

CenRaPS Journal of Social Sciences

International Indexed & Refereed



ISSN: 2687-2226 (Online)  
<https://cenraps.org/journal/>



Original Article

Accepted Date: 25.12.2023

Publication Date: 28.01.2024

[doi.org/10.46291/cenraps.v5i2.105](https://doi.org/10.46291/cenraps.v5i2.105)

## Code Switching in Television Advertisements in Bangladesh: Features and Facts

**Most Salma Akter**

Graduate, Department of English, Green University of Bangladesh

salmaakter311299@gmail.com

**Mohammad Golam Mohiuddin**

Assistant Professor, Department of English, Green University of Bangladesh

m.uddin2611@gmail.com

**Umme Hani M Joher**

MPhil Fellow, University of Dhaka, Bangladesh, hanijoher2018@gmail.com

### Abstract

Switching codes has been a strategic communication tool in today's world of business and trades, and it is largely noticeable in television advertisements. The paper explores the striking features of code switching and investigate the reasons behind Bangla-English code switching in Bangladeshi television advertisements and its impact on viewers. The study used a mixed method approach for data collection including questionnaire, semi structured interview and observations. The researchers conducted interviews of advertising managers, questionnaire survey among students and mass people, and observed various TV channels to collect authentic data. The results reveal that intra-sentential code switching is the most prominently employed type of code switching in television advertisements. The study also finds that code switching is used in television advertisements to attract and engage viewers, bridge lexical gaps, emphasize key points, and enhance contextual understanding. Besides, the results demonstrate that code switching has a notable impact on viewers, enhancing their ability to recall advertisements and influencing their purchasing decisions. The researchers recommend that advertisers should consider the social standing of their intended audience and determine whether code switching aligns well with both the product's image and the social identities of the consumers.

**Keywords:** code-switching, television, advertisement, impact, viewers

## 1. Introduction

In the age of globalization and competitive market economy, advertising holds a significant position in the landscape of trade and commerce. Television advertisement stands out among the most widely accepted advertising methods. Code switching is a common affair in the marketing strategy in Bangladesh. The practice of code-switching between Bangla and English is prominently observed in Bangladeshi television advertisements. In fact, Bangla is both the national and official language of Bangladesh; she is said to be a predominantly a monolingual country where about 98% of the population speaks Bangla (Heitzman & Worden, 2020; Rahman, 2005, cited in Rahman & Mohiuddin, 2021). However, English persisted in prominence following the end of British rule in India in 1947 till date. The demand for English proficiency is high in the white-collar job market, notably in multinational companies, UN projects, renowned NGOs, private banks, and major private enterprises' (Alam 2006, p.53) . This motivates Bangladeshis to become proficient in English. While national policymakers actively encourage literacy in Bengali, they also recognize the necessity to adapt English, particularly in the commercial world. Consequently, the coexistence of English alongside Bangla is evident, notably observed in the practice of code-switching, especially in advertising, particularly in television.

In Bangladesh, English is not only used in conversations but also in various media like television, newspapers, and social platforms for advertising. English words are frequently incorporated, especially in advertising, to enhance their message. Every television advertisement is made with a specific purpose in mind, whether it is to let more people know about a brand or sell products. Television commercials have only a short time to share their message. So, they focus on delivering their point swiftly and effectively. Language is the primary means of communication in advertisements. Effective language use ensures that the audience understands the advertisement's purpose and content. The language used in advertisements is seen as imaginative, sophisticated, and attention-grabbing. Advertisers carefully choose words to influence and convince consumers. Nowadays, advertisers frequently incorporate English words in television advertisements. Almost all companies in the food and beverage, telecommunication, healthcare, technology sectors use English words and phrases in their advertisements. In the past, the language used in advertisements was very simple in Bangladesh. But nowadays, advertisements use catchy English words and phrases with Bangla language, a phenomenon known as code-switching. This practice has raised the question of whether advertising agencies use code-switching in advertisements intentionally or unintentionally, and which type of code-switching is most employed in advertisements. Moreover, does code-switching have an impact on viewers? The researchers, therefore, feel interested to investigate the answers to the following research questions:

- a. What are the striking features of code switching in television advertisements?
- b. What are the reasons behind using code switching in television advertisements?
- c. How does it affect the viewers?

## 2. Literature Review

Code-switching is a term in linguistics referring to using more than one language or dialect in conversation. Code switching is the situation where the speaker uses two different varieties or languages in his discourse. Many scholars have defined code switching in various

ways. Hymes (1971) states that code switching has become a common term for alternate use of two or more languages, varieties of language or even speech style. Wardhaugh (2006, p.98) stated, People usually select a particular set of codes whenever they choose to speak. They also decide to switch from one code to another or within the same code. Furthermore, Poplack (1980) defines code-switching as the act of blending two or more languages within a conversation by individuals who are bilingual or multilingual. This intermixing of two languages takes place within a conversation without changing the subject or context, and switching can occur at various linguistic levels: word, phrase, or sentence level. Code switching signifies the change from language A to language B by the speaker.

Paplack (1980), Wardhaugh (1992), and Holmes (1992) identified three types of code switching; intra sentential, inter sentential and tag switching.

- **Intra sentential:** Intra sentential code switching takes place within a clause or sentence, typically occurring in the middle of a sentence. For example: *Aj amra* all day shopping korbo. (Today we will do shopping all day long)
- **Inter sentential:** Inter-sentential code switching occurs between clauses or sentences. It is also called extra sentential code switching. This switching is not limited to the inclusion of just a word or two words. Additionally, in this type of switching, the switching must occur between at least two clauses, and it can also happen between two sentences. For example: *Ami valo aci*, what about you? (I am fine, what about you?)
- **Tag switching:** Tag-switching is basically the insertion of a tag in one language in an utterance which is completely in the other language. In Bangla, taina, thik ace are the most common tags which is equivalent to words used in English language like right, okay, really. A clear example will be: Tomorrow the program will be held, *tai na?* (*tai na* means right?) We will meet next Friday, *thik ace?* (*thik ace* means ok)

Advertising represents a form of communication that is non-personal and disseminated through paid media platforms with transparent sponsorship. According to Jefkins (1997), advertisement is the system of selling through spreading information. Advertising is the spread of information regarding a concept, service, or product to inspire a response aligned with the interest of the advertiser. Advertising involves using methods and strategies to make people aware of products, services, beliefs, or ideas, with the goal of convincing them to react in a particular way to what is being advertised. Advertisements are like persuasive messages that try to make people want to purchase the products being offered. Nowadays, almost all kinds of things are promoted to the public through advertisements. This includes fashion, cosmetics, electronics, automotive, foods, educations and school.

Several studies have been carried out regarding the practice of code-switching. Aorny et al. (2022) investigated code-switching on social media in Bangladesh, focusing on its prevalence, patterns, and impact on English language proficiency. Findings suggest many participants code-switch for casual communication, lacking a proper understanding and intention. Despite concerns about English proficiency, participants believe code-switching does not significantly contribute to a new English language type. The emergence of a new form of English on social media is attributed to abbreviations, informal language, slang, and poor linguistic practices.

Hossain (2016) in her study explored how interviewers and hosts on Bangladeshi TV channels engage in code-switching during their communications. Hossain's study primarily

delved into the key reasons for code-switching in the media context, examining the frequency, patterns, and attitudes surrounding this practice. Her findings revealed several factors that influence code-switching among the participants. The widespread acceptance of the English language and its exposure through satellite systems in a multicultural society played a significant role in code-switching. Besides, the presenter's unique style, training and workshops in English, cultural sharing, and social affiliations are few other contributing factors in code-switching.

Abdullah & Buriro (2011) have investigated the public opinion about code switching in TV talk shows in Pakistan. Their findings strongly support the notion that code-switching plays a meaningful role in these shows. In Pakistan, Urdu serves as a lingua franca, while English holds the status of an official language. Consequently, it is common for TV talk show participants to switch between English and Urdu during their conversations. The researchers recommended that to effectively convey their intended messages on TV talk shows, hosts and guests should carefully select basic English words. This ensures that the audience can easily understand and connect with the content being discussed.

Sultana's (2012) investigation on code-switching in cinema demonstrates that actors frequently switch from Bangla to English in dialogue. The findings suggest that these films often emulate Western culture by incorporating English, influenced by globalization. Characters in the films comfortably mix Bengali and English to emphasize dialogues or expressions, ensuring effective communication of intended meanings. Abuhakema (2013) in his study revealed that code-switching and code-mixing are used in written Arabic advertisements; the question of prestige and standardization is found in the pattern of code-switching, the product's name is typically written in English, while the rest of the advertisement is in Standard Arabic. According to his findings, English word is used either due to lack of equivalence and to fill a lexical gap, or these are brand names. His findings also revealed that code-switching is associated with ideas of prestige, modernity, and sophistication in advertisements.

Ahmed et al. (2023) explored the reasons and results of code-switching among the undergraduate students of Bangladeshi private universities. The study finds that students subconsciously use code-switching most of the time to communicate in different contexts. Students believe that switching codes between Bangla and English help them express their thoughts comfortably. Kabir and Mohiuddin (2017) worked on the Bangla-English code-switching tendencies of a public and a private university in Bangladesh. The results reveal that students switch codes to impress others in many cases. The students in a private university switch codes more than those of a public university. However, all the students believe that Bangla-English code-switching help them develop their English-speaking skill as well.

In the above papers, code switching has been reviewed and analyzed from different perspectives. Aorny et al (2022) showed the ratio and scenario of code switching among Bangladeshi social media users while Hossain (2016) explored the reasons behind code switching among interviewers and presenters in Bangladeshi TV media. Abdullah & Buriro (2011) explored the public opinion about code switching in TV talk show in Pakistan. Abuhakema (2013) studied code switching and code mixing in Arabic written advertisement in the question of prestige and standardization. Ahmed et al. (2023) conducted their study on students' code-switching tendencies in Facebook platforms where Kabir and Mohiuddin (2017)

compared code switching practice of the students of a public and a private university. However, this study is different from the previous research papers. This paper not only investigates the facts of code switching used in television advertisements in Bangladesh but also addresses the impact of code switching on viewers and here lies the exceptionality and distinctiveness of this paper. Thus, the study itself is unique in its selection and application.

### **3. Methodology**

The researchers employed a mixed-method approach combining both quantitative and qualitative methods to enhance the paper's credibility and thoroughly analyze the data. For quantitative data, the researchers developed a questionnaire. For qualitative data, they applied semi-structured interviews and observations. The study encompassed 70 participants, consisting of 60 consumers and 10 advertisement managers. The consumers were selected randomly, and they were divided into two groups in terms of their socio-educational background to explore the influence of advertising on individuals who might have different aspirations and socioeconomic challenges, providing a holistic understanding of the impact of advertisements on people. The consumers were 40 tertiary level students coming from strong socio-economical background and 20 mass people including rickshaw drivers, garments workers, shopkeepers. The data from the advertising managers were collected using the snowball sampling method. Initially, the researchers approached and interviewed 4 professionals from diverse television advertising companies. Through these initial contacts, a network within the advertising industry was established.

To collect data, a triangulation approach was followed including a set of questionnaires, semi structure interviews and advertisements observation. The researchers created a questionnaire on Google Docs and shared the link through Messenger and WhatsApp with the targeted audience, who were students. Besides, two types of semi-structured interviews were developed for this study: one for consumers with poor educational and socio-economical background and another for advertising managers. While some questions were predetermined, others were asked as needed to achieve the study's objectives. With the interviewee's consent, the interview sessions were recorded for subsequent analysis. Finally, the researchers observed and analyzed types of code-switching in television advertisements that include both written and spoken languages. The primary aim of this observation method was to identify the prominent features of code-switching in television advertisements and to determine which types of code-switching were more prevalent.

Statistical and thematic analysis are used to analyze the collected data. They were represented using bar and pie chart to show the percentage of responses followed by a quantitative approach involving statistical analysis. The findings of the semi structured interview and observation are discussed and analyzed in descriptive manner following thematic analysis.

#### 4. Findings

The following are the findings of the data collected from consumers with strong educational backgrounds (students).

##### 4.1 Data analysis of the Survey Questionnaire of the student consumers

*Q-Does code-switching in advertisements impress the viewers?*

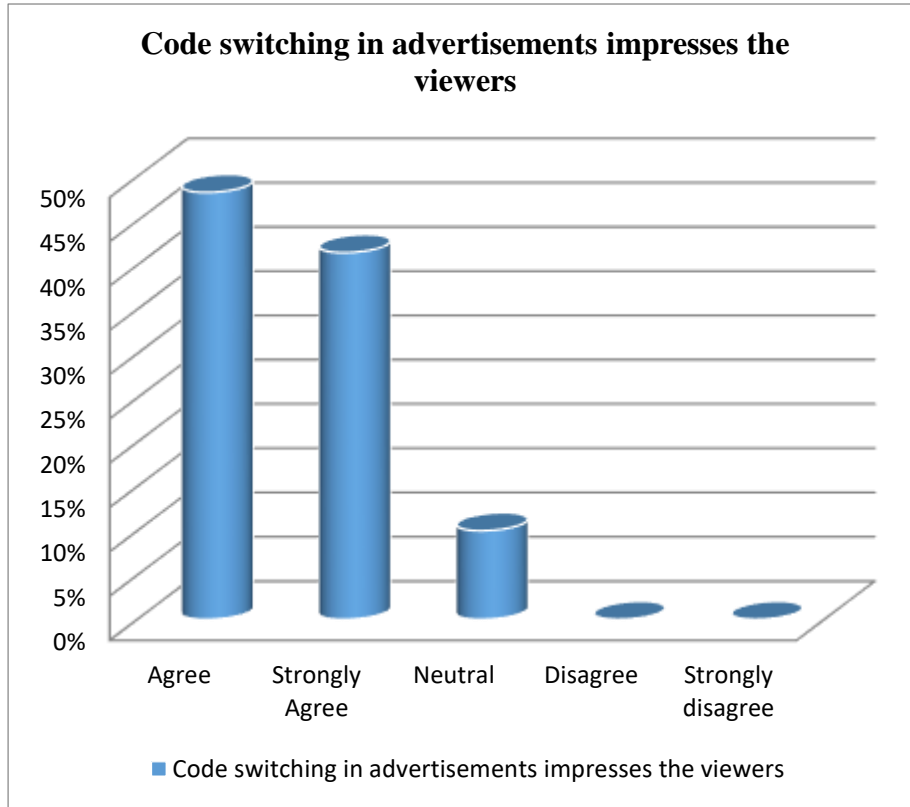


Figure 1

Figure 1 shows that 41.40 % of respondents strongly agreed and 48.20% of respondents agreed that they are impressed by advertisements featuring code switching. Besides, 10% remained neutral on the matter, indicating no strong opinion. No disagreement was found among the respondents. The graph reveals that a significant majority of people like advertisements that employ code switching.

*Q-Does Code-switching create a strong impact on viewers' mind?*

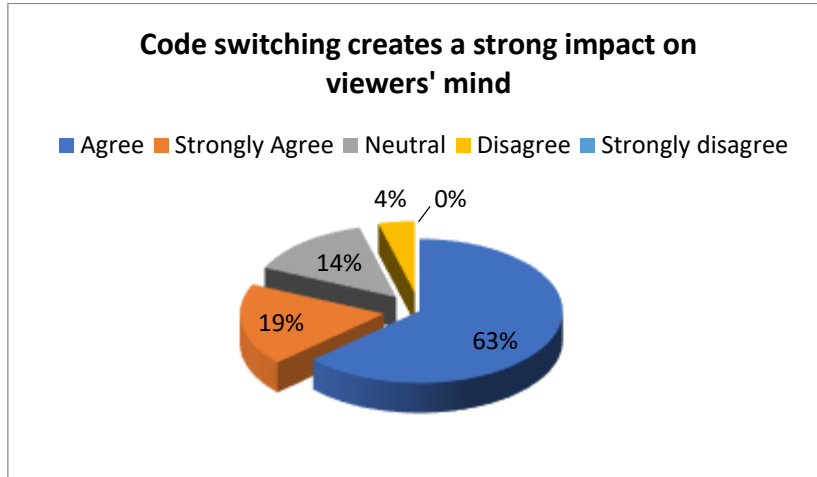


Figure 2

It was evident from the findings that 63% of respondents agreed, and 19% strongly agreed that code-switching has a strong impact on their minds. However, approximately 14% remained neutral, while 4% disagreed with the statement. The result indicates that while a majority and a significant proportion found code switching to have a strong impact on viewers.

*Q-Does Code-switching impel viewers to buy a product?*

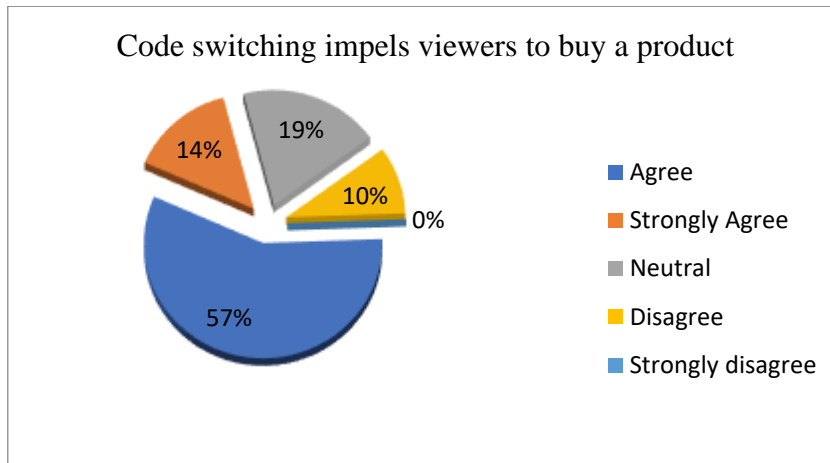


Figure 3

Figure 3 shows that 57% of respondents believe that the use of code-switching in advertisements has a persuasive effect on their decision to purchase a product. Among these, 14% strongly agreed, while 19% remained neutral on the matter. On the other hand, 9% of respondents disagreed with this statement, and no one strongly disagreed. The finding indicates that code switching in ads can influence a lot of people's decision to buy a product.

*Q-Does code-switching in television advertisement influence language shift among young generation?*

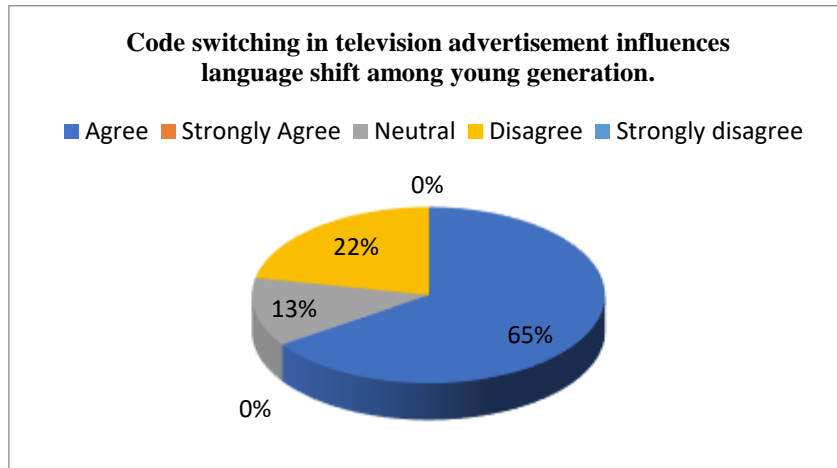


Figure 4

The findings illustrate that a majority of respondent (65%) agreed with the statement that "Code switching in television advertisements influences language shift among the young generation." On the other hand, 22% of respondents disagreed with this statement, and 13% remained neutral in their opinion. Notably, no respondents expressed strong disagreement, and none strongly disagreed with the statement. These results indicate that a significant portion of those surveyed believe that code-switching in television ads plays a role in shaping language changes among the younger generation.

*Q-According to your opinion, why do advertisers use code switching in their advertisements?*

Based on the responses collected from the open ended questions about why advertisers use code switching in television advertisements, the researchers have found that most of the respondents opined that code switching is used to make the advertisement more attractive. Several participants mentioned that they believe code switching is done to make advertising *more interesting and engaging*. Some participants answered *code switching is used in advertisements to grab the viewer's attention and increase the number of viewers*. Some believe that *code switching helps to understand the context*. Lastly, a few participants noted that *advertisers use code switching in advertisements to influence viewers to consider buying the product being advertised*. (It would have been better if the ratios were mentioned here.)

*Q-How does code switching in advertisements impact you?*

While answering this question, most participants answered that code switching helps them remember the advertisements better. Some participants noted seeing code switching in advertisements brings happiness and refreshes their minds, they find it pleasant to see in ads. Some even mentioned that it introduces them to new words, expanding their vocabulary. Additionally, a significant portion of the participants answered that they actively incorporate the code switching they have heard in advertisements into their daily conversations. They also mentioned that when they see eye-catching English words and phrases in advertisements, they often adopt these code-switched phrases as taglines and use them in their own conversations. Some mentioned that it pursue them to buy a product. However, a few participants answered that code switching in advertisements doesn't have a significant impact on them personally.



#### **4.2 Semi-structured interview with mass consumers:**

The semi-structured interview questions were designed for consumers who belong to poor socio-educational background. The interviews were conducted in face-to-face. The data were collected from 20 participants. Due to their limited education, the interviews were conducted in Bangla and later transcribed into English. Since the participants were not familiar with the linguistic term 'code switching,' the researchers provided them with examples from television advertisements to help them respond accurately.

*Q) What do you think about the product or service when you see code switching in ads? Does it encourage you to buy the product?*

Some participants said that when they see code switching, it makes them believe the product is good. Some of them said when they see code switching in ads, it makes them think the product is from a high-class. They think the product is special too because of the English words in the ad. They told that it actually has a positive attitude towards the product being advertised. They tend to trust the product more, and it gives them a sense that the product might be a good thing to try or buy. Sometimes when they see ads with fancy English words or phrases, they feel like buying that thing they are talking about. When they go to the shop, that ad sticks in their head and push them to buy the product. Because of the positive attitude towards the advertisement they sometimes buy the product.

*Q) What do you think, what are the reasons behind using code switching in television advertisements?*

Participants believe that code-switching is used in advertisements to grab people attention. Some participant thinks companies use code-switching to make ads interesting and enjoyable to watch. Some of them tell the purpose of using code switching in advertisement is to make people notice their advertisement and like their products. Some participants believe that by using code switching they want more people to watch their advertisements. They want people to remember what they are selling and encourage people to buy it

#### **4.3 Semi structured interview with advertising managers:**

To collect data from advertising managers, the researchers conducted semi-structured interviews. They interviewed four advertising managers associated with different television advertising companies. The interviews with the advertising managers took place over the phone. With the interviewee's consent, the interview sessions were recorded for subsequent analysis. The advertising managers chose confidentiality over disclosing their names and affiliations.

*Q) In your view, what are the primary reasons for using code switching in your advertisements?*

The goal of advertising is to evoke emotional responses of the consumers to motivate them to purchase the products. According to them the main reason behind incorporating code switching in advertisements is to attract the viewers' attention. They believe using two languages in a single sentence generates a linguistic impact that is captivating and attention-grabbing. They use English language as a marketing strategy to pursue customer to buy the product. One advertising manager mentioned that advertisements reflect our lives. They incorporate what people like and want, considering what is popular in our society. In Bangladesh, people often mix English words into their conversation, as they do not use Bengali language purely. This is why advertisements use English words and phrases. If people in

Bangladesh spoke in pure Bangla, advertisements would also use pure Bangla. People tend to view mixed English terms more positively than their native language. Customers favor English words due to their association with status and social prestige. To fill lexical gaps, they also use code-switching. If there is no equivalent word in the Bengali language to fill these gaps, they use English words. Additionally, if certain English words are considered more special than their native counterparts, they are inserted into Bengali advertisement scripts. Advertisements often use English words like 'sale' instead of 'bikroy', 'discount' or 'offer' instead of 'char,' and 'cashback' instead of 'nogod ferot'. They also told that to emphasize a particular word, they also use code switching. They believe that code switching is a technique to highlight something in a way that forces viewers' to give attention. Every advertisement is tailored to a specific audience. Another reason behind using code switching is to ensure effective communication with the intended audience. Advertisements are created for distinct audience segments: children, teenagers, adults, a neutral audience, and the elderly. An advertisement manager noted that for telecommunication SIM and net offers, the focus is on university students (adults). Therefore, they incorporate English words in code switching that are commonly used by adults in their daily conversations.

*Q) What emotions or reactions do you think code switching aims to evoke in the viewers?*

Advertising managers have varying perceptions of the emotions or reactions that code switching aims to evoke in viewers. According to them, Code switching in advertisements is strategically used to evoke several emotions and reactions in viewers, depending on the target audience and the message. One of the advertising manager said in fashion and healthcare product advertisements that primarily target adults and teenagers, when code switching includes familiar English words like exclusive, premium, elegant, trendy, glamorous in a Bengali advertisement, the goal is to establish a sense of reliability and modernity. This way, they want people to get interested in the brand or product. Another advertising manager mentioned that food advertisements are created mostly focusing on children. They use English code-switched words like 'tasty,' 'yummy,' 'delicious,' and 'flavor,' 'juicy' in advertisements to encourage children to try the food product. Ultimately, the emotions and reactions code switching aims to evoke can vary widely, but the main goal is to pursue customers to buy that product.

*Q) In your experience, does code switching have an impact on viewers? If yes, how?*

According to advertising managers, the use of code switching in television advertisements has a positive impact on viewers. They have observed that code switching effectively captures viewers' attention and enhances their engagement with the advertisement. Moreover, advertising managers noted that code switching often influences viewers' purchasing decisions, increasing the likelihood of them choosing to buy the advertised product or service.

*Q) What are the things you keep in mind while making an advertisement using code switching?*

Participants expressed that they want ads to be easy to understand and they ensure that code switching in advertisements does not pose difficulties for the viewers. While employing code switching; they avoid using English terms that might confuse viewers or are not understandable to the majority of people. Instead, they carefully select English terms that the general population can easily comprehend. Additionally, they prioritize the use of well-known and catchy English words to effectively capture their viewers' attention.

#### 4.4 Results of the observation of various television advertisements

##### Types of Code Switching in Television Advertisements

Through an analysis of advertisements from various television channels, the researchers have explored different types of code-switching in television advertisements. The researchers' observations of various forms of code-switching used in television advertisements are exemplified below:

##### I. Intra sentential code switching :

###### Product name - Pran Drinko

*Drinko thakle sob bad buzz kill, drinko thakle proti chumuke chill, drinko mane proti sip e thaka nata jellir feel. Sob exciting ar refreshing sathe pabe chill. Nata jelly ar panior ek awesome combination. (Drinko kills all the bad buzz. With Drinko, every sip feels cool. Drinko means experiencing a natural jelly sensation with each sip. In Drinko, you will discover all the excitement and refreshment with a chill. It is a unique combination of natural jelly and water)*

###### Product name - Ponds Pure Detox Face Wash

*Ponds pure detox face wash skin ke dey deep cleansing sathe rakhe pollution free. (Ponds Pure Detox Face Wash keeps the skin deeply cleansed and pollution-free)*

###### Product name - Pran Biryani Masala

*Pran biriyani mosolay biriyani taste, biriyani hobe always best. Taste hobe best. (Pran Biryani Masala will make your biriyani taste just as amazing. It will taste the best)*

###### Service name - Airtel Bangladesh

*Bondhu der sathe adda cholbe unlimited. Tai airtel dicche special callrate. 133 taka recharge e 58 poysa proti minute. Olpo callrate e golpo hok unlimited. (With friends, the conversation goes on endlessly, so Airtel offers a special call rate of 133 Taka recharge, which gives you 58 paisa per minute for 60 days)*

###### Product name - Akij Food and Beverage Limited, Frutika Juice

*Morning to evening e fruits chai sobkhane, dinvor nutrition e fruits chai sobkhane. Sunny day funny game e fruits chai sobkhane. Fruit, fruit, frutika. Frutika manei fruits er goodness (From morning to evening, we want fruits everywhere. Throughout the day for nutrition we want fruit everywhere. On a sunny day or during a fun game, we want fruits everywhere. Fruit, fruit, frutika. Fruits mean frutika. Frutika means the goodness of fruits.)*

###### Product name - ACI Premio Plastic Chair

*Home office er dingulo othoba coffee time refreshment, dining er jonno perfect chair. Sobsomoyer perfect partner. (The days of working from home or refreshment during coffee time, the perfect solution for dining - the perfect chair. The perfect companion always.)*

###### Product name- Yumm Cake

*Jedike takai It's yumm yumm yumm cake, jedike jai It's yum yum yummy. Sob e lage yumm yumm yumm cake. Yumm cake, It's yummy. (Wherever I go, it's Yumm, Yumm, Yumm cake. Wherever I visit, it's Yumm Yumm Yummy. Everything tastes Yumm Yumm Yummy. Yum cake, it's Yummy.)*

###### Product - RFL Plastic Bowl

*RFL Bowl Songsarar busy cleaning partner (RFL bowl is the busy cleaning partner of household)*

**Product name- Fresh Noodles**

Fool of cool *sathe* craziness, *sathe jodi khaw khatiness*. *Naw naw naw Fresh noodles, shadhe hariye jaw.* (Full of cool with craziness, if you want freshness with it, eat fresh noodles and lose yourself in the taste)

**Product name - Pran Potata Biscuit**

Spicy and crispy *tahole eta chips, kintu texture ta different tahole to eta biscuit.* *Bachai kora alur sadhe* spicy seasoning *twist e elo pran potata.* *Chips naki biscuit Kheye bujhe naw.* (Spicy and crispy then it's chips but different texture then it's biscuit. Pran pataka comes with a twist of spicy seasoning with the taste of selected potatoes)

**Product name - Pran Peanut Bar**

*Khuda lagle nijeke* smartly recharge *koro pran peanut er sathe.* (When you're hungry, smarten up with Pran Peanut)

**Product name- All Time Cream Roll**

*Crunchy roll er vetor chocolate* creamy feel. *All time cream roll mukhe ditei special inside.* (Inside the crunchy roll, there's creamy chocolate filling. All-time cream roll to delight your taste buds, a special inside.)

**Product name - Glow and Lovely**

*Glow and Lovely komay* dark spot, dark circle *r rode pura molinota komiye dey hd glow.* *Glow er jonno sobkicu ek cream ei.* (Glow & Lovely reduces dark spots, dark circles and sun burn blemishes with HD Glow. All in one cream for glow)

**Product name - Mr.Noodles Korean Super Spicy**

Super red hot chilly *ar awesome* Korean recipe *te toiri Mr Noodles* korean super spicy *noodles e ace darun sadh ar chorom jhal.* Super spicy, super tasty. (Super Red Hot Chili and unique Korean recipe prepared Mr. noodles have amazing taste and extreme spiciness. Super spicy, super tasty.)

**Product name- Sunsilk Volume Shampoo**

Natural volume *enong bounce er jonno sunsilk shampoo.* (New Sunsilk Volume Shampoo for natural volume and bounce hair)

**II. Inter sentential code switching:**

**Product name: Pran Lollipop**

*Orange, Lichu, Strawberry soho vinno vinno flavour e pran lollipop.* Welcome to juicy juicy world. (Pran lollipop with various flavors including orange, lychee, and strawberry. Welcome to juicy juicy world)

**Product name - 7 UP**

*Biryani hok r fuchka,* 7up is always there to make it perfect. (Whether it's biryani or fuchka, 7up is always there to make it perfect)

**Product name -Pran Lacchi**

*Pran Lacchi elo notun green apple flavour e.* Enjoy the new exciting variant. (Pran Lacchi now comes in a new Green Apple flavor. Enjoy the new exciting variant.)

**Product name -Coca Cola**

Friends and family ar adda te chicken kabab r tikka te jombe moja sob khabare. Coca-Cola, taste the feeling. ( In friends, family, and fun, you'll find joy in every meal with chicken kebabs and tikka. Coca-Cola, taste the feeling.)

### **Product name- Vision Air Conditioner**

Hello Vision, please turn on AC. *Ekhon mukher kothay cholbe apner AC karon AC te royece voice control technology ete beborito 100 vag copper tube. Ghor ke thanda kore muhortei. Vision Air Conditioner ektu beshi e thanda.* (Hello Vision, please turn on the AC. Now Your AC will run by the word of your mouth. Because it has Voice Control Technology and utilizes 100% copper tubing. Cooling your home instantly, the Vision AC conditioner makes it even cooler.)

In terms of code-switching patterns observed, the researchers have found that intra-sentential code-switching was frequently used in television advertisements. In contrast, inter-sentential code-switching was less common, and tag switching was rarely used in television advertisements.

## **5. Discussion and Recommendations**

Based on the analyzed questionnaire data from students, it was found that a high percentage of students believe that the use of code-switching makes advertisements catchy and glamorous. It helps them understand the context and is an effective strategy for capturing their attention. Code-switching helps them recall advertisements better and introduces them to new English words, expanding their English vocabulary. They incorporate code-switching they have heard in advertisements into their daily conversations. Code-switching in advertisements captivates their interest and encourages them to buy the advertised product. From their perspective, they believe advertisers use code-switching in their advertisements to make them more attractive, interesting, and engaging. Code-switching in television advertisements doesn't only impact consumers from strong educational backgrounds; it also affects those with little education. In semi-structured interviews with participants from less-educated backgrounds, it was found that, although they sometimes do not understand the English words and phrases in Bengali advertisements, they enjoy them. They find the switching between two languages in advertisements interesting and believe that it catches their eyes and ears. They perceive the product as good and special because of the English words in the advertisement. Due to the use of fancy English words in advertisements, they sometimes feel inclined to buy the product being discussed. Their positive attitude towards the advertisement sometimes leads to purchasing decisions. The findings demonstrate that code-switching has a notable effect on viewers from all types of backgrounds. People have a positive attitude towards code-switching in television advertisements, and it plays a significant role in persuading people to buy products. These findings align with the results of the previous study conducted by Gohar et al. (2020), which found that the use of code-switching in advertisements effectively shapes viewers' psychology and enjoys popularity among the audience.

Again, from the analysis of data from the semi-structured interviews with advertising managers, it was found that the main reason for incorporating code-switching in television advertisements is to attract viewers' attention. They use the English language as a marketing strategy to persuade customers to buy the product. They believe that the English language in advertisements conveys a sense of sophistication and global appeal because people associate English with prestige and high standards. To fill lexical gaps, they also switch to English words in advertisements. If there are no equivalent words in the Bengali language to fill these gaps, they use English words. The results of this study support a previous study conducted by

Abuhakema (2013), whose findings revealed that English words are used due to a lack of equivalence to fill lexical gaps in written advertisements. Furthermore, advertising managers noted that another reason for incorporating code-switching is to ensure effective communication with the intended audience. Based on their experience, they share that code-switching has a positive impact on viewers. Advertising managers also noted that code-switching often influences viewers' purchasing decisions, increasing the likelihood of them choosing to buy the advertised product or service. In terms of code-switching patterns observed, the researchers have found that intra-sentential code-switching was frequently employed in television advertisements. In contrast, inter-sentential code-switching was less common, and tag switching was rarely utilized in advertisements. These observations shed light on the specific strategies employed by advertisers when incorporating code-switching into their advertisements.

Code switching is an effective and influential strategy employed within television advertisements. Advertisers intentionally incorporate code switching into their advertising campaigns as a deliberate choice. This practice is widely recognized for its ability to enhance the market value of various products. Code switching acts as a versatile tool that not only captures the audience's attention but also boosts the memorability of the advertisements. Furthermore, it exerts a substantial influence on consumers when they make purchasing decisions, generally earning positive favor among the audience for its use in advertisements. However, despite the many advantages that code switching offers, it is important to consider potential drawbacks. Excessive code switching could conceivably have a negative impact on the purity and integrity of the Bengali language, as individuals often find themselves influenced by the language they encounter in advertisements.

To address this concern, the researchers have recommended that advertising managers should adopt a more deliberate and cautious approach in their use of code switching. When they do choose to transition from Bengali to English within advertisements, it becomes paramount to maintain a high grammatical standard, ensuring that linguistic quality is upheld throughout the communication. Additionally, advertisers must consider the social status and cultural identity of their intended audience, as code switching should be carefully assessed to ensure alignment with the product's image and the socio-cultural characteristics of the consumers they intend to engage with. By striking a balance between code switching and linguistic integrity, advertisers can effectively utilize this strategy while preserving the richness of the Bengali language.

## **6. Conclusion**

Human beings adapt, adapt and apply languages depending on the needs of time, context and culture. In Bangladeshi television advertisements, code-switching is employed to fill lexical gaps, capture viewers' attention, enhance contextual understanding, emphasize specific points, and persuade them to purchase products. The application of code-switching in Bangladeshi television advertisements has been playing a vital role to promote business and ideologies. Thus, the artistic and improvised application of language can work as strong weapons to establish business, make money, and do successful politics. When the question of power, politics and promotion is there, the question of improvised language application like code switching is there. The researchers finally feel that if the research could be conducted with a

larger number of respondents and covering more areas rather than only Dhaka, more authentic and effective data would have been there. Therefore, the application of code-switching in advertising presents an intriguing area for future research, offering opportunities to explore additional aspects of its usage in advertisements.

## References

- Abdullah, M., & Buriro, G. A. (2011). Code-switching in television talk shows and its impact on viewers. *International Research Journal of Arts and Humanities*, 39(39), 13-20
- Ahmed, T., Sultana, Z., Nabanee, T. I. & Mohiuddin, M. G. (2022). Code-switching tendency among Bangladeshi undergraduate students: Reasons and Results. *Green University Review of Social Sciences*, 8(1), 77-92.
- Alam, S. (2006). Code-mixing in Bangladesh: A case study of non-government white-collar service holders and professionals. *Asian Affairs*, 28(4), 52-70.
- Aorny, K. A., Haque, M. N., & Hossain, M. M. (2022). Code-switching and social media in Bangladesh: Emergence of a new English. *Linguistics Initiative*, 2(2), 93-106.
- Holmes, J. (1992). *An Introduction to Sociolinguistics*. Longman: London.
- Hossain, P. T. (2016). Code switching in Bangladesh TV media while presenting and communicating (*Masters of Arts dissertation*, BRAC University).
- Jefkins, F. (2016). *Advertising: Made Simple*. Elsevier.
- Kabir, K. W., & Mohiuddin, M. G. (2017). Code-Switching Among the Tertiary Level Students: A Comparative Study at a Public and a Private University in Bangladesh. *Green University Review of Social Sciences*, 3(2), 80-100.
- Poplack, S. (1980). Sometimes I'll start a sentence in Spanish y termino en español: Toward a typology of code-switching.
- Rahman, S. & Mohiuddin, M.G. (2021). Code Switching at a Public University: A Study Among Students of Science, Arts and Business Faculties. *Journal of the Institute of Modern Languages*, 31, 61-76.
- Sultana, N. (2012). Bangla to English Code Switching in Bangladeshi Commercial Cinema. *Stamford Journal of English*, 7, 263-285.
- Wardhaugh, R. (2006). *Sociolinguistics*. Victoria, Australia: Blackwell Publishing.