

Code-switching in Advertisement Posters: A Sociolinguistic Analysis

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Abstract

The language choice in the advertisement posters carries a significant role in the absence of audio input. The role of advertisements in the landscape of trade and commerce led many studies in different linguistic communities on the form of the language used but nothing over the choice of Bangla-English code-switching. This leads the study to focus primarily on the purposes of code-switching in advertisement posters. From a sociolinguistic perspective this study tried to explore the relationship between language choice in poster advertisements and consumers' attitudes toward it. In order to have authentic data, all the stakeholders, i.e. sellers, consumers and copywriters, were taken into consideration. Qualitative research methodology was introduced to interview the 29 participants selected by judgment sampling from those stakeholders through three different semi structured questionnaires. The data were analyzed thematically. The results revealed various purposes of Bangla-English code-switching including communication, drawing consumers' attention, lack of terminologies and many more.

Keywords: Code-switching; advertisement language choice; dominance of English; sociolinguistics.

Introduction

Advertisements have become an inseparable part of our life nowadays. “We cannot walk down the street, shop, watch television, go through our mail, log on to the internet, read a newspaper or take a train without encountering it” (Cook, 2001, p. 1). It is permeated through visual media advertisements, audio media advertisements and advertisements through posters, billboards, internet and different types of newspapers and magazines. From houses to roads, trees to walls’, personal to public transports, different types of advertisements inform, promote brands or products, increase awareness and even promote individuals. Advertisements have become the ammunition in business sectors with the pace of time. From the vast categories of advertisements, the poster advertisement is considered as one of the most accessible one. Since its introduction in the early 19th century (Rogers, 1914), advertisement poster is also considered as one of the easiest medium to connect with the mass people. Every business endeavor wants to reach their messages to the root level of their consumers. This leads the researchers to examine the form of language used in the advertisement poster to communicate with the consumers.

Language Varieties and Dominance of English

In Bangladesh, besides regional dialects and tribal languages, there is existence of Arabic, Urdu (Rahman & Hossain, 2012) and other foreign languages in limited portion. But English has surpassed them in a long margin in terms of its application in daily life. It is not only taught as a compulsory subject in primary, secondary and higher secondary education (Ministry of Education, Bangladesh (MoE, 2010) but also used as ‘the de facto medium of instruction’ in the educational institutions (Rahman & Hossain, 2012). Rasheed (2012, p. 34) in his study explores, “English can provide a wider range of life choices and knowledge about global issues, particularly if it can be used successfully outside the classroom. It is believed that learning English could bring empowerment to life.” Rahman and Hossain (2012) have the similar view as they state that the urban educated people with proficiency in English not only grab the best jobs in the country but also become the most powerful section of the society. In comparison to other languages, English carries more importance to the people of Bangladesh which makes them interested to affiliate with English in a positive manner. As English has re-entered the life of the former colonial nation at various levels, and in various forms (Banu & Sussex, 2001), the use of English is not only seen in the oral but also in the written discourse. Banu and Sussex (2001, p. 51) state, “In Bangladesh there are different kinds of Bengali–English code-switching, involving partial and complete transfers from English.”

Literature Review

Advertising and code-switching in advertising

Advertisement is the “paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor” (Kotler, Armstrong & Wong, 2008, p. 793). It is very much social and inseparable. It is “something of which we are part, and which is part of us” (Cook, 2001, p. 185). Poster advertisement, also known as print advertising is one of the strongest and popular genres. But because of the absence of verbal or audio repertoire in it, there depends a lot on the pictures, designs and especially, on the form of the language. The language use in the advertisements is been described as a ‘functional dialect’, which refers to the result of the process where language is chosen to be used for a particular purpose, and consequently the product becomes a variety of its own (Kelly-Holmes, 2005, p. 8). So, the language used in the advertisement posters has the full concentration on the authority of the concerned organizations. Advertisements are meant to deliver messages which will connect and communicate to its clientele. In order to carry that connection, the use of two languages in a single communicative episode through text which is also known as code-switching (Benson, 2001; Heller, 1988;) can be very much

helpful because if there is more than one language in the advertisement, it actually refers to better intelligibility as “it demands more from the reader to understand the multilingual message” (Martin 2002, p. 381). Besides, “advertising is a one-to-many mode of communication” (Forceville, 2002, p. 120). Code-switching is considered a very good tool to maintain proper communication, as Bishop (2006, p. 17) states, “In terms of communication, individuals may use code-switching to negotiate a meaning that is better or more easily expressed using multiple languages rather than remaining within a single language.” By establishing proper communicating function, advertisement links between the advertisers and the consumers (Kotler, 2003).

Leech (1966) recommends that the language in the advertisements should be informal and simple rather formal and complex. The language needs to be the language of mass people. Rahman and Hossain (2012) also acknowledges code-switching as a legitimate form of informal talk. Auer (1995) summarizes code-switching as local processes of language negotiation and code selection. The language of the advertisement is designed to communicate locally with the consumers through the existence of different codes in a single context. Leech (1966) refers to the vocabulary of the advertisements as concrete and comprehensible, especially in those communities where there is existence of more than one code. There, it needs proper concern on both syntactic and lexical process and “Code switching signals contextual information equivalent to what in monolingual settings is conveyed through prosody or other syntactic or lexical processes. It generates the presuppositions in terms of which the content of what is said is decoded” (Gumperz, 1982, p. 98). Code-switching helps the community to decode the messages easily on those contexts. And it becomes so natural and usual that, nowadays it doesn’t wait for special occasions. Wardhaugh (2006) states, (Cited in Rahman & Hossain, 2012, p. 234) “Code (often apolitical compared to dialect and language) is defined as a system used for communication between two or more parties. It is the particular dialect or language that a person chooses to use on any occasion”. The text of an advertisement needs to be expressive by itself. Kelly-Holmes (2005) states,

Language can have various functions in advertising, for instance informational, expressive and vocative ones. The informational function of a language refers to its aim to inform or to report, to describe and to emphasize in an advertisement. Moreover, feelings or emotions can be expressed through language and thus it can have an expressive function (p. 8).

Fill also (2006, p. 172) claims advertisement as an influencer which informs or reminds the audiences about a product. The copywriters or the designers of the advertisement posters want to deliver the messages from the part of the organizations and the messages which will have both information and expression. Therefore, they need to plan and form the language very carefully. And code-switching can be a tool to overcome the difficulties and challenges during developing a discourse (Myers-Scotton, 1993). At the same time, they have to attract and influence the consumers to enjoy the service or the product from providers. Leech (1966) considers attention value, readability, memorability and selling power as the principles of advertising texts. The copywriters want to grab the consumers’ attention and make their advertisements an attractive one and English is the language which can make the text more attractive (De Raaij, 1997). As the goal of an advertisement is to persuade the consumers (Aliede, 2000; Kenechukwu, Asemah & Edegoh, 2013), the copywriters use a code-switched message as one of their ammunitions or marketing strategy to influence bilingual consumers (Luna & Peracchio, 2005).

Interestingly the copywriters or the poster designers do not get much time to persuade because they get a fraction of time from the consumers. Ahmed (2011) in her study finds that the Bangladeshi advertisements have become more concise and effective over the years as everyone is very busy and don’t have time to “stop by a billboard or print advertisement with long passages to read about the product” (p. 28). This leads to consider the possible features of language and evaluate the ability of the “language to transfer the maximum amount of information with the minimum effort” (Zhang & Grenier, 2013, p. 204-205). Code-switching has come to rescue to overcome such challenges and within its limit it could

possibly solve copywriters' task without losing other dimensions or features of an advertisement. However, in some contexts, the absence of terminology to describe the features of a particular product, the products' name from originated countries and complex or longer replacement of some lexical repertoire trigger the copywriters to use code-switching in the advertisement texts (Friedrich, 2002).

English language use in advertisement posters

The depicted language on the advertisement posters are interconnected with many critical issues. The role of language choice (Grin, 1994) is one of the crucial issues which can shape readers' response. People's attitudes toward language and society can be identified through the linguistic and cultural content of advertising slogans which are discovered through a careful examination of phonological, morphological, syntactic, and semantic patterns (Martin, 1998). In Bangladesh, the widespread use of English has an influence in both language and society. The status of English is becoming more prominent here as 80% people of Bangladesh consider English language as one of the ways to increase their income (BBC, 2009). So, there is positivity towards the attitude of the language. According to Warden, Lai and Wu (2002, p. 73), "English...may benefit from a discourse frame linked to economic success and social status. This can lead to a positive impression, similar to that of country of origin, that we label language of origin." It is also prevailing in many scientific and technical fields. The technical lexicon has leaked into advertisements and is frequently used (Kelly-Holmes, 2005, p. 70).

Consumers' attention can be easily drawn through the use of English as the advertisements in English give the product modernity (Hornikx, Meurs & Boer, 2010). Paakkinen (2008, p. 320) in a study in Finland found a possible link between the use of English and symbolic connotations, such as trendiness, internationality, modernity, technology, and fashion. Use of English has become the means of representation of sophistication and modernity. Japan, Korea, Germany, and India are some of the countries where the use of English has come to suggest a social stereotype through advertisement (Bhatia, 2000; Piller, 2003; Takashi, 1990, cited in Krishna & Ahluwalia, 2008).

This particular belief can be seen mostly among the young people who consider English as 'cool' (Svartvik & Leech, 2016). That is why the copywriters use English to attract those trendy people (Kelly-Holmes, 2005). Considering their goal and product they single out a particular group of desired consumers. They adapt themselves with the language used by that group. Code-switched message is a major outbreak for the copywriters in this issue as Gal states (1988) "Code-switching is a conversational strategy used to establish, cross or destroy group boundaries, to create, evoke or change interpersonal relations with their rights and obligations" (p. 247). Wardhaugh (2010) also considers code-switching a major identity marker for a group of speakers.

At the same time, the organizations want to enhance their image through their product or service. They use English language to mark their products or service with international quality as it bears the status of international language (Llurda, 2004). They want to boost the reputation of their product or service. Duszak (2002) in a study on Polish product advertisements finds English as a tool for upgrading the product and creating "the image that the buyer recognizes the international quality of the merchandise" (p. 220). It is worth to mention that Duszak (2002) puts great importance on the ability to comprehend English language by the potential buyers.

However, the advertisement posters in Bangladesh are a very good example where the use of English is prevalent through the form of written discourse. Having a close look on those texts (Appendix D), it has found that Bangla-English code-switching is a common phenomenon there. It has also been identified that the most advertisements use Bangla as their matrix or main language whereas English plays as embedded or marked language. This research focuses on the purposes of code-switching in the advertisement posters as ".....the English used in the advertising of non-English speaking countries is a

rich source of linguistic data that is unique because of the violations of stylistic restrictions one often encounters.” (Martin, 1998, p. 160) Even “.... these hybrid varieties of CS (Code-switching) are in a complex relationship with national language policy in Bangladesh” (Banu & Sussex, 2001, cited in Rahman & Hossain, 2012, p. 237).

Methodology of Research

Since the motive of the research was to identify the purposes of code-switching through a socio-cultural point of view, a qualitative research design was introduced and data was collected through semi structured interviews. Three different sets of questions with different question patterns and queries were designed. Judgement sampling was adapted for selecting participants in this study in order to meet the predetermined criteria of this study and encourage participation (Hoffman, 2014). The interviews were taken separately and recorded with proper consent for analysis.

Some advertisements were captured to show the interviewees for the authentication of the claim of having code-switched text in the advertisements. All the stakeholders, i.e. advertisement agents, sponsors, dealers, shop-keepers, terminal and local sellers and more importantly consumers were involved and their opinions, judgments, views and arguments were recorded and considered to identify the purposes of Bangla-English code-switching. This helped the researcher not only to have authentic data but also to look insight of such critical and important issue relating language choice and language acceptance. A total of 29 participants were categorized into three major groups, e.g., i) Sponsors or designers ii) Sellers & iii) Consumers. Among them 6 (2 sponsors and 4 designers) were interviewed under ‘Sponsor or designer’ category, 9 (2 terminal sellers, 3 local sellers and 4 local shopkeepers) in ‘Seller’ category and 14 consumers in ‘Consumer’ category. It is worth mentioning that during the selection of such participants, the researcher considered the popular advertisements, reputation of the organizations and most importantly his links, relationship and access to the participants (Hoffman, 2014).

The researcher designed three different sets of questions with different question patterns and queries. The main themes of the questions were kept constant but the sub-questions and queries were rephrased through the form of semi-structured interviews in order to establish a natural and less formal discrepancy between interviewee and interviewer (Gibson & Brown, 2009). Some additional questions were introduced considering immediate context. All of the questions are depicted in the appendices.

Findings

Thematic analysis (Creswell, 2012) of the collected data produced the following purposes of code-switching in advertisement posters.

Easy communication with consumers

Most of the participants (82.75%) mentioned that use of code-switching in posters for product advertisements were being used in order to have a successful communication among the manufacturer, service provider and its target clientele. All of the participants (100%) under sponsors or designer category acknowledged that they have to create such text which gives clear idea about the product and establishes a smoother communication with the consumers. One of the copywriters said, “Main concern is what I am trying to communicate..... If I would say 'darshak', rather than its English word ‘audience’ (in a text), there would have limited function, it won't be communicating”.

Transaction with mass people

Almost all of the participants (93.1%) acknowledged code-switching as an application which promotes easy and smooth understanding between the manufacturers and the customers. The consumers browse products' quality and features related information in an advertisement poster. They expect the similar style or form of the text which they understand and use in their daily life. Code-switched texts meet their expectation and they comprehend the message easily and smoothly. All of the participants (100%) from consumer category directly or indirectly stated that they use such form of language in their daily life. The manufacturer (83.3%) also prioritized smoother comprehension. The copywriters need to make the consumers understand their message or style even before they think about making the products interesting. One of the designers mentioned that the consumers are very much comfortable with the code-switched text in the advertisement as it is a common phenomenon in their daily life conversation. As it (Advertisement) is all about selling the products, the copywriters (the persons who produce texts in the advertisement) have to adapt with the consumers. One of the participants said, "... Father, I will contact you over 'Duralopon' (Bangla of Phone). Father will not understand that much or the father might need a little bit of more time to decode the message".

Drawing consumers' attention to products/services

Consumers' attention is recognized as one of the principal issues by the participants. 75.86% of the total participants mentioned and accredited the application of code-switching as a tool for grabbing attention and attracting consumers. The primarily focus of the copywriters is to grab attention of a particular group or a particular level of consumers. One of the copywriters disclosed a popular formula 'AIDA' (Attraction, Interest, Desire and Action) where attraction plays the primary role which leads the consumers to pursue the product or service. He stated,

There is a thing, AIDA...Attraction, Interest, Desire, Action. Attraction grows when the consumers see the ad, then he reads, and the interest level rises. Then in call of action he thinks that, 'Oh, this is essential for me (Desire)'. Then he buys, spends money from his pocket or purse. (Action)

In order to sell the products, the designers think of grabbing consumers' attention using different languages, mixed languages and code-switched texts. They form the languages according to consumers' need and depict product information in a language which is flexible, comprehensible and as well as eye catching to the consumers.

Aligning with trendy strategy for business promotion

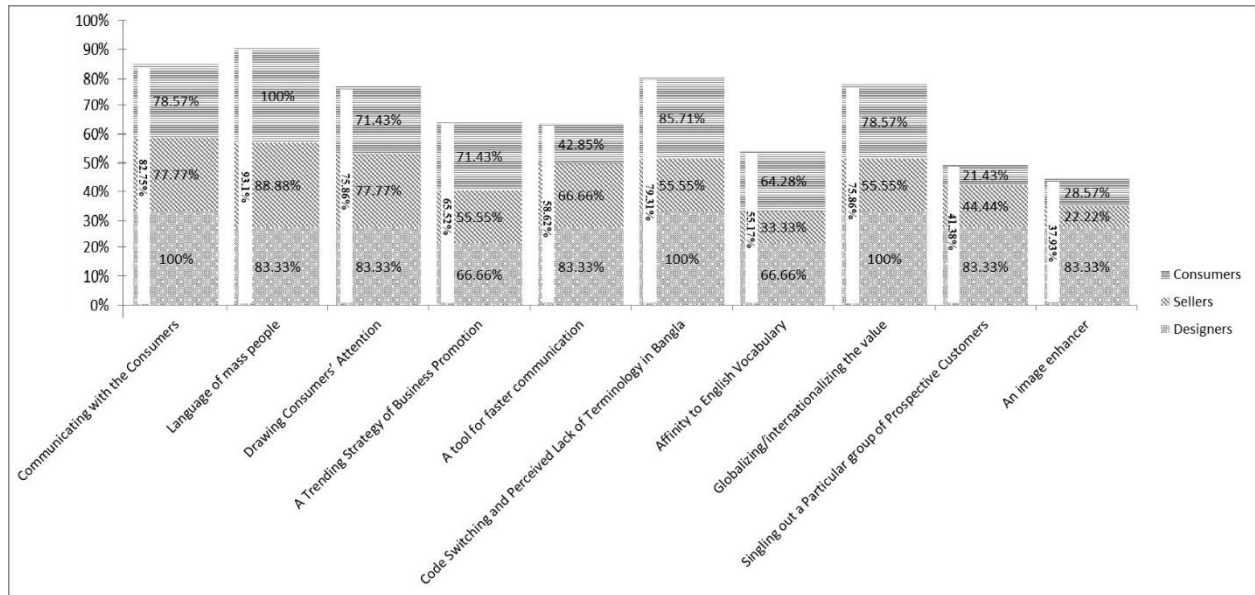
Above 65% of the total participants admitted that the use of code-switching is a new business policy or a new trend in the advertisement sector. Among them a significant number of consumers (71.43%) considered it as a trending business policy as they had less exposure before. They identified that code-switching came to light just after the introduction of mobile phones and mobile phone network operators. Even the sellers (55.55%) had similar opinion as one of the terminal sellers said,

It (Code-switching) is a new policy because the use of different languages in the texts is more visible in the new packages/offers (Offers from mobile operators). For example, the phrase 'Kuripoti offer' in a sentence. Here "Kuripoti" stands for 'if a person completes his sells volume, then he/she will get 20000 taka. This is an offer offered by the company for where they wrote 'Kuripoti offer' but they could write 'Kuripotisujog (Bangla of offer)' or there could be other texts. But it was written 'Kuripoti offer'.

The copywriters gradually increased the use of code-switching as the consumers were adapting it naturally and the stakeholders are getting much responses. That records code-switching as a successful

new business trend or business policy. Besides, 30% of the total participants said that code-switching is also used for branding. To them, code-switching can be handy for promoting products or introducing new products/services in the public. On the other hand, some participants (20%) disagreed to recognize code-switching as a business policy. They said there is no relation between selling the products and the use of code-switching. They also mentioned that the sale of the products depends on the quality of the product/service and the need of the consumers, not on code-switching.

Figure 1. Purposes of code-switching in advertisement posters



Prompt delivering of the intended message

Almost 59% of the total participants considered code-switching a tool for faster communication. The copywriters were searching for a code which would not only be able to concise the message or information but effective at the same time till they found code-switching. They (83.33%) credited code-switching for establishing quick communication. It also helped them to put their concise message in the advertisements posters as their audience do not have much time to read long sentences or even long phrases. One of the copywriters explained,

The matter of 'Positioning' has changed. 'Positioning' means how fast, how easily I could communicate. Now, we are very busy. We are very fast. To cope up with anything, we have to be swift as well. When we walk on the road, we don't have enough time to read something people don't have enough time to listen and watch. So, we want to communicate in an easier and faster way. To make (the message) smaller. To make easy and convenient as it can be comprehensible for the people.

However, when this issue was raised to the consumers they showed their unawareness as they said they never thought like this before but most of them (95%) acknowledged that in case of long sentences and phrases, they face difficulty to comprehend the message as they hardly stop to read the text of an advertisement.

Compensate for the lack of appropriate Bangla equivalents

In conjunction with the dominance of English words, due to increasing products and service orientation in the globalized world of today, close to 80% of the total participants have pointed out that they do not either recollect any popular Bangla word/expression from their mental lexicon or it is non-existent in Bangla. In those particular cases, they tend to use English words as they enter into the borders of transnational consumerism and make immediate foray into the mental lexicon of customers. Some of the participants acknowledged their difficulty to find exact meaning or exact Bangla word or words. One of them ended up with the following explanations: “You cannot say the Bangla of flavor. If you look at dictionary, you can get an explanation of 5-6 words, which is the explanation of 'flavor' not the meaning”. 60% of the total participants were in favor of keeping the terminologies of products, (Like mobile, computer, etc. and their terminologies, such as; ‘prepaid’, ‘postpaid’, ‘hard disk’) in their original form which is mostly in English. Some others (40%) identified the factor of naming as the purpose of code switching.

Creating a memory effect

A significant portion (55.17%) of the participants find many English words and phrases, used in ‘advertisement text’, very familiar. They think that the people have become habituated with those words. They remember those more easily as they use those in their daily life. This makes the copywriters interested to use those words in the advertisement posters as a natural form to convey their messages to the consumers. The copywriters mentioned that those words are no more considered foreign words. They have become Bangla words. The original Bangla words of those lexicons have become archaic. One copywriter stated, “...there is a Bangla of 'Oxygen' but when I will tell you the Bangla, it will seem more English than 'Oxygen’”.

English is a foreign language here and people find it difficult to learn but still some English words are excessively used that the Bangla words of those lexicon have been forgotten and become more difficult to produce during communication. 50% of the total participants said that the words which are being used to produce code-switched texts in the advertisement posters come naturally. It has become so natural that when one of the interviewees was asked about the mixing and switching of Bangla and English in the advertisement text, he confessed that he was unaware of such mixing and switching as he considered the vocabularies as part of Bangla morpheme. It was so natural to him that he did not consider those expressions separate language until then.

Internationalizing the product/service

Media, technology and internet are now connecting people faster all around the world. This leads the Bangladeshi organization owners to think globally in order to spread their products/services. One of the sponsors related: “There is a relation with globalization, and I think as we are getting much information through satellite and there is also an influence of satellite channels in the urban society, the ads (advertisements) spread faster”. One of the copywriters acknowledged the influence of westernization and globalization: “Bangla language is being influenced through international policy, globalization, satellite TV, our neighboring countries, like different reasons”.

The consumers (78.57%) also showed their concern as they believe the sellers have the intention to introduce their products/services internationally as they keep English words/phrases in the advertisements. One participant from consumer the category expressed: “Actually, this is an era of ‘Globalization’, so I should have introduced with many English words. I mean in normal sense, in general, one should know this. And this is positive, at least I believe so”. Furthermore, the products

originated from English language region had spread along with their names which led to use code-switching in the advertisement. One of the participants said, “Like ‘Nike’, ‘Reebok’. As they named and informed me. So, I have to recognize in those names. So, we must enrich ourselves”.

Preying the target audience

It has found that 41.38% of the total participants, where a major portion (83.33%) is copywriters, mark code-switching as a medium to mingle a group or target clientele. The copywriters expressed their willingness to make a bond with a particular group and to establish an association between the organizations and their target audience. One of the copywriters stated, “Many times, we must consider the brand and their TA (Target Audience) and how will we match them defines which language we will use, how will we write”.

The copywriters are very keen to adapt and assimilate with the consumers in order to adapt the products. They want to showcase their affiliation through design, language and linguistic pattern in the commercial advertisements. Another copywriter shared his real-life experience in this regard.

A female University student was saying, 'Amar Pen ta dirty hoyo gache (My pen got dirty).' I dislike this (linguistic form) personally as we have the synonym (Bangla word) of pen. Later I thought that, if I have to talk (communicate) with this girl (this particular generation), I have to talk in her language, I have to wear her dress, I have to wear her shoes, I have to use the language which she uses for her sms. I wrote copy (text of an advertisement) for her. If I can talk in her language, if I can communicate in that way, then that is better (for my job).

In some contexts, for some particular group of people, the manufacturer or the service provider needs to prioritize some particular groups. They researched on those particular groups, their lifestyle and their language and finds possible solution through code-switching. Some other participants exemplified the modern products such as different gadgets and portable devices where they consider the young generation especially who are techno savvy as their target clientele. In that context the copywriters put the similar terms and lexicons in their advertisements which are used among those group members.

Enhancing the brand image

Not a major portion but a handful number of participants (37.93%) acknowledged that the English words which are used in the advertisement texts alongside Bangla language, have the capability to uphold the brand image. Most of them specifically recognized English language as international language and believed that English has the capability of introducing products/services as global ones. According to one of the participants, “As a brand, ‘Symphony’ (mobile handset brand in Bangladesh) represents them as techno and smart as the other global brands, for this reason, many times for branding we need to use some English words”. The intention is very clear on behalf of the copywriters. Their work is to make an association between the brand/product and the consumers in order to increase the sale. They want to create a positive vibe in order to upgrade the image of the product/service where English-Bangla code-switching is one of their ammunitions.

Discussion

The purposes of code-switching were identified based on Speech Accommodation Theory (Giles, Taylor & Bourhis, 1973) and Language Schema Activation theory (Luna & Peracchio, 2005). It also incorporated the two-item attitude measurement proposed by Luna and Peracchio (2005). Advertisers’ cultural sensitivity, dominance of English language and attitude towards code switching are found to have major contribution behind the application of code-switching in the Bangladeshi advertisement posters.

The manufacturers, service providers/sellers and their target clientele's positive attitude towards establishing a smoother communication is the most referred purpose of Bangla-English code switching. Its widespread application successfully reached to the mass people. English is used as a salient feature in the code-switched text to grab attention and attract consumers. Promoting products/services and increasing the number of clientele through code switching was a strong strategic viewpoint for the providers. The attitude towards English language helped the language users in this community to internalize English vocabulary and Bangla-English code-switching became a natural byproduct for them. Even for the providers, the attitude has turned into a belief that the existence of English in code-switched texts has the capability to uphold the brand image of the service/product. Besides, it is also used to single out a particular group of prospective customers based on the language choice of those users. However, in some limited cases non-existent terminologies or expressions in Bangla language resulted in code-switching in the advertisement posters.

Conclusion

The participants reveal major purposes of code-switching but the copywriters mainly follow AIDA (Attraction, Interest, Desire & Action) where code-switching roles to attract the consumers. They believe in response because "the more the people respond to the ad, the better it will be for the economy and the economic well-being of society" (Kotler et al., 2016). Code-switching between Bangla and English has become a common interest point for the stakeholders because of the 'dynamic and forceful effect of English' (Banu & Sussex, 2001). However, the emotion and attachment to Bangla language is a serious issue because the people are worried about a change in the language which can affect their culture and community, and language is the identity of a community (Wardaugh, 2010). Besides, English in a non-dominant English language culture may result in English-language advertisements as less recalled, less well liked and more misunderstood (Bishop & Peterson, 2010).

The application of code-switching is increasing gradually. The current study has attempted to reveal some purposes of it which could be beneficial for the Stakeholders. As advertisements are the medium of transferring messages to the consumers and code-switching is making the message smoother, shorter and easier, it becomes a prime choice for the manufacturers and copywriters. Though this study has tried to consider all the possible issues but it has some limitations. This study overlooked the medium of context. Only code-switching in Bangla text was taken into considerations whereas there is a possibility of Bangla-English code-switching in English text. Besides, this study did not categorize the advertisement posters. So, the purposes of using code-switching in the advertisement posters in Bangladesh cannot be generalized for all types of advertisements.

The limitations of this study have created scope for the researchers for further study. For example, Bishop and Peterson (2010) studied on Spanish/English code-switching and its impact of medium context. So, it is possible to study on Bangla/English code-switching on English medium context (as this study focused only Bengali medium context). Besides Bangla/Hindi, Bangla/Arabic code-switching along with other languages could be the research areas for the researchers. The researchers may also take a look on the other popular medium of print advertising like as; billboard, wall-poster, leaflet and others.

The use of a language represents a society because "language as a social phenomenon is closely tied up with the social structure and value systems of society" (Trudgil, 2000, p. 8). This study particularly focuses on the use of language in the advertisement posters of Bangladesh. The language has the ability to fulfil the objectives of advertising which is "to inform, persuade, remind or reinforce" (Kotler & Keller, 2016, p. 609). Besides the form of advertising language is important as Myers-Scotton refers (1993, p. 113), "Choose the *form* of your conversational contribution such that it indexes the set of rights and obligations which you wish to be in force between the speaker and addressee for the current

exchange.” At the end we need to remember, it will be impractical to choose a language for purposes such as advertising which people may not understand (Lindblom, Kirsch & Rubensson, 2013).

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Ethics Statement

I, hereby, state that I conducted the research and prepared the manuscript following the protocol of research and publications ethics. I am solely responsible if any deviation or mistake (in content and language) is identified in the manuscript.

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Appendix A

Questionnaire for Advertisements Makers/Designers/Copywriters:

- 1) Mixing up English and Bengali words in the advertisement posters:
 - i) Why do you mix English and Bengali words during developing poster advertisements?
 - ii) What types of English words do you choose to apply in Bangla dominated posters/ Bangla words in English dominated posters?
 - iii) What aspects do you consider to make the choices? (To dramatize/ to arrest consumers' attention/ to create greater impact/ absence Bangla substitutes/ user friendliness?)
- 2) Are the consumers interested in the English words used in the advertisement posters?
 - i) What makes you think so?
- 3) Is there any relation between commercial gain and publishing advertisement posters containing Bangla and English words? How can you identify?
- 4) Is this code-mixing a result of globalization? Why do you think so?
- 5) Would you like to add any more argument/logic regarding the mixing of Bangla and English in the advertisement Posters?

Appendix B

Questionnaire for Sellers/Retailers:

- 1) Do you think the mixing of Bangla and English words is necessary in the advertisement posters? Why is that?
- 2) Is code switching a new trend in business? Why do you think so?
- 3) Does code switching help to increase popularity of the products/services? Would you like to explain?
 - i) Do you think the consumers are familiar with the English words used on the advertisements? What makes you think that?
- 6) Do you know the meaning of the English words used in the advertisement posters? / How far do you understand the English words which are being mixed in the Bangla texts in the advertisement posters?
- 7) Do you find any feedback from consumers after the publication of advertisement posters containing mixture of Bangla and English words? Would you like to elaborate?
- 8) Do you find any difference between the advertisements containing Bangla- English mixed words and others? (With regards to selling the products) Did the mixture of English/Bangla words in the advertisement posters help you sell/make profit more? Can you explain?
- 9) Would you like to add any more argument regarding the mixing of Bangla and English in the advertisement Posters?

Appendix C

Questionnaire for Consumers:

- 1) Why do you think Bangla and English words are used in a same sentence/phrase in the Bangladeshi advertisement posters?
- 2) Is this code-mixing a result of globalization? Why?
- 3) Does code switching help to increase popularity of those products or services? Why?
- 4) Have you seen such (code switching) trend in business? How would you like to explain?
- 5) How far prestige is involved in this regard?

- 6) Do you believe that the application of code switching has risen in recent times? Why do you believe so?
- 7) Do you know the meaning of the English words used in the advertisement posters? / How far do you understand these English words which are being mixed with the Bangla texts in the advertisement posters?
- 8) Do you prefer code switching in the advertisement posters? Why?
- 9) Have you ever found code switching to be effective? Could you give an example?
- 10) What more arguments might you have regarding the mixing of Bangla and English in the advertisement Posters?

Appendix D



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