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Anglicizing Urdu in Pakistani English Fashion and Lifestyle Blogs: A Morpho-Syntactic Analysis of Urdu Words in Express Tribune

Abstract: *Urdu words in the Pakistani variety of English have been anglicized because they follow the morpho-syntactic rules of the English language rather than Urdu. This present research paper identifies the process and the extent to which Urdu words in fashion and lifestyle blogs of Tribune.pk are being anglicized. The study involves analysis of the morpho-syntactic parameters involved in the process and the frequency of anglicized words and the reasons for Anglicization of Urdu in these blogs. Data from the selected text has been extracted by employing Content analysis and is further put to analysis through Rasool's (2006) and Baumgardner et a's (1996) models to find the morpho-syntactic parameters involved, the frequency of and the viable reasons for the anglicizing Urdu words respectively. The study finds that Urdu words in the selected text are anglicized for two reasons; either to fill the lexical gap or to retain the culture specific meanings.*

Contents

Key Words: Anglicization, English-Urdu Hybridization, Pakistani English

Introduction

English in Pakistan has been frequently in contact with Urdu language since its inception and remains so. Resultantly, the code mixing and code switching between English and Urdu leads to Urdu-English hybridization - a peculiar characteristic of Pakistani English prevalent in both spoken and written genres. The hybridization makes Pakistani English distinct as a non-native English variety called Pakistani English.

The frequent interaction has changed English as well as Urdu in Pakistan. The resultant variety i.e. Pakistani English, is different from the Standard varieties of English at various levels.

The Pakistani English is distinct in terms of lexicon, syntax and morphology; it is distinguishable from the Standard British English known as Pakistani English (Baumgardner: 1991, 1992, 1993, 1994, 1998; Rahman, 1990). Halliday (1964) says that:

Speakers of non-native varieties of English in West Africa, West Indies, India and Pakistan speak English very differently from the way Englishmen speak it. Their grammar remains that of Standard English, with a few important variations, their lexicon too, differs little from the normal usage, but the accent is noticeably and identifiably local. (1964, p. 204)

English in outer circle countries holds official and historical significance (Jenkins, 2003).

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Pakistan, being an outer circle country, has English as its official language. It also is a major language of Pakistani media, market and literature (Sheeraz, 2013). The current research paper attempts to delineate the role played by English fashion and lifestyle blogs published in Express Tribune- a well circulated newspaper that also is affiliated with The NewYork Times- in anglicization of Urdu words in Pakistani English. It attempts to illustrate the morpho-syntactic parameters followed by which Urdu lexical items have been anglicized in these blogs.

Hybridization, in bilingual and multilingual communities, is a frequently occurring activity that is the result of frequent code-mixing and code switching. When languages are in close interaction, they alter each other more or less. The linguistic interaction leads to code switching code mixing, loan words, borrowings and literal translations (Asghar et al., 2013) which in turn ensues linguistic hybridization. Also, globalization is responsible for closer linguistic contact among and between languages.

As far as the term *hybridity* is concerned, it generally labels something that is the compound of two or more entities so that the ingredients components of a hybrid product can easily be distinguished (Saraceni, 2013). In purely linguistic perspective, it stands for the process of combining a language with another language(s) at different levels; it can be a word, phrasal or clausal level (Khattak & Shehzad, 2016). Moreover, Kachru (1978) defines hybridization as the blending of two or more languages at simple or advanced levels that is it may occur from word level on to phrasal, clausal and sentential levels or even at higher levels due to frequent linguistic contact resulting in an entirely new language.

Both linguists and non-linguists use the term *lingua franca* for a language that is used as a medium of communication by those people whose do not share a common native language (Przygoński, 2014). For example, a Spanish and an Iranian use English as *lingua franca* as both speak different native languages. English has developed as the global *lingua franca* because it serves as a common language among people who otherwise have no common language to interact in.

English and Urdu in Pakistan are chiefly used for writing whereas other regional languages are used alongside. The two languages have influenced each other because they have been used side by side for quite a long time. As a result, Urdu has been 'anglicized' that is more English-like (Asghar, Zobina, Mahmood & Asim, 2013) while English has been localized as it uses an abundant Urdu vocabulary in accordance with the social, cultural and religious values. Pakistani writers use a code-mixed variety of English consisting of literal translations of Urdu into English; it also contains hybrid forms, code switching and borrowing and loan words. Pakistani English used in TV, advertisements, newspapers, magazines and literature (Baumgardner, 1990; Rahman, 1990; Sidhwa; 1993; Rasul, 2006) has been *Pakistanized* (Baumgardner, 1998) in terms of vocabulary, syntax and pronunciation (Rahman, 1990).

This study attempts to explore English-Urdu hybrid forms in Fashion and lifestyle blogs published in Express Tribune at word levels and the phrase level. In the text under study, inclusion of Urdu words in morphological and syntactical structures will be illustrated by extracting the data through Content Analysis; excerpts from the blogs where Urdu words are anglicized will be tabulated and analysed. The research aims at highlighting that Urdu words are Anglicized in Pakistani English because they follow the parameters of morphology and syntax of English languages. It will also depict the anglicization of Urdu words at single and compound word levels as well as at the noun and verb phrase levels. The embedment of Urdu words in morphology and syntax of the English language will be demonstrated by presenting examples of anglicization in the already mentioned categories. Urdu words are said to be 'Anglicized' in Pakistani variety of English because they are made part of its morphology and syntax and detached from the rules of Urdu language.

Statement of the Problem

English writings in Pakistan frequently use Urdu words that are rightly regarded as being anglicised because they follow the morpho-syntactic parameters of English language. The

existent bulk of research on analysis of Urdu words in English label the inclusion of Urdu words in English writing as Indigenization/ localization/ Pakistanization of English in Pakistan (Baumgardner: 1990,1991, 1992, 1993, 1998; Rahman, 1980; Shamsie, 2017). Nevertheless, the inclusion of Urdu lexical items in English writings can also be analysed in terms of anglicization of Urdu lexicon (Khattak & Shehzad, 2016).

Objectives of the study

The current study pursues the following objectives:

1. To analyze the morpho-syntactic parameters through which Urdu lexical items are anglicized in the Fashion and Lifestyle blogs of Tribune.pk
2. To find the possible reasons for anglicizing Urdu in the selected blogs

Research Question

The study attempts to answer the following research question:

1. How are Urdu words anglicized in Express Tribune with respect to the morpho-syntactic parameters of the English language?
2. What are the possible reasons for anglicizing Urdu words in the selected text?

Significance of the Study

This study attempts to describe anglicization of Urdu words in Pakistani English as a salient feature of Pakistani English through creating awareness about the anglicization of Urdu vocabulary in Pakistani English. It highlights the role of English fashion and lifestyle blogs in promoting the hybridization of Urdu words. Also, the study inquires the morpho-syntactic rules followed in the embedment of Urdu words in the said text to describe the lesser researched aspect of Pakistani English i.e. anglicization of Urdu words.

Delimitation of the Study

The present study is delimited to the fashion and lifestyle portion of the Express Tribune. In the fashion and lifestyle blogs of the daily, the research is delimited even further encompassing the analysis of the anglicization of Urdu lexicology in the blogs from April 2021 to July 2021.

Review of the Literature

Language hybridization has become a more frequent phenomenon in the highly globalized world as of late. With English reaching every nook and corner of the world, being the *lingua franca,* the native terminology becomes part of the English language spoken everywhere. The hybridization leads to anglicizing the native lexicon as they follow the morpho-syntactic parameters of English language.

In this era of globalization, linguistic hybridization has become a more frequent phenomenon than ever. It is both common and frequent wherever two or more languages are closely used. Resultantly, languages leave imprints on each other because many linguistic features of one language enter into the other language. It may include phonological features, vocabulary and syntactic forms (Anwar, 2007). For example, 'chai *wallah*' is an English Urdu hybrid compound word in which the first is an English word and the second is an Urdu word.

The English language, being the global lingua franca, has undergone many changes with different cultural, political, linguistical, political and ethnic forces at play in the non-native communities around the world. Rahman (2015) seeing eye to eye with Kachru ed. 1982, finds the reasons for deviations in the non-native varieties as the products of the "un-English" linguistic and cultural environment in which the language is employed. The deviation, both agree, is found regular across a variety. Thus, various regional and national varieties of English have emerged and are emerging. Known as 'new Englishes'. They have particular features in terms of vocabulary, grammar and pronunciation in India, Pakistan, Singapore, Africa, and the Philippines (Freeborn, 1998 as cited in Uzair, 2011).

In the sub-continent, the British changed the then existent language policies and introduced policies tailored to their non-linguistic targets-

the extra linguistic purpose was the expected power shift from the Orientalists to the Anglicists (Mahboob, 2002). They replaced the Persian language with English as an official language. There was no need for the change in the then linguistic setup because all languages had their attributed roles in the region. Mahboob (2002) also puts that the British language policies had been devised so astutely that even after the passage of more than 70 years of independence, English continues to enjoy its status as an official language in Pakistan. Sidwa (1993, p.213) writes that, "Although the Raj has since been banished, and the Empire repossessed, the status of English remains largely unaltered. It is a phenomenon, and the single most important factor contributing to the phenomenon is the emergence of English as a World Language".

The indigenization process of English in the Sub-continent as the writers kickstarted their experimentation with the lexicon, syntax and morphology of the Standard English (Muthiah, 2009, as cited by Sheeraz, 2013). By now the process has become a characteristic feature of all South Asian writings including Pakistani writings in English (Sheeraz, 2013). Bapsi Sidhwa (1993) describes the process of hybridization as both intentional and intelligent:

We, the excolonized, have subjugated the language, beaten it on its head and made it ours! Let the English chafe and fret and fume. The fact remains that in adapting English to our use, in hammering it sometimes on its head, and in sometimes twisting its tail, we have given it a new shape, substance, and dimension. (1993, p. 212, as cited in Sheeraz, 2013)

Given the same historical roots, the features of Pakistani English coincide with Indian English particularly at the morphological and syntactic levels. The two varieties share common lexical items as in the register of police and administration because both were jointly colonized by the British rule. Nevertheless, there exist many difference owing to difference in religious and cultural values and strikingly varied experiences after the War of Independence in the subcontinent as well as since 1947 (Rahman, 1989, 2015). Pakistani English is replete with Arabic words and Islamic cultural values wherein

it differs from the Indian English. Talaat (2002) describes importance of English language in Pakistan as:

The anchorage of English in Pakistan is evident from the fact that the constitution of Pakistan is inscribed in English. Subsequently, major policy documents of government are written in English along with the rules and regulations, judgment and precedence, orders and instructions, standing procedures and mechanisms of the functioning of the state. Information is available primarily in English (Talaat, 2002, p. 11).

A distinct feature of Pakistan English is the occurrence of English-Urdu hybrid words. English and Urdu in Pakistan are used "simultaneously or alternatively through code-switching and code-mixing which have become the norms" (Talaat, 2002). Rasul (2013) delineates the instances of English Urdu hybridization in Urdu magazines by studying the phenomenon of borrowing and code-mixing in children magazines. Her study reveals that code-mixing and borrowing are common practiced in these magazines. Furthermore, it brings to light the current literary behaviour prevalent in Pakistan where English and Urdu languages have been hybridized i.e. the inclusion of Urdu into the English language and vice versa.

Manan et al. (2016), describing the linguistic hybridization in the linguistic landscape of Pakistan, remonstrate that English in Pakistan, especially in urban and sub-urban areas, has been nativized, localized and hybridized. The researchers analysed the data from multiple sources i.e. photographs of billboards, road signs and boards of shops and conducted interviews with businessmen. The study finds that English written in Urdu (a non-Roman script) is prevalent in the signage domain of Pakistani English. It is evident of the extent to which English Urdu hybridization takes place in Pakistan.

Another study by Noor et al. (2015) takes account of the code-switching from Urdu to English in the Urdu textbook by Punjab Textbook Board; it brings out ample instances of code-switches to English language despite the availability of their Urdu counterparts. For example, *adakar* is used for *actor* and *sayyah* for *tourist* etc. The researchers categorized the data

collected into code-switching at morpheme, word, phrase and clause level.

Baumgardner's (1993) study on Pakistani English finds that Urdu words are frequently used in domains of food, clothing, government, politics, administration, education, music and art. To comprehend Pakistani English, he averred, a basic knowledge of Urdu language is required. In yet another study (1987), he maintains that "to be able to read a local Pakistani English Newspaper thoroughly and with complete understanding, the reader must be familiar with both the Urdu language and Islamic culture" (p. 242). Some commonly and frequently hybridized Urdu words in Pakistani English, out of the hundreds presented in his studies, are *wadhera* (Sindhi landlord), *mela* (fair), *kachi abadi* (slanty town), *atta* (flour), *jirga* (tribal council) etc

Zaidi and Zaki (2017) found that Pakistani English makes use of culture-specific lexical items frequently borrowed from Urdu in almost all domains and is highly unlikely to be replaced by English any time soon. Shah and Mahmood (2011), in a corpus-based study on Pakistani English, delineate the use of Urdu nouns in Pakistani English being culture-specific and religiously coloured. The process of language hybridization of English and Urdu in Pakistan is two-way i.e. both languages adopting lexical items mutually.

Code-switching in Pakistani English writings at is a grammatical and rule-bound phenomenon (Anwar, 2007) rather than being haphazard. The insertion of Urdu at phrase and clausal levels in Pakistani English is in accordance with the rules of English morphology and syntax. Anwar's study (2007) on Pakistani English newspapers and magazines takes an overview of the role played by the Urdu language in the emergence of Pakistani English as a non-native variety. Many examples of Urdu phrasal insertions were found in the selected text under his study. Likewise, main and subordinate clauses were frequently found in the text. An example of Urdu phrasal insertions from his paper is: "*They alleged that the naib nazim* (the vice municipal officer) *was receiving threats…*".

Anwar and Maryam's (2017) corpus-based study delineated the aberrant use of progressive (verb+ing form) form in Pakistani English. They collected a corpus of more than 10-million-word corpus of Pakistani English newspapers. Antconc software was used to collect data from six widely-circulated newspapers. The stative verbs found to be used progressively in the data collected were extracted by the researchers manually. The study confirms the deviant progressive usage in Pakistani English commonly occurring phenomenon in Pakistani English.

Different genres of Pakistani English have been researched extensively. One of the genres being the online travel guides in Pakistan have also been studied by Noor, Anwar, Muhabat and Kazemian (2015); they highlight the distinct features of Pakistani English in these guides. The data was collected from various internet websites. Divergent use of punctuation, semantics, different spelling, grammar, articles, plural marking of collective nouns, preposition, tense and aspect, word order, vocabulary and orthography of compound words are some of the divergent features of Pakistani English found in their study. Moreover, English words were used in different senses with additional meanings quite different from the Standard. Some outdated words found in these travel guides include *crucible, vicissitudes* and *quaint little*.

Shedding light on the process of hybridization found in Pakistani English at the lexical level, Ahmad and Ali (2014) analyse the formation of endocentric constructions and exocentric constructions. Their study evidences that Pakistani English fiction writers deliberately utilize Urduized words mirroring Pakistani culture. The study labels inclusion of Urdu as a source of strength to the position of Pakistani English as an emerging independent variety in its own right. Some examples of hybridization from their corpus-based study are *Shadi, Jaheiz, Imamzaman, jhoola, dhai, jora, Jayenamaz,* and *manhoos*.

Khattak and Shehzad (2016) label the inclusion of Urdu words in Pakistani English literature as Anglicization of Urdu words and a salient feature of Pakistani English; they spotlight various domains where Urdu words are frequently anglicized. The selected text includes English novels and short stories written by Pakistani writers. The findings of the study show Urdu words in Pakistani English follow

grammatical rules of English i.e. they abide by the rules of the syntax and grammar of the English language. Some anglicised Urdu words found in the study are *sitars, kurtas, kababs, Sahibs, anda burger,* and *large-haveli.*

For Khalique (2006), the concurrent use of English and Urdu is more a fashion trend then a necessity. He takes notice of how Pakistani speakers begins to talk in Urdu with an anglicized accent then switches to English and keep switching back and forth between the two languages within the same conversation.

Khan (2012) investigates the ramifications of indigenization of Pakistani English after describing various features i.e. syntax, morphology, lexis, and phonology and discussing the prominent prolific works of many local and international researchers on Pakistani English. His study takes account of the usage of Pakistani English in creative writing.

Code mixing and code mixing between two or among more languages result in language hybridization, says Rasul (2013). She adopts an all-inclusive approach to the phenomenon of hybridization of English and Urdu taking linguistic, socio-linguistic, cultural and attitudinal aspects into account. Tracing the inclusion of English lexical items in Urdu political talk shows on television in, she describes the phenomenon quantitatively. According to the study, single and hybridized verb units occur most frequently in the data collected. She also found that Pakistani speakers in the talk shows repeat the same point in both languages for the sake of emphasis or clearance. For example, they say '*I mean to say…mera matlab hai k…".*

In addition, Pakistani English differs from standard Englishes in terms of spellings. Hassan (2000) has studied the spelling dissimilarities in Pakistani English. He maintains that Urdu pronunciation influences the spellings used by the Pakistani people. A study by Mahmood (2009) also found out the spelling aberrations in Pakistani English. The spelling norms of Pakistani English are not same as some follow American whereas others follow British spelling norms. The country has adopted British educational system whereas American writings in areas of science and technology, commerce, health and engineering have fostered the

American spellings. In sum, both British and American norms are followed.

The existing bulk of research on Pakistani English describes English Urdu hybridization as a characteristic feature of Pakistani English. It frequently occurs in Pakistani English newspapers, children's magazines, print and social media and literature. The insertion of Urdu words has already been researched in terms of code-mixing, indigenization, Pakistanization and localization of English language in Pakistan (Rasul, 2013; Ahmed et al., 2014, Jadoon, 2017); the phenomenon needs to be studied from the perspective of Anglicization of Urdu words through Pakistani English. The present research attempts to find the process of and the reasons for Anglicization of Urdu words. in Fashion and lifestyle blogs of Express Tribune to describe it as a characteristic feature of Pakistani English.

Research Methodology

Selection of Text

I have selected the most circulated and widely read English daily 'Express Tribune' in Pakistan. It is the first internationally affiliated newspaper in Pakistan which is partnered with The International New York Times – the global edition of The New York Times (www.tribune.pk). According to a survey, it had the widest circulation in Pakistan as of 2012. These are the reasons for selecting it as a text for the present research.

Content Analysis

As a research method, Content analysis is used for extracting data - the examples of English-Urdu hybrid words from the text i.e. Fashion and lifestyle blogs in Express Tribune.
English-Urdu hybrid lexical items at word and phrasal levels are the units to be coded through Content analysis are individual words.

Model/Framework for the Present Study

Kachru's (1978) model for linguistic categorization which has been employed and adapted by Rasul (2006) is used. The four sub categories of Category B (Kachru, 1978) used in this study are givne:

Category B: Hybridization

Hybridization within words
  i. Hybridization within single words
ii. Hybridization within compound words

Hybridization in Units
  i. Hybridization in Noun Phrases
ii. Hybridization in Verb Phrases (Rasul: 2006)

Framework for Lexical Analysis

The data using Rasul's model (2006), has tabulated quantitatively into lexical groups utilizing Baumgardner et al's model (1993) to find reasons for anglicizing Urdu lexicon in the selected text. 'Entertainment (movie/drama/ channels/web blogs), an additional category, is added by the researcher as per the study's requirement. The adapted model is as follows:

Table 1. Lexical Grouping

Adjective/adverbi	Administration	Administrative posts	Agriculture
Architecture	Arms/ weapons	Art forms (dance/music/verse)	Articles of use
Awards	Celebrations/festivals	Clothing/accessories	Concepts
Condiments	Construction materials	Descriptive labels for people	Drugs/narcotics
Dwellings	Edibles (foodstuffs)	Edibles (snacks and prepared foods)	Education
Elements	Entertainment (Movie/drama/ channel/web blog)	Fabrics	Fauna
Flora	Fruit/dry fruit	Funeral	Games/sports
Home furnishings	Kinship terms	Landscape	Law
Law and Order situation	Marriage/divorce	Measurements	Medicine
Military	Modes of reference/address	Modes of transport	Money/banking /Commerce
Musical	Occupations	Parts of body	Names of places
Political/social organizations	Religion (Islam)	Religion (Other)	Salutations/ Expressions
Slogans/ritualistic sayings	Social gatherings/meetings	Social systems	Terms of gratification
Towns/villages	Vegetables	. . . wallahs	_____

The adapted framework from Baumgardner et al. (1993) in *Urduization of English in Pakistan*

Data Analysis and Discussion

The data has been demonstrated and analyzed under two main sections:
1. Hybridization within lexical items
2. Hybridization within Phrases

These are further sub divided as follows:
a) Hybridization within Single Words
b) Hybridization within Compound Words

Likewise:
a) Hybridization within Noun Phrases
b) Hybridization within Verb Phrases

Hybridization within Single words

The following table presents some examples of hybridization within single words from the text Tribune.pk blogs from April 2021 to July 2021.

Table 2. Hybridization within Single words

Exemplified Words	No. of Occurrence
Qawwalis	1
ghazals	1
ghararas	1
Sufis	1
jhumkis	2
jaals	1
khussas	1
'ustads'	1
Darghas	1
(ENGLISH POSSESSIVE FORM)	
tabla nawaz's	1

The examples of single worded English Urdu hybridization in the selected text has been tabulated according to Baumgardner et al. (1993) model to find frequency of hybridization in each lexical group.

Table 3

Lexical Group	Occurrence of Urdu Words/ Expressions
Clothing/accessories	5
Art forms (dance/music/verse)	4
Descriptive labels for people	1
Names of places	1
Total	11

The table 1 shows that 10 out of the 11 examples of Hybridizations carry inflectional suffix 's' with them making their plural forms. The remaining 1 example has apostrophe 's' showing its possessive form. It shows that inflectional suffix 's' for plurality is more commonly used than possessive 's' with Urdu words in target text.

Moreover, 'Clothing/accessories' (Baumgardner et al. 1993) has the highest frequency including words like ghraras, jhumkis, sarees etc. Likewise, Urdu words in Art forms (dance/music/verse), Descriptive labels for people and Names of places (Baumgardner et al. 1993) are also hybridized by suffix 's' marking English regular plural forms. The discussion follows that the inclusion of Urdu words in Pakistani English follow the morpho-syntactic rules of English language.

Hybridization within Compound Words

The table shows compound word hybridization found in Fashion and lifestyle blogs of Express Tribune for the months of April 2021 to July 2021:

Table 4

Exemplified Words	No. of Occurrence
white kameez	1
Eid look	1
net dupatta	1
summery saari	1
vibrant dupatta	1

Exemplified Words	No. of Occurrence
orange kameez	1
colourful dupatta.	1
tiny jhumkis	1
traditional Ajrak outfit,	1
pink dupatta	1
white peshwaas	1
Qawali experience.	1
Mission Milap	1
Tehzeeb Festival	1
ghazal singer	1
typical gharana	1
Sufi music	1
Eid track	1
Jawan Pakistan	1
delicate tika	1
mint green lehenga	1
minimal mehendi.	1
pink gajray	1
green lengha choli	1
Ivory Sharara	1
voluminous sharara	1
button patti	1
silk kurta	1
embellished sherwani	1
(English Regular Plurals)	
Eid-ul-Azha looks	2
total	32

These hybridized compound words are first illustrated in the table and analysed afterwards.

Table 5

Lexical Group category of lexical groupings	Frequency number of urdu words/ expressions
Clothing/accessories	21
Entertainment (Movie/drama/channel/web blog)	2
Art forms (dance/music/verse)	5
Celebrations/ Festivals	4
Total	32

Analysis

Just like single word hybridization, "Clothing/Accessories' (Baumgardner et al. 1992) in compound word hybridization has the highest number examples. For instance, net dupatta, summery saari, vibrant dupatta, orange kameez,

colourful dupatta, tiny jhumkis, traditional Ajrak outfit, pink dupatta, white peshwaas etc. are some of the compound words included. Some of these words do not have exact equivalents in English because they are culture bound so the blog writers use their Urdu alternatives. Whereas, we have some compound words that carry their equivalent terms in the English language their Urdu counterparts have still been still used. For instance, 'silk kurta' (green shirt), 'white kameez' (white shirt). The possible reason is to retain the cultural touch intact.

'Entertainment' and 'Art forms' categories have many examples. As each country's entertainment industry and art mirror its culture and tradition that is why Urdu words are frequently found in these like Tehzeeb Festival, ghazal singer, typical gharana and Sufi music etc.

The analysis of compound word English Urdu hybridized shows that one of the possible reasons for the using Urdu words despite their English alternative words in compound word categories is may be the cultural acquaintance of the Urdu words in Pakistani milieu. Also, the Urdu words are used because their English alternatives fail to deliver the intended message that the writers want to convey.

Hybridization within Noun Phrase

The following table presents excerpts taken from the text under study where Urdu words are being anglicized in the Noun phrases.

Table 6. Hybridization within Noun Phrase

Sr. No	Exemplified Words in NP
1	"We love Eid for a lot of reasons."
2	"The simple chaand mehendi with capped fingers pulled the entire look together."
3	"the saari is such a statement in itself."
4	"The kurta was loose-fitting,"
5	"I had a bansuri lying around."
6	"the word 'Mirasi' has been distorted."
7	"The Quranic Tilawat is so melodic."
8	"Classical singer Ustaad Hussain Baksh Gullo told The Express Tribune."
9	"Sarah went the unconventional route and chose to dress herself up in bright red, a colour choice that is usually reserved for the baraat or nikkah."(www.tribune.pk)
10	"He's 26 and bhaabi is 30?" asked another."

The instances of hybridized Urdu words in the English Noun phrases in the respective lexical category are tabulated as follows:

Table 7

Lexical Group	Occurrence of Urdu Words/ Expressions
Clothing/accessories	3
Marriage/divorce	2
descriptive labels	2
festivals	1
Kinship terms	1
Art forms	1
Religion (Islam)	1
Total	11

Analysis

As evident from the table, 'Clothing / Accessories' is most frequently hybridized and includes words like 'kurta', '*chaand* mehendi', and '*saari*'. Such words have traditional roots and thus have no exact English equivalent. Words from 'Marriage/divorce' are 'mayoun, and 'walima'.

It shows that these hybridized Urdu words lack English counterparts due to their ethnic and traditional particularity. Hence, is the reason for anglicizing them.

Hybridization within Verb Phrase

Excerpts from the text in which hybridization has occurred in Verb phrases are tabulated as follows:

Table 8

Sr. No	Exemplified Words
1	"The model opted for a long white kameez this Eid, paired with a gorgeous powder pink dupatta."
2	"I am forever grateful to God for a *acha banda* of Allah."
3	"At the same time, we are also featuring Ustad Ghulam Ali Khan's grandson who will be presenting a raag in this year's Lahooti."
4	"Shabir has released a new song titled *Zindagi*."
5	"exquisite scenic motifs worked in gotta and traditional craft techniques."
6	"The Sufis are a force of religion, a force of light, a force of Panjtan Pak, from which this Sufi music is inspired."
7	"Farhad managed to put out tracks that layered the metallic bang of the drums with the organic beats of the dhol." (www.tribune.pk)
8	"The mid-song climax followed by a soft breakdown without disposing of the percussion entirely offers an almost heightened Qawali experience."

Table 9. Lexical Groups

CA Lexical Group	Occurrence Of Urdu Words/ Expressions
Clothing or accessories	3
Religion (Islam)	2
Entertainment (movies, dramas, songs)	2
religion	2
Art forms	2
Celebrations/ Festivals	1
Descriptive labels for people	1
Total	13

Analysis

Starting off with the highest frequency of hybridization within this sub-section, the lexical group 'Clothing/accessories' has 'kameez', 'dupatta' and gotta. Like all the previous sub sections, this group is most frequently hybridized. The next frequently hybridized group is Religion(Islam) in which words like acha banda are embedded in English syntax as per the rules.

A careful anlaysis of these Urdu words shows that they are inserted in the syntax of the English Verb phrase grammatically. For example, "I am forever grateful to God for a *acha banda* of Allah.". Here 'acha banda' has been inserted in the prepositional phrase accurately. This is how the Urdu words are added into English syntax in Pakistani English writings.

Findings of the Current Study

The research question inquired about the morpho-syntactic parameters through which Urdu lexical items are anglicized in the selected

blogs of Express Tribune. Data has been collected Through 'Content Analysis' of the text under study; it shows ample examples of hybridization at single and compound word levels as well as in noun phrases and verb phrases. The exemplified Anglicized Urdu words in the text selected for the study includes words like 'sarees', (hybridization within single words); 'Tehzeeb-festival' (hybridization within compound words); "The Quranic Tilawat is so melodic." (hybridization within Noun Phrase); "The mid-song climax followed by a soft breakdown without disposing of the percussion entirely offers an almost heightened Qawali experience." (hybridization within Verb Phrase) etc.

Grammatical analysis of the data shows Urdu words in 'Hybridization within single words' are made part of the morphological structure of the English language in two ways: firstly, through the suffix 's' marking regular plurals like 'darghas' or through English possessive forms by the addition of apostrophe *'s* like tabla nawaz's. Similarly, in compound words like 'ghazal-singer', the Urdu words have been embedded into English compound nouns. A syntactical analysis of the text in 'hybridization within Noun phrase' and 'hybridization within Verb phrase' shows that Urdu words are added in syntax of English noun phrase as subject as in *"the word 'Mirasi' has been distorted"* or as the object as in *"I had a bansuri lying around"*.

To answer the extent of hybridization within each lexical category, Baumgardner et al's (1998) model was employed. It showed that Urdu words have been most frequently anglicized in the group 'Clothing and Accessories". Similarly, anglicization most frequently occurred in compound word hybridization category as it has the highest number of instances i.e. 32 out of the total 67 instances.

The second research question investigated the possible reasons for anglicizing Urdu words in Pakistani English. The analysis of the data collected reveals that Anglicization takes place, either, to fill the lexical gaps. For example, those words which do not have exact equivalents in English are Anglicized. Nevertheless, words having English counterparts are available are also anglicized to keep their cultural meaning. for instance, 'kameez' (cultural shirt).

Conclusion

The current research explored the Anglicization of Urdu words in Fashion and lifestyle blogs of Express Tribune, a widely read English daily in Pakistani. A research design, tailored to the study, was adopted that used Kachru's (1978) model elaborated by Rasul (2006). Moreover, lexical categories designed by Baumgardner et al. (1993) were used to find frequency of words in each group. The analysis found that the fashion and lifestyle blogs by Tribune.pk frequently anglicize Urdu words within words i.e. single and compound words and within phrases i.e. Noun and verb phrases. The underlying reasons for the anglicizing these lexical items are two; filling in the lexical gap and retention of the culture specific meanings of such words.

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