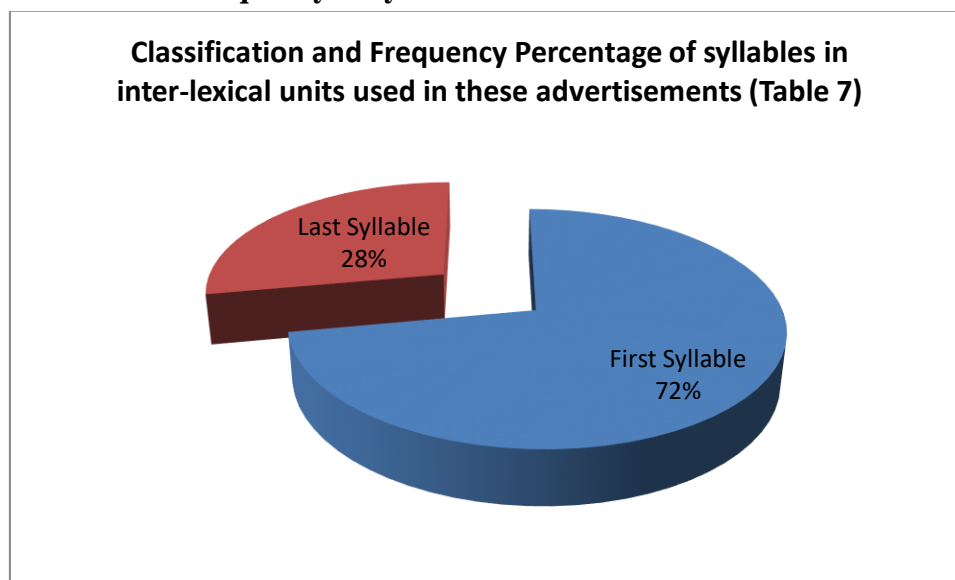

Chart Figure 6

Studying the code mixing at the inter-lexical level two types of units were found- Inter-lexical mixing for the first syllable- which contains 31 units (72.09%) out of the total 43 units and mixing at the place of last syllable for 12 units (27.9%).

(A) Advertisement No.10 of Pepsi for First syllable insertion

Hum sb hai *youngistaan*
We all are youngistaan

(B) Advertisement No.3 of Thumps Up for Last syllable insertion

I don't take *bachchas*
I don't select kids

6.   CONCLUSION-

The data collected through the advertisements from different websites showed that out 132 advertisements 123 are having mixed codes of representation. Approximately 93.18% advertisements are using code-mixing in them and it was analyzed that code-mixing is prevalent in advertisements to a great extent. Similarly, the result of the questionnaire based survey showed that code-mixing leaves a very strong impact on the viewers as it helps the viewers to memorize the commercials easily and serves the purpose of effective communication. The impact of code-mixing in advertisements on the younger generation is quite significant, as shown through the survey taken from the students of undergraduate studies. During the research it was also noted that majority of the students believed that code-mixing is a very useful tool for making language more effective in marketing and it is right to use any language other than Hindi in commercials since it attracts the viewers' attention. As the influence of English language in India is growing to a great extent, code-mixing is being accepted by the general public as a normal aspect of linguistic communication. It is being used very frequently and has become a part of the routine discourse.

In order to 'belong' in the global scenario and in the global community, India's advertising industry is far ahead of its times to attain a distinctive identity of its own. This global identity and the need to belong and be at the level of other developed countries, India has been working hard to attain recognition at the international level. Thus the status of English in Indian advertisement is overwhelmingly high and equally envious.

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