An Exploration of Code-switching and Borrowing in Pakistani YouTube Vlogs

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Abstract: *Pakistan YouTube is an increasingly popular platform for sharing creative digital content. Vlogs, in particular, are becoming more and more commonplace as Pakistani creators share their stories with the world. Along with these stories come unique practices of code-switching and borrowing between various languages such as English, Urdu, Punjabi, and other scripts. This article explores how code-switching and borrowing in Pakistan YouTube vlogs convey speakers' identities, employ humour, and add emphasis while impacting the audience's perceptions. By analyzing the reasons behind why speakers code-switch and borrow, the impact of code-switching and borrowing on the audience, and how it reflects broader patterns this paper aims to provide insights into how code-switching and borrowing can influence the way we experience digital media. With the rise of digital media nowadays, YouTube has quickly become a popular platform for vloggers to express themselves.*

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Introduction

Pakistan is a multifaceted and culturally rich nation, with a dynamic and diverse population shaped by both local and international influences. Nevertheless, the language used by many Pakistanis is no different; it is a delicate blend of traditional and contemporary expressions and consists of both native and foreign components. Code-switching and borrowing are two of the most important tools used for constructing a shared language in Pakistan's vibrant online community. This essay will explore the phenomenon of language fusion in Pakistani YouTube vlogs, examining various modes of code-switching and borrowing, examining

the discourse performers and analysing the implications of linguistic fusions for Pakistani society and culture.

In multilingual societies, code-switching and borrowing are both frequent language activities, and Pakistani YouTube vlogs offer a great chance to investigate these phenomena. Youtube vlogs in general are a great source of education and pleasure. Vlogs are a fun way to express yourself online, and they're simple to start. A growing number of content producers are using video blogs, often known as vlogs, to express their thoughts and experiences. When vlogs are posted to well-known websites like YouTube or Instagram, they have the potential to gain a large fan base and possibly generate cash through advertising agreements. In addition to being a source of amusement, children and adults may learn languages using YouTube vlogs.

Code-switching is the act of switching back and forth within a single conversation or discourse between two or more languages or linguistic variants. This might happen when you move between languages during a phrase, in the middle of a discussion, or even when you switch between dialects of the same language. For instance, a Pakistani YouTuber could speak in both Urdu and English at once in the same sentence.

Contrarily, borrowing describes the insertion of words, expressions, or grammatical structures from one language into another. This might involve translating grammatical structures from one language into another or even employing terms from one language in another. For instance, a Pakistani YouTuber may speak in Urdu using English vocabulary and phrases or in English using Urdu syntax.

For a variety of reasons, code-switching and borrowing are both employed in Pakistani YouTube vlogs. While communicating with viewers who might not speak their primary language, some vloggers may employ code-switching and borrowing to appeal to a larger audience. Code-switching and borrowing may also be utilised as a means of expressing one's identity since they enable vloggers to claim their multilingualism and ties to many cultures.

Additionally, code-switching and borrowing can be employed to express various attitudes or moods in speech. For instance, a YouTuber could switch to English while talking about a formal subject and to Urdu when talking about a subject that is more personal.

Code-switching and borrowing may have a big influence on language, culture, and identity, it's vital to remember that. On the one hand, it can encourage bilingualism and cross-cultural sensitivity. However, it can also result in the deterioration of conventional language and culture. Viewers should be aware of these consequences and take into account how borrowing and code-switching are employed in Pakistani YouTube vlogs.

In Pakistani YouTube vlogs, code-switching and borrowing are common occurrences that this study tries to investigate. We aim to gain a deeper understanding of the role that language plays in the vlogging community and its impact on language, culture, and identity by looking at the ways in which Pakistani vloggers use code-switching and borrowing in their videos as well as the motivations behind these linguistic practices.

This paper focuses on the complexity of determining whether certain forms borrowed into Urdu from English, as code exchange elements or lexical borrowing in Pakistani youtube vlogs.

The globalization trend and the impact of technology have improved the standing of the English language. It has affected or, more accurately, threatened numerous languages throughout the world. Rasul (2006) explains the occurrence of linguistic hybridization

and code-mixing of English in Urdu and supports the idea. Language interaction and bi/multilingualism naturally result in code-switching and code-mixing. There are several reasons why Urdu speakers move to English. Some of the key elements include prestige, the language of science and technology, and the lingua franca spoken around the world. Simply said, moving between two languages or dialects is known as code-switching. It literally consists of the phrases "code" and "switching."

In contrast to switching, which refers to a different usage, code, according to Wardhaugh ([2002](#)), is a neutral term for a language, a variant of any language, and a dialect. This line of inquiry distinguishes between the languages of English and Urdu. Code-switching is the alternate use of two languages within the same speech, clause/sentence, or constituent/element, according to Poplack (1978, p. 581, as referenced in Anwar, [2007](#)). There are people from different countries who speak different languages everywhere in the globe, even in monolingual communities (Jain, [2013](#)). It is a widely accepted belief that bilingual and multilingual speakers swap codes automatically while speaking, although studies contradict this. It is occasionally a semi-conscious action taken to accomplish an objective (ibid). And all languages Borrow words from other languages. Some languages are easy to borrow, others are hard, and different languages are easier to borrow in different areas of vocabulary. Languages usually borrow words when introducing new concepts, but languages can also borrow new words for existing concepts.

Aim of the Study

The aim of the study is to examine how English and Urdu languages and their linguistic styles are used in these videos and to identify patterns or trends in this usage. The study may also investigate the reasons why speakers switch or borrow codes in their vlogs, and the impact that this has on their audience.

Objectives of the Study

- To explore the reasons why speakers switch or borrow codes in their vlogs, such as to convey a certain identity, to appeal to a multilingual audience, or to add emphasis or humour.
- To investigate the impact of code-switching and borrowing on the audience, such as how it may influence their perceptions of the speaker or the content of the vlog.
- To examine how code-switching and borrowing on YouTube vlogs reflect broader patterns of language use in society.

Literature Review

Pakistani YouTube vlogs offer an interesting look into the code-switching and borrowing practices of Pakistani English, which have been shaped by the influence of other languages as well as by the creativity of the active YouTube community. By understanding the code-switching and borrowing practices of Pakistani English, we can gain insight into the linguistic identities and cultural diversity of Pakistan. Additionally, this research suggests the potential for further exploration into the influence of languages on Pakistani YouTube vlogs and the power of speech for the Pakistani people.

This article will explore how code-switching and borrowing in Pakistani YouTube vlogs influence language and culture. By providing an in-depth review this article seeks to explore how such linguistic phenomena are implemented in a culturally modern setting. The review will explore how code-switching and borrowing contribute to and reflects the language, culture, and identities of Pakistanis seeking to express themselves creatively.

Language variation is a fascinating topic of study, with the phenomenon of code-mixing and code-switching being an especially intriguing area of interest. According to R Mehvish (2019) in a study published in the Journal of Language and Linguistic Studies in 2019, code-mixing and code-switching are particularly prevalent in Pakistani commercials. This phenomenon is seen when two languages or versions of a language, such as a regional dialect, are used to communicate in the same speech or writing. For the study, several Pakistani TV commercials were analyzed for code-mixing and code-switching. The results showed that the majority of the commercials included at least one instance of code-mixing or code-switching. Moreover, the study revealed that Urdu and English were the primary languages used in the commercials, with the exception of some which also included regional languages such as Pashto and Punjabi. This highlights the prevalence of code-mixing and code-switching in Pakistani commercials and further demonstrates the importance of language variation in communication. The usage of English in Pakistan is also increasing, leading to a greater prevalence of code-mixing and code-switching in Pakistani commercials. Additionally, English can be used to convey an impression of sophistication and modernity, which is attractive to consumers. Moreover, English words are often mixed with Urdu to make the message easier to understand, as Urdu is the national language of Pakistan. Overall, code-mixing and code-switching in Pakistani commercials is a reflection of the language variation present in the country, as well as the increasing prevalence of English.

Code-switching, which is the use of multiple languages in a single discourse, has been gaining momentum in recent years as a way to transcend the linguistic barrier. This phenomenon is primarily driven by the increased global mobility of people and the rise of multilingualism (KhudaBukhsh et al., 2020). Code-switching thereby allows individuals to communicate with one another without having to dedicate time and resources to learning a language. It is especially prevalent among members of the same family, between friends, and in the workplace (KhudaBukhsh et al., 2020). This use of multiple languages can also provide a greater level of precision when conveying ideas, as it allows individuals to select the best language for a particular situation (KhudaBukhsh et al., 2020). Furthermore, code-switching can help to foster a sense of belonging among members of a multilingual community, as they are able to communicate with one another in their preferred language (KhudaBukhsh et al., 2020). As a result, code-switching can be an effective way to bridge the linguistic barrier and facilitate communication.

Several theories have been proposed on the factors involved in borrowing focusing on documenting the influence of English on Urdu. (*Muhammad Aslam Sipra)* has carried out his research that shows conscious and unconscious shifts in vocabulary from one language to another during interactions between speakers speaking different languages. his study also reveals how people from the subcontinent encountered English. It also mentions the attitudes of the subcontinental peoples to English before and after the partition and the influence of English on Urdu.

This section presents a review of recent literature on code-switching that affects Pakistani English at the phrase level and that Pakistani English has its characteristics. Anwar (2007*)* has done research in the same field, but with a variation of using Urdu phrases and sentences from Pakistani English as non-native variants. To this end, he worked on empirical data from English-language newspapers and magazines in Pakistan. He states that the use of Urdu phrases and phrases in Pakistani English is

"not a grammatical phenomenon" but a "rule-governed activity". has no ungrammatical influence on the construction of society English syntax."

Ahmed et(2015) al sought to highlight trends and features of code-switching and code-mixing among Urdu EFL college students in Okara and Chishtian districts, Punjab, Pakistan. This survey shows students' positive attitudes towards code switching and code mixing in Urdu EFL classes.

Although all of the above studies have been conducted in the Pakistani context, the nature of the current research is focused on exploring the reasons and contexts for Pakistani people to switch or borrow English words in their native language which has not been done by the mentioned researchers. In addition, various studies focused on several other contexts are presented below:

Some authors have driven the further development of borrowing in other languages.

For instance, *(Odesa)* conducted studies on the linguistic aspects of the French borrowing process, the main non-linguistic reasons and critical stages, and other French borrowings that were adopted into English over the course of its development. Particular attention is paid to the definition of borrowing as a lexicographic phenomenon provided by various scholars and based on several lexicographical resources. His article also focuses on several French borrowings in modern English and their grammatical and structural properties. Borrowing enters language in two ways:

Through oral speech (direct person-to-person contact) and written speech (indirect contact such as through books). Oral borrowing took place mainly in early history, but written borrowing has gained importance in more recent times. A written borrowing retains some peculiarities of its spelling and phonetic form. Adjusting them

is a long and laborious process.

Methodology

Research Design

The discourse analysis methodology is used to study code-switching and borrowing patterns used by Pakistani vloggers in their vlogs. This approach involves analyzing the language used in Pakistani vlogs in context, taking into account the social and cultural factors that may influence code-switching and borrowing. Data collection is done by watching the videos, making transcripts and taking notes on the language used and the context in which it is used. The analysis is done by looking at patterns in language use, identifying the factors that influence code-switching and borrowing, and interpreting the findings in light of the social and cultural context. This approach involves studying the vlogs as well as the context in which the language is used, such as the interactions between the vlogger and their audience, the vlogger's body language, and facial expressions, as well as the cultural and social context in which the vlog was created. It also considers the social and cultural factors that may influence the vlogger's code-switching and borrowing patterns, such as their background, education, and community.

Data Collection

Considering Youtube vlogs are a modern programme where people express their opinions on a variety of issues that trouble their family and friends and produce entertaining content, it was chosen as the source of the study's data.

Three specific YouTube Channels were picked up and analyzed. Including Zaid Ali T, Fatima Irfan Sheikh and Shahveer Jaffery. There was no particular theme that guided the data collection. The subjects were also free to talk to their friends about any issue or topic of their choice. The gathered Vlog content was analyzed using descriptive

qualitative and quantitative techniques. The researcher did not record gender components, but it was able to infer the interlocutors' sexes from their dialogues. At the beginning of the study, the data was acquired. In the second stage, it was classified. It underwent a qualitative analysis in the third step. The chosen components included morphemes, words, phrases, and sentences organized into several categories.

Analysis

The capacity to switch between two or more languages or linguistic subtypes during a single conversation or text is referred to as code-switching. The use of words or phrases from one language in another is referred to as borrowing. It is possible that Pakistani YouTuber Zaid Ali T uses both code-switching and borrowing in his videos. In addition to switching between the two languages, he could also mix words and sentences from one into the other. This is typical among multilingual speakers and may be used for a number of communication goals, including stressing a point or appealing to various audiences.

Canadian-Pakistani YouTuber and comedian Zaid Ali T are well-known for his comic vlogs that frequently include observational comedy about Pakistani culture and daily life. In his vlogs, he is widely recognised for using code-switching and borrowing, which are typical in multilingual settings. He frequently alternates between Urdu and English, which are the two most widely spoken languages in Pakistan. In his speech and writing, he often employs words and expressions from both languages.

Code-switching may be used for a number of communication strategies, such as underscoring a point or reaching out to various audiences. Additionally, it may convey the speaker's identity and the social and cultural setting in which the conversation is occurring. Zaid Ali T uses code-switching to better connect with his audience and make his content more accessible because the majority of the viewers of his vlogs are young Pakistanis who are fluent in both English and Urdu.

Similar to this, multilingual cultures frequently use vocabulary borrowed from one language to another. It can be used to convey intricate or subtle concepts or just to add colour or expression to speech or writing. Zaid Ali T often uses terms from Urdu to English in his vlogs or the other way around. This gives his work a distinctive taste and helps his audience relate to it better.

Overall, Zaid Ali T uses code-switching and borrowing in his vlogs to connect with his audience, make his content more approachable and interesting, and represent the language and cultural environment in which he works.

Here are a few examples of code-switching and borrowing used by Zaid Ali T in his vlogs:

1. Code-switching: In one of his vlogs, Zaid Ali T talks about the different ways of greeting people in Pakistan. He switches between English and Urdu, saying "*Hey, what's up*" in English and "*Assalam-o-Alaikum*" in Urdu, which is a traditional Muslim greeting. This code-switching helps him to connect with both English and Urdu-speaking audiences and make his content more relatable.

2. Borrowing: In another vlog, Zaid Ali T talks about the concept of "*Jugaar*" in Pakistani culture, which refers to finding a quick and easy solution to a problem. He uses the word "*Jugaar*" which is an Urdu word, in his English speech and it helps to explain the concept in a more relatable way for his audience.

3. Code-switching & Borrowing: He also uses both code-switching and borrowing in the same sentence. For example, in one of his vlogs, he talks

about his first time in a village. He says *"And the challenge for today is that jo bhi hum khainge wo hum khud banainge....jis terhan ap jantay hain there is a very famous saying jo khanay ki hai which is makkay di roti or saag,"*

In the examples provided, Zaid Ali T uses code-switching to switch between English and Urdu and borrowing to incorporate Urdu words into his English speech. These strategies help him to bridge the gap between different language communities and make his content more accessible to a wider audience. Moreover, he uses code-switching and borrowing to convey cultural concepts and ideas, connect with his audience, and make his content more relatable and engaging.

Fatima Irfan Shaikh is a Pakistani YouTuber who often switches between English and Urdu in her videos. This code-switching and borrowing is a reflection of her unique linguistic and cultural background.

Switching between English and Urdu in her videos allows Fatima to connect with a wider audience, including both English-speaking and Urdu-speaking viewers. It also allows her to incorporate different aspects of Pakistani culture and language into her content, which adds an extra layer of authenticity and relatability to her videos.

Additionally, Fatima's use of code-switching and borrowing allows her to express herself in a more nuanced and authentic way, as she can choose the language that best conveys her intended message or emotion. Fatima's use of code-switching and borrowing is a key aspect of her unique style and brand, and it helps to make her videos more engaging and relatable for her audience.

Here are a few examples of how Fatima Irfan uses code-switching and borrowing in her videos:

1. In one of her videos, Fatima discusses the tips for self-grooming. She starts speaking in Urdu but switches to English to quote something important or put emphasis on something. e.g. *aaj hum jis topic pr baat kernay ja raye hain that is more important than makeup, more important than your clothes.*

This use of code-switching allows her to incorporate a cultural reference that would not have been possible if she had only spoken in English

2. In another video, Fatima shares tips and tricks about everyday essentials. She alternates between English and Urdu as she explains the essentials and the various unessential things that we buy for no use e.g.

jub se maine cera ve use kerna shuru kiya hai wo bhi mere aik follower ki hi request thi k ap cera ve use kerna shuru kerain and you are going to love it.

This use of code-switching allows her to provide a more complete and authentic explanation of the everyday essentials.

3. In some of her videos, Fatima shares personal stories and anecdotes from her life. She switches between English and Urdu as she tells her stories, using the language that she feels most comfortable and expressive with at that time. This use of code-switching allows her to convey her emotions and thoughts in a more authentic way e.g.

now I'm going to be preparing my lunch kioon k ajkal main apna lunch office le ker ja rae hoon.

4. In a video, Fatima is discussing about Pakistani culture and history, she uses Urdu words and phrases to describe certain customs or traditions. This borrowing of language allows her to highlight the unique aspects of Pakistani culture that might not be familiar to her English-speaking audience e.g.

Today I'm creating a look for a mehndi jis kliye abhi main ye foundation nikali hai

Overall, Fatima uses code-switching and borrowing in her videos to incorporate different aspects of Pakistani culture and language, to connect with a wider audience and to express herself in a more nuanced and authentic way.

Shahveer Jaffry is a Canadian-Pakistani YouTuber who often uses code-switching and borrowing in his videos to connect with his audience and incorporate different aspects of his cultural background. One way Shahveer uses code-switching in his videos is by alternating between speaking English and Urdu. This allows him to connect with both English-speaking and Urdu-speaking viewers and incorporate different aspects of Pakistani culture and language into his content. For example, in some of his videos, he may switch to Urdu to tell a traditional Pakistani joke or to quote a famous Urdu poem.

Shahveer also uses borrowing in his videos by incorporating Pakistani words and phrases into his English language. This allows him to highlight the unique aspects of Pakistani culture that might not be familiar to his non-Pakistani audience. Additionally, Shahveer often incorporates traditional Pakistani clothing, music, and other cultural elements into his videos. This can be seen in some of his videos, where he wears traditional Pakistani clothes like shalwar kameez and talks about Pakistani customs, traditions, and festivals. Furthermore, Shaveer often shares personal stories and anecdotes from his life in Pakistan, which allows him to connect with his audience on a personal level and convey a sense of authenticity and relatability to his content.

Here are a few examples of how Shahveer Jaffry uses code-switching and borrowing in his videos:

1. .In one of his videos, Shahveer shares tips and tricks for making traditional Pakistani steak. He alternates between English and Urdu as he explains the recipe and the various ingredients used e.g.

jese k ap log dekh saktay hain k aj hum steaks bana raye hain…these are called T bone steaks…Ye bhi bht mazay k hotay hasin

This use of code-switching allows him to provide a more complete and authentic explanation of the traditional Pakistani dish.

2. In some of his videos, Shahveer shares personal stories and anecdotes from his life in Pakistan. He switches between English and Urdu as he tells his stories, using the language that he feels most comfortable and expressive with at that time. This use of code-switching allows him to convey his emotions and thoughts in a more authentic way.

"All of a sudden ammi starts looking over there… my dadi said to me keh ye kon hai, I looked back, I was like koi bhi nhi hai"

3. In a video, Shahveer is discussing about Pakistani festivals, he uses Urdu words and phrases to describe certain customs or traditions. This borrowing of language allows him to highlight the unique aspects of Pakistani culture that might not be familiar to his non-Pakistani audience.

I just tweeted something today k eid vibes jo hain wo kisi bhi festival k ander us terhan ki vibes nhi aatin

4. In some of his videos, He uses some Pakistani slang, idioms and proverbs in his English language, which allows him to connect with his Pakistani audience and also show his cultural background to his non-Pakistani audience e.g. "Why shouldn't you mess with a bakra on eid", "gadha gari race in Lahore" students aur exams" etc

Overall, Shaveer Jaffry uses code-switching and borrowing in his videos to incorporate different aspects of Pakistani culture and

language, to connect with a wider audience and to express himself in a more nuanced and authentic way.

Discussion

The articles suggested that code-switching and borrowing ultimately serve to create a sense of identity and expression among Pakistani vloggers. By integrating multiple languages in their vlogging, Pakistani vloggers are not only able to convey their identity within the context of their videos, but also capture a sense of Pakistani culture within their videos. As evidenced by the analysis, Pakistani YouTube vlogs demonstrate how code-switching and borrowing can help people to express their culture and backgrounds.

By switching between English and Urdu, Pakistani vloggers can reach both English-speaking and Urdu-speaking viewers. This allows them to connect with a wider audience and reach a diverse group of viewers. For example, if a Pakistani vlogger speaks only in English, they may not be able to connect with Urdu-speaking viewers, but by switching to Urdu, they can reach those viewers as well. Code-switching and borrowing allow Pakistani vloggers to incorporate different aspects of Pakistani culture and language into their content, which can make it more relatable and engaging for their audience. For example, by using Urdu words and phrases, or telling traditional Pakistani jokes and anecdotes, a Pakistani vlogger can create content that is specific to their culture, which can make it more relatable for a Pakistani audience. Using code-switching and borrowing, Pakistani vloggers can express themselves in a more nuanced and authentic way. For example, by switching to Urdu, a Pakistani vlogger can convey a message or emotion more effectively, as the words or phrases in Urdu may have different connotations than the same words in English.

Code-switching and borrowing can help to bridge cultural divides and promote understanding in a few ways. Firstly, by incorporating different aspects of Pakistani culture and language into their content, Pakistani vloggers can educate their audience about their culture and help to break down stereotypes and misconceptions. For example, by discussing traditional customs and festivals, a Pakistani vlogger can give their audience a deeper understanding of the culture and its values. Secondly, by switching between English and Urdu, Pakistani vloggers can promote understanding and acceptance of linguistic diversity. It also allows them to connect with viewers from different linguistic backgrounds and promotes the idea that it is okay to be multilingual. Thirdly, by using code-switching and borrowing, Pakistani vloggers can show that different cultures and languages can coexist and complement each other. This can help to promote understanding and acceptance of cultural diversity and encourage people to appreciate the differences between cultures. Fourthly, by sharing personal stories and anecdotes, Pakistani vloggers can connect with their audience on a personal level and help to humanize their culture, which can promote understanding and empathy.

Overall, code-switching and borrowing can help to bridge cultural divides and promote understanding by educating viewers about different cultures, promoting linguistic diversity, encouraging appreciation of cultural diversity, and connecting with the audience on a personal level. However, it's important to note that Code-switching and borrowing can also be sensitive topics and it's important that the creators are respectful of the languages and cultures they are borrowing from. Misuse of language or cultural elements can be offensive to some people.

Conclusion

In conclusion, Pakistani YouTube vlogs offer an interesting look into the code-switching and borrowing practices of Pakistani English, which have been shaped by the influence of other languages as well as by the creativity of the active YouTube community. By understanding the code-switching and borrowing practices of Pakistani English, we can gain insight into the linguistic identities and cultural diversity of Pakistan. Additionally, this research suggests the potential for further exploration into the influence of languages on Pakistani YouTube vlogs and the power of speech for the Pakistani people.

In the future, code-switching and borrowing in Pakistani vlogging could continue to shape and influence the industry in a number of ways. One possibility is that it could lead to more inclusive and representative content. As vloggers continue to incorporate multiple languages and cultural references in their content, they will likely reach a wider and more diverse audience. This could help to promote understanding and tolerance between different communities and also make the industry more representative of the Pakistani population as a whole. Another possibility is that code-switching and borrowing could help to foster innovation in the industry. As vloggers experiment with different languages and cultural references, they may come up with new and unique content ideas that would not have been possible otherwise. Additionally, incorporating different languages and cultures could help to differentiate Pakistani vlogging from vlogging in other countries. Code-switching and borrowing could also help to expand the reach of Pakistani vlogging globally. As vloggers incorporate multiple languages and cultural references, they may be able to attract a wider global audience. It's important to note that as the vlogging industry continues to grow and evolve, it's important that creators are mindful of how they use language and cultural elements in their content, and that they are respectful of the languages and cultures they are borrowing from.

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