Investigating the Use of English Code Mixing in Sindhi Newspapers and its Impact on Readers; A Content Analysis Study of Daily Kawish Newspaper

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ABSTRACT
To explore the recent phenomenon of English code-mixing in Sindhi language newspapers, the content analysis of Daily Kawish newspaper of Pakistan, interviews, and survey were applied. The English words were taken from news, and an attempt was madetofind their Sindhi alternatives. The majority of themhad alternative Sindhi wordsbut were not used in the news. Theinterviews regarding code-mixing were taken from reporters. The 50 copies of questionnaire were distributed among students from Shaheed Benazir Bhutto University, Shaheed Benazirabad.
The majority of the respondents (28, 28 & 34) were alternate-day readers, read newspaper to receive news and updates, and consume one an hour on newspaper reading respectively, majority of them were satisfied with the language style of newspaper, and 31 as the majority of the respondents felt disturbance in understanding what they read when they find borrowed words amidst reading newspaper.
Keywords: Code-mixing, language, newspaper, impacts, news, press, readers,

Introduction

A language plays globally an important role in bridging the gap of communication. But the languages per se carry inside them the barriers again to create misunderstanding among the masses in the global arena. This barrier is usually related to the borrowing of thewords from other languages. And this process is said to be code-mixing."It is a fusion of constituents of two or more languages within the same expression at a variety of ends" (Yee Ho, 2007).
Code mixing is the combination of different language variation happened in one or some certain sentence or clause. In line with the previous statement, Karchu in Nurlia points

out that code- mixing uses two or more languages by putting the elements of language each other consistently. That element can be language divided into two: (a) it's from the original language with all of the variations, (b) from a foreign language. Code-mixing with (a) it is from the original language with all the variations, (b) is called out-code mixing. For example, the speaker speaks in Indonesian language and mixes it with the local language or, on the contrary, is called in-code mixing, and if the speaker speaks in Indonesian language and combines it with a foreign language is called out-code mixing. From those descriptions, the writer concludes that code-mixing uses two or more languages or the process of mixing languages or the variety of languages in the same utterance; it can be various linguistics units such as word, phrase, clause, idiom, or reduplication (Hartini, 2010).

Code-mixing plays an important part especially in language variation.It has turned a general phenomenon in communities where there are the two or more languages being alternately used for the purpose of communication. For long, this process of borrowing words from other languages has been getting run in the world of press. Although the languages are themselves rich in their own treasure of words, they are still adopting the words of other languages. The problem lies here as whether it is their strength as they adopt other words inside their own treasure or they relativelylack in words.

However, Sindhi language is known as a mixture of various language with comparatively dominant role of Hindi, Arabic and Persian language. Like other languages, Sindhi is also a dimensional language. It has been adopting various words and phrases from other dominant languages for the purpose of communication. Although the many researches have been globally carried out to determine the coverage and adoption level of other words in the newspapers, yet the problem of why the adoption is being practiced is hanging.

In this link, after Sindh was dominated in 1843 by the English army that had across-the-board effects on Sindhi language. English was declared as an official language of Sindh. A wide range of the words were then Sindhiazed BUS-STOP, TONGA, STATION, SEPOY, LORRY etc. are only few instances. This started putting steps in the academic curriculum and in the language of new middle class venturing in journalism. The Sindhi journalism was fostered fast by the English Crowns. The language of Britishers was complied with people working in Sindhi print media. Then Sindhi journalists did away with conventionalism, permitting the modernization in language, and gradually informing the masses rather than teaching them the language became their rudimental focus. This all continues to be a perpetual mark in Sindhi newspapers up to this day.

English has been embraced as a replacement for Sindhi in various fields in province besides the use of English words in everyday is increasing day by day. In the socio-linguistics context, it is a serious issue in contemporary times. It is obvious that Sindhi language has borrowed and adopted different words and phrases in it for the sake of communication and comprehension. Sindhi newspapers and journals mostly use different English words in head headings and detailed news in fact they can use their own words.

This research is also related with the use of English words in Sindhi daily newspaper Kawish, and understanding the impact of those existing words in newspaper, and their contextual use of words in readers' minds". As the newspapers are well recognized sources of language improvement, and credible sources of information, multiple are the Sindhi language newspapers being widely circulated and conveying news all across the country. These are adopting, however, many words of other languages inside their news and other contents as well. This discourse has been worked on through many research studies are carried out globally, but the extent of understanding towards the stuff among readers and the impact of code-mixing on readers are left largely undiscussed so far. To this end, this study has been worked on to fill this gap.

Objectives

The newspapers are best and the easiest sources of information regarding what is happening in the world. Although the current days, newspapers borrow and bring inside their contents many words from other languages, this creates the issue if the readers fully understand what exactly they are reading about. Thus, this piece of work tries to investigate the issues mentioned above. Additionally, newspapers play also a constructive role in the language improvement. With this reference too, the current study takes a stab at determining to what extent the respondents know meanings, in Sindhi, of the words of English used as code-mixing in the news.

Problem statement

Almost exactly, media of either type is in its full swing in terms of language. They are being widely run cum issued in almost all the languages that are commonly used for the communication purpose. In the province of Sindh, media is working in all the three languages such as Sindhi, English, and Urdu which are common in communication.

Although more than 50 daily newspapers in Sindhi language are now a days being issued all across the province (Sindh), the problem of code-mixing of English in Sindhi language newspapers has arisen. In this study, the use of code-mixing has been limited to news items only. Albeit, the news travels through three stages to get published; 1) a reporter collects and dispatches it towards sub editor, 2) sub editor edits and gives to proof readers to make corrections, 3) then proof reader makes corrections in it and gets the approval from head editor. The question is; where exactly does the problem of code-mixing use lie? To understand this serious issue, this study is carried out. Prior to this research study, no such type of study has ever been executed in Pakistan. The present research study will fill in this gap the most.

Research Questions

- ✓ To what extent does the newspaper apply the code-mixing technique in the news?
- ✓ To what extent do the readers know alternative Sindhi words to those used as the borrowed ones?
- ✓ What are the perceptions of readers when they do not know the meanings of borrowed words?
- ✓ Why does the use of code-mixing in the newspaper persist?

Review of Literature

Nik (1988) decribes code-mixing as a situation where language users mix the code of two or more languages. McLaughlin (1984, cited in Hoffman, 1991) argues code-mixing come within the sentential level and involves usually the use of lexical terms. According to Bhatia and Ritchie (2004), the code-mixing is the mixture of the various linguistic items (sentences, morphemes, modifiers, clauses,words, andphrases) from two partaking grammatical systems inside a sentence.

Additionally, Maschler (1998) explainsthat a code-mixing or mixed code as "using two languages such that a third, new code emerges, in which elements from the two languages are incorporated into a structurally definable pattern" (p.125). Additionally, Bhatia and Ritchie (1999) describes code-mixing as given below:

> Code-mixing refers to the mixing of various linguistic units (words, phrases, clauses, and sentences) primarily from two participating grammatical systems across sentence boundaries within a speech event. In other words, code-mixing is inter-sentential and may be subject to some discourse principles. It is motivated by social and psychological factors. (p. 244)

Furthermore, according to Kachru (1978, p.28), code-mixing refers to "the use of one or more languages for consistent transfer of linguistic units from one language into another, and by such a language mixture developing a new restricted or not so restricted code of linguistic interaction." In the current research, code-mixing talks aboutthe English lexical items (abbreviations and words) that are included into the Chinese language, but the constituents of morphology and phonology continueto be same.

According to Awang (2004), terms such as code-switching and code-mixing in the sociolinguistic field are the application of elements of a specific foreign language, in the forms of words, phrases, and sentences in a discourse. In the Malay language, code-switching and code-mixing not only frequently occur in conversations but also take place in speeches, meetings, lectures, and utterances in both verbal and non-verbal language applied in advertisements and other formal discourses. English is also regularly code-mixed with the Malay language. Awang (2004) perceives this informal language or rojak language used informally, such as in conversations or idle jokes. Therefore, rojak language (mixed language) with the phenomenon of code-mixing can be viewed as a colloquial language which is appropriate to be adopted in informal situations.

Lau (2007) executes the phenomenon of code-mixing in Chinese business advertisements in Malaysia. His studydisclose that English lexical terms used in the Chinese business advertisements are mostlyadjectives,nouns, and verbs. He also has metwith the greatest proportion of proper nouns in English which are continued, and that they are unconverted in the shapes of meanings cum sounds in Chinese. Besides, a good number of English adjectives and verbs, as he adds,convoluted are not only precise, and short to be utteredeasily but they are tooused regularly in conversations among the users of the Chinese language in Malaysia.

Furthermore, some English adjectives like"cool" "in", "hot", "hit", and that are deliberately injected into Chinese business advertisements to apply some sense of modernity and youthfulness. Abbreviations, however, used in English such as "VCD", "CD", "DVD", and "SMS" are implantedas wellinto Chinese business advertisements to produce the sentences in advertisementsshorter, simpler, and concise in terms of their meanings.

Lau's (2007) research toodiscloses the features like "No.1", that is usually code-mixed in Malaysian Chinese business advertisements as a source of representing the quality of services or products. It has,however,turned as one of the formats of written advertisements accepted. Even so, research over there in Malaysia is nowhere that pays attention on code-mixing in the news regarding entertainment thatappears to be a spur to impulse the researchers to execute such kinds of the studies.

Research Design

The research structure of this study has been made up of three phases.

The first phase

The first phase of this study is based on content analysis of Daily Kawish newspaper was selected to execute this research. One month edition of the selected newspaper was chosen from which 10 news items daily were taken randomlytotaling the 300 news items of the whole month issues of the newspaper. The one-month issues of the newspaper were of December, 2020. Those words which were repeatedly found in the news were discussed once. Afterward, the borrowed words, which are commonly used in Sindhi but are not Sindhi in actual manner, were enlisted, and the efforts were put on finding the Sindhi meanings of those borrowed words. The focus was limited only to words as singular, and collective nouns in grammatical terms.

The second phase

The survey based on questionnaire was run in the second phase of this portion. 50 copies of the questionnaire, therefore, was administered among the students of Shaheed Benazir Bhutto University, Shaheed Benazirabad. Although they were taken as the readers (male and female) of the Sindhi language newspaper. To this end, they were asked about their newspaper reading habits, motive of reading newspaper, time consumption on newspaper reading, perceptions for the language style of the newspaper, and their satisfaction level with the selected newspaper. The last item of this phase was based on the list of 10 English words which were given to the respondents, and they were asked to write the Sindhi meanings of those words.

The third phase

In third and the final phase of this stage was based on the interviews of the reporters from the district of Nawabshah only. They were eight in numbers as the sample size for the current study.They were asked a few questions regarding their educational qualifications, frequency of news items they dispatch to newspapers on daily basis, use of English words in the news, and the reasons of borrowing the English words to mix in the Sindhi language content. This all was done to understand truly the situation persistent in the selected newspaper.

Findings

Table; 1. List of the English words with their Sindhi meanings;

English terms used in Kawish	Equivalent in Sindhi manuscript
Chief	وڏو، مقدمو، اول، صدر، امير، مکيه، خاص
Challenge	مقابلي لاءِ سڏڻ، للڪارڻ، دعويٰ ڪرڻ
Army	لشڪر، فوج، سپاهه، پلٽڻ
General	اڳواڻ، مهندار، اڪثر، ڪل، تمام
Security	ضمانت، حفاظت، امن، عافلت، ضامن
Selector	چونڊيندڙ
Lockdown	بند ڪرڻ
Opposition	روڪ، مخالفت، مقابلو
Stadium	ڪسرت گاهه، اها جاءِ جتي رانديون ڪيون وجن
Road	رستو، سڙڪ، راهه، واٽ، گهر
Seal	مهر، ڇاپ، ٺپو، ڪوج مچي، (مهر هڻڻ لاڪ)
Container	
Banner	جهنڊو، علم، بير
Chowk	چوڪ
Establishment	قيام، برقراري، عملو، ڪارخانو، بنياد
Jail	جيل، قيدخانو، بندي خانو
Fund/Funding	ونجي، موڙي جمع، فنڊ
Fraud	دغا، فريب، نڪي، دغابازي
Mafia	مافيا
Justice	انصاف، عدل، جج، انصاف ڪندڙ
Notice	لحاظ، آگاهي، اطلاع، خبر، اشتهار، تواضع
Service	خدمت، خدمت گذاري، ڪم، ملازمت، نوڪري
Conference	بحث مباحثو، صلاح لاءِ جلسو
County	ملڪ يا رياست جو خاص حصو جنهن تي امير حڪومت ڪري
Cricket	تڏ، ڪرڪيٽ راند
Petition	عريضي، درخواست، عريضي ڪرڻ
Driving Seat	هلائڻ واري جي جاءِ
Registration	داخلا، اندراج
Secretary	ناظر، مير، منشي، اعليٰ عملدار جنهن جي هيٺيان محڪوم هجي
Showcase	
Number	عدد، انگ، شمار، مجمع، شعر، نظم
Assistant	مددگار، معاون، نائب، زيردست
Mill	جاندو، ڪارخانو
House	گهر، خاندان، جماعت، ڪوٺي
Medical	طبي، حڪيماڻو
Fix	مضبوط ڪرڻ، مقرر ڪرڻ، لڳائڻ، ڪپائڻ
Time	وقت، ايام، موقعو، زمانو، مهلت

Bank	کنڌي، پاسو، کنارو، بئنڪ يا اها جڳهه جتي پيسا جمع ڪيا وڃن، ڪوني
Corruption	رشوت
Report	خبر، اطلاع، هل، احوال، پڪار، ڊڪاءُ توب جو
Current	روان، جاري، وهڪ، وهڪرو، بجليءَ جي ڌار
Account	احوال، آمد ۽ خرچ جو حساب، ليکو
Municipal	شهر جو، شهري، ميونسپل
Administrator	منتظم، ڪاروبار هلائيندڙ
Schedule	فرد، فهرست، يادداشت، ضميمو
Tender	ڊيٽ، اڇ، پيش ڪرڻ
High Court	اعليٰ عدليه
Pension	پينشن، وظيفو، پينشن ڊيٽ
Tax	خراج، محصول، ڏل، (محصول وجهڻ)
Canal	نالي، واهه، نهر
Shooting	شڪار، بندوقبازي
Advocate	حمايتي، وڪيل، طرفدار، وچ وارو
Plot	مين جو ٺڪر، ناول يا ڊرامي جو پلاٽ منصوبو، خاڪو، منصوبو سٽڻ سازش
Planning	تجويز ڪرڻ
Barrage	
Case	ماجرا، مقدمو، حالت، گذارش، بيمار
Steel	رڪ، فولاد
Out	ٻاهر، ظاهر، ڪليل، فاش، بي پردي، ختم، مغرور (ڪڍڻ، خارج ڪرڻ)
Director	سونهو، انتظام ڪندڙ، ڪارائتو، صلاحڪار
Unit	ايڪو، ايڪائي، هڪ، عدد يا ماپ
Iron	لوهه
Railway	ريلوي، ريلوي جو رستو
Shipping	جهاز
Megawatt	
Colony	نئين آبادي، بئنڪ
Town	شهر، قصبو
Factory	ڪارخانو
Cadet	جنگي اسڪول جو طالب العلم، جنگي سيڪڙاٽ، ننڍو ڀاءُ
Ration	خوراڪ، ڪاڏو، سيڌو
Trade Union	ڪنهن جي ڪارخاني يا واپار جي آدمين جي جماعت
Committee	پنچات، چوند ڪاميٽي
Track	پيرو، رستو، پيچرو، گس
Special	خاص، عجيب، مخصوص
Marathon	
Film	فلم، چارو، تهه، پردو، چٽي
Team	منڊلي، جماعت، ڀاري، ڏيڳن جي جوٽيل جوڙي

Member	شريڪ، رڪن، ميمبر، جز، پاتي
Test	آزمائش، پرک، امتحانپرکڻ
Inning	وارو، ڪرڪيٽ ۾ راند جي آگ
Crease	شڪن، سنڌو، حد، ليڪو، ڪِپڙي کي ٿه ڪرڻ وقت جيڪو سنڌو پوي
Harassment	ستائڻ، آزارڻ، هلاڪ ڪرڻ
Highway	
National	قومي
Rikshaw	
Certificate	سند، سرٽيفڪيٽ، نيڪناميءَ جي چٺي
Laboratory	تجربيگاهه اُها جاءِ جتي تجربا ڪيا وجن
Science	علم، حڪمت، سائنس
Board	ڪاٺو، اجلاس، جماعت، جهاز جو تختو، تختو، ميز، خوراڪ
Executive	
Company	سنگت، انجمن، ٽولي، جماعت
Authority	حڪومت، اختياري، ثبوت، آڏار، معتبر، سَنَدَ
Sector	شعبي
Brief	اختصار، مختصر، ٿورو، مقدمي جا ڪاغذ

Table;1. This table shows the list of English words along with their meanings in Sindhi. It also shows that those words of English which are marked as bold did not have their meanings in Sindhi. The English words such as challenge, security, opposition, stadium, road, mafia, justice etc. have their own meaning in Sindhi but they have been injected in the news without their original alternatives in Sindhi. In fact, they could use their original root word in newspaper.

Table; 2. Distribution of respondents according to their newspaper reading habit;

Routine	Frequency
Daily	11
On every alternate day	28
Weekly	3
Total	**42**

Table; 2. This table distributes the frequencies of the respondents as per their newspaper reading habit. The table, however, shows that the majority of the respondents (28) read newspaper on every alternate day. Next to this proportion is of those (11) who are daily readers.

Table; 3. Distribution of respondents according to their aim of newspaper reading;

Aim	Frequency
To fulfil hobby	6
To pass leisure time	8
To receive News updates	28
Total	**42**

Table; 3. Here is the distribution of the respondents according to the aim of reading newspaper. The major proportion of the readers (28) is of those respondents who read newspaper to receive the news and updates.

Table; 4. Distribution of respondents according to their time consumption on newspaper reading;

Time Consumption	Frequency
An hour	34
Two hours	5
More than three hours	3
Total	**42**

Table; 4. This table shows that the majority of the respondents (34) consume an hour as time consumption on newspaper reading.

Table; 5. Distribution of respondents according to satisfaction with newspaper language;

Satisfaction level	Frequency
To a great extent	12
To some extent	14
To no extent	1
To the greatest extent	15
Total	**42**

Table; 5. The current table discusses the satisfaction level of the respondents with the newspaper language. However, merging the first 2 and the last one proportions (12, 14, 15), too close to the whole proportion (41) have showed the positive satisfaction level with the language style the newspaper presents the news in.

Table; 6. Distribution of respondents according to expressions for code-mixing in newspaper;

Expressions	Frequency
Aggression	3
No idea	8
Disturbance in understanding	31
Total	**42**

Table; 6. This table distributes the expressions of the newspaper readers in the time they find somewhere code-mixing while they are deeply reading the news. The expressions go, aggression, no idea, and disturbance. Thus, the majority of the respondents (31) were found to be disturbed while reading deeply the newspaper as they read borrowed words used in the news.

The students were asked the Sindhi meanings of the following English words used as borrowed ones in the news.

> ➤ Company, Factory, Sector, Pension, Railway, Main Road, Barrage, Committee, Harassment

Description: The 10 English words given above were enlisted and were given to students. They were asked to write meanings of the enlisted words in Sindhi. This was

done because of determining the understanding/vocabulary level of the readers towards what they read from the newspaper. Albeit, those who wrote the meanings of the words up to 1, 2, &3 words only, were put in the category of those who failed in writing the meanings. This category, however, was extremely close to the whole number of the respondents. While, only two to three students were those who secured the meanings in Sindhi of the given words up to 5 or 6. None of the respondents were found successful to secure the meanings in Sindhi of these all the chosen English words.

Interviews of reporters:

This phase of the research brings the interviews regarding code-mixing use which were taken from eight Sindhi language reporters from district of Nawabshah, Sindh – Pakistan. All the news reporters were educated as they hold masters degrees in the different disciplines. They dispatch three to four news items daily to the newspaper in which they use four to five English words to be spoken cum written in Sindhi as common. On asking the reason for why they mix the English words into their Sindhi language news contents, they stated that they use those English words in their news contents of which they cannot have the Sindhi meanings. Also, they related this matter to the editors who edit and mix the English words. The reporters were given 10 English words to write their Sindhi meanings, and the most of them performed this function successfully.

Results

The purpose of the current research was to explore the occurrence of code-mixing in the news items in newspaper. Because of the notion that to transfer the information is the top-notch objective of newspaper, staff working such as reporters, sub editors, and editors in newspaper pay the least attention on the linguistic aspect of their newspapers. However, this three stages based study was the attempt of the news items assessment regarding the use of English code-mixing in Sindhi daily Kawish newspaper. Content analysis of news items, interviews of the reporters, and survey technique were the tools of this study. 50 readers from university circle, they showed their positive feedback for the newspaper. The reporters, however, were educated enough. Everything as perception was found positive in every aspect. The number of English words used as code-mixing in the news was so high that a few of them could not find their original words in Sindhi. The reporters declared as the reason of shortage of alternative Sindh words even theirSindhi meanings were drawn through the current study. In the final run, it was investigated that the newspaper fails in promoting the Sindhi language in an according manner.

Discussions

The English code-mixing in the Sindhi language newspapers has become a serious issue in the field of journalism. So to say, the question these days, however, has become a hanging mark whether it is the lack of Sindhi words, or the newspaper are reluctant to find and adopt the Sindhi words. Albeit, the news travels through a few stages, from reporter to sub editor, from sub editor to proof reader, and then from proof reader to head editor. Thus the question is; where does exactly the problem lie in actual manner?

Simply, who is to be blamed for this malpractice, i.e. reporter, sub editor, proof reader, or the head editor?

To understand this all, the current study was done through three stages. In the first phase, 300 news items were generated from the whole-month issues of Daily Kawish newspaper for the month of December, 2020. After taking out the English words, they were tried to be secured with their meanings in Sindhi (if there were). In the second phase, survey was run among the students of university in which they were asked some questions via questionnaire. All the answers they rendered, were positive towards the newspaper and its language style.

In the third phase, interviews from eight district reporters were conducted in which they were asked about a few things such as their academic background, frequency of news items they send to newspapers on daily basis, and views about the code-mixing practice. In the end, a common question was asked from both the students and reporters. A list of 10 English words was made, and was distributed among both kinds of the respondents. They were asked to write down the meanings in Sindhi of the enlisted words.

Almost all the students readers failed in this test, but the reporters successfully secured the meanings of English words in Sindhi. This part of the survey left the question mark on the students readers as how they are positive towards the newspaper even after they do not know the Sindhi meanings of these enlisted words. Even though the enlisted words were found to have their alternative Sindhi words in majority, newspaper did not try to bring the original words of Sindhi as alternative to English ones. In the final run, reporters declared the shortage of Sindhi words as the cause for the use of code-mixing, and to some extent the head editors, as they responded, are the people who change the final structure of the news after they receive proofed copies of the reports.

It raises the finger on the newspaper team that, as the enlisted words could not be secured of the Sindhi meanings by the students (readers), the newspaper fails in improving and promoting Sindh language in the complete manner. Though most of the reporters did this successfully, it leaves the question mark on them as after being highly educated why they do not take some stabs at promoting their own language. Even after all the respondents and the readers were enough educated, newspaper cannot promote Sindhi language in the field of journalism. This study, therefore, is of high significance for the researchers, policy makers, and especially it is very encouraging to the language experts.

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