

## Lexical Variations in Pakistani English: A Case Study of the Coca-Cola and PepsiCo Advertising in Pakistan

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### ABSTRACT

The objective of present research is to investigate the English language variations due to code switching or code mixing between L1 Urdu and L2 English. The present study demonstrates how language is different from culture to culture, religion to religion and how these changes help to promote Pakistani English an independent variety. The focus of researcher is to explore the role of Urdu language and culture in development of Pakistani English. The study is qualitative in nature. Comparative analysis has been employed. Two multinational companies Pepsi and Coke ads were selected for analysis. The comparison examined variations occurred between old (before 80s) and new(after 2000) ads' slogans and taglines. The analysis showed that a clear shift of manifest advertising strategy from standardization towards adaptation. The researcher investigated various sociolinguistic factors. At the start of millennium the taglines were in English language, mostly standardized words over by the two companies. But later on, the value manifestation was quite opposite; it was based on culturally congruent values. As the time proceeded, the language of taglines gradually transformed to Urduized or bi-lingo (Urdish) instead of English.

**KEYWORDS:** Pakistani English, Language Varieties, Sociolinguistic Factors

### ARTICLE DETAILS

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### INTRODUCTION

Pakistan is multilingual country having six main and fifty eight minor ones languages and getting the status of multilingualism (Rahman, 2008). Urdu is a national language of Pakistan. It serves as a link language among people of Pakistan. It proves as sign of national unity. English is an official language of Pakistan and English is deeply rooted in every field of life in Pakistan. It is a symbol of power, success and social prestige

According to Mahboob (2015) Pakistani English is non-local assortment of English and it created through contact vernaculars. There are reasons of contact languages such immigration, globalization, colonization, conquests, trade, business and social network etc.

Variety is impartial word refer to any kind of language that develops under the influence of other language. It is happened when a language exposed to other language (Trudgill, 2003).

Kachru assigned the position in outer circle country in light of the fact that outer circle networks are growing new assortments. Pakistani English has salient features which makes it a new variety. Kachru depicted English in Pakistan had a regulated second language which has long history of social and topographical challenge (Kachru, 1986).

Baumgardner 1987 additionally viewed as Pakistani English as a standardized assortment. It has inner as well as outside capabilities, which makes it an autonomous assortment. Because of the influence that societal and cultural traditions have on how the English language is used in Pakistan, it is used in a different way than it is in the native setting.

Baumgardner in 1987 declared Pakistani English as institutionalized variety due to some external and internal factors that are responsible to make it an independent variety. English has been affected by Pakistani cultural and societal traditions. Baumgardner says, to get to know Pakistani English variety one has to be familiar with English and Urdu and Islamic culture (Baumgardner, 1998).

### Problem Statement:

The linguistic landscape of English is characterized by its diverse variations across the globe, each influenced by unique cultural, social, and contextual factors. In the case of Pakistani English, a distinct non-native variety, the intricacies of lexical variations

in advertising remain underexplored. This study seeks to unravel the underlying reasons behind the linguistic nuances observed in the advertising strategies of multinational beverage giants, Coca-Cola and PepsiCo, in Pakistan. By investigating the motivations driving these lexical variations, we aim to understand how they contribute to the emergence of Pakistani English as an independent variety within the global spectrum of English language variations. Through an in-depth analysis of the language used in these advertisements, this research endeavors to shed light on the intersection of linguistic identity, cultural relevance, and marketing strategies, thereby addressing the following key questions:

### **Research Question**

1. What is the reason behind the variation occurring in English advertisements?
2. How do the lexical variations make a non-native variety of English an independent variety?

### **Research Objectives**

These are the main objectives of current research.

- To study the reasons behind the variations occurring in Pakistani English.
- To examine how the lexical variations make a non-native variety of English an independent variety

### **Significance of Study**

It is important to study variations occurred during time in Pakistani English because it shed light on sociolinguistics factors that are the reasons to give birth to new variety.

### **Aims of the Study**

The aim of this study is to describe the lexical-semantic variations in English with reference to Pepsi and Coke advertisements that assist to make it independent variety of Pakistani English.

### **Delimitations**

The present research delimited the study only on variations in Pakistani English during time period through advertisements. It tries to find out the reason to bring changes.

## **REVIEW OF LITERATURE**

### **Language Policy and Historical Background**

Kachru (1987) has described the position of English in situation like Pakistan. It plays the role in two ways first as an institutional language and demand of the citizens by using in communication. Weldon (2011) and Coleman (2011) have recognized three salient functions that English has been playing i-e Functional, serviceable and positive and negative impact simultaneously and neutral connotations especially in those countries where people are working hard to develop their country scientifically and technologically. In Pakistan, English came in subcontinent through communication of colonizers. According to the suggestion of Lord Macaulay They prepared a race who by blood and flesh Indian but their minds and thought would work as English man. They created inferiority and superiority complex on basis of Proficiency of English. Only 1% English language speaker in Pakistan and still got the status of an official language.

### **Pakistani English**

Baumgardner says (1998), The main contribution in development of Pakistani English is process of Affixation. English has standard contact with Urdu language. Pakistani English has taken many acquired words from territorial dialects of Pakistan. He likewise recognized the area of development of words in Pakistani English (Qurick, 1972).PE is identified as independent variety through lexical, phrasal and sentential level.PE is non-native variety emerged as independent linguistic and cultural identity (Azher & Mehmood, 2016).

She is of the assessment that the impact of Urdu on PE is proof of the way that Pakistani English is a free assortment with disparate lexical designs.PE is an independent variety as it has varied lexical structure due to the influence of Pakistani languages especially Urdu language (Talaat, 2003).

In Pakistan English is necessary for well-paid jobs and identity marker for Elite class social prestige (Rahman 1996; 2007).The PEELI report shows that competence in English language among teachers private and public both have poor knowledge. Even parents are crazy to follow the notion that medium of instruction should be in English at all levels of education. Even if research shows that at primary level medium of instruction should be in mother tongue in order to get perfection in concept clarity (PEELI 2013).However the report suggested that without noticing the consequence of use of English in Pakistani context, emphasize on social status of English in sub-continent still amazing. It's all because of that race that Macaulay prepared to create distinction on basis of linguistic issues.

As Kirkpatrick (2017) stated that the concept of English variants is old and World Englishes is new domain. But people accepted this variation after Kachru made clear between deviation and mistakes. If non-native speakers are not following the norms of English provided by inner circle in grammar and pronunciation that is mistake but deviation is measured in the sense when writer willingly wants to take the attention of readers to show ungrammatical terms like 'Unchildish, Unfathering' in order to emphasize the point of view. Media is a source of information for Pakistani people and Television commercials are popular domain to get favors to represent cultural membership ("Special report," 2018).Pakistani people blindly follow the trend in

fashion on television and most trusted medium of news. It is reachable source for people in all regions (Tahir, 2018). In Pakistan, electronic media is the source of entertainment, it rejects the cultural norms through media for audience satisfaction and gets public feedback on freedom of women in society, education for all and vulgarity in context of cultural boundaries (Khan, 2012; Tahir, 2019).

The modern and fashionable society demands such type of beauty advertisements to substantiate both urban and rural people. Some words in English that has no equivalents in Urdu such as 'cool' and 'dashing'. It is used significantly in discourse patterns of youth who impress to attain modern looks and impression. For example "beauty parlour jaisa nikhaar" and "chehra ek dam cool, fair, and dashing. Beauty Parlour is an English compound that is used as noun phrase in Urdu phrase in order to bring linguistic change in language pattern. While the use of fair, cool and dashing as an adjective in Urdu phrase to show crismatic effect on youngsters who inspires to become modern.

At some extent the Pakistani English is consequence of pidginization that makes the reason of spread and demand of people. English has rich past, present and future in Pakistan. As Talaat states (2002) that Pakistani English is developing day by day. It came across the procedure of pidgin and creol due to the colonization. She defines that national language of Pakistan as well other indigenous languages provide a tremendous assortment of socio-cultural settings of English. All languages absorb the cultural effect of speakers. Such types of example can be fined in post-colonial literature (Talaat, 2002).

Tariq Rahman states (2020) that cultural values are mainly related to Islam and Muslim history in Pakistan. Pakistani culture is different from others. Rahman divides Pakistani variety into sub categories i-e Anglicized English consists of people who have native like competency, Acrolect for educated variety, Mesolect for the semi-educated people, Basilect for the bazar variety.

### **Indigenization of English**

When English language is spoken by other language speakers, certain interference occurs. Native language has effect on foreign language simultaneously (Weinreich, 1953).

### **Research gap**

Moreover, the exploration has extraordinary potential for future linguistics researchers, particularly those intrigued by register examination. It will permit them to semantically and phonologically investigate pamphlets, narratives, and other TV promotions for a superior and extensive comprehension of various varieties of Pakistani English.

### **Theoretical Framework**

#### **Lexical and Semantic features**

In 2014, Rahman described the Pakistani variety of English in context of semantically and lexical interpretation as use in the framework of current research. Borrowing hybridized and semantically changed features also discussed in this research given by Weinreich (1953).

### **Borrowing**

Borrowing takes place due to culture. Words are taken from L1 to L2. It happened due to religion, cultural aspect and historical concepts.

### **Hybridization**

Trudgill explained hybridization is a concept. Hybridization happens when compound words are shaped, single word is from one language and the other word is from an alternate language (Trudgill, 2003; Crystal, 2012)

## **RESEARCH METHODOLOGY**

### **Research Design**

The qualitative method was selected to conduct this research. The reason was to choose qualitative method to explore detailed description of analysis of advertisement. Comparative analysis was implied to get desired results. The purpose of this research is to show persuaded pattern used by advertisement developer to draw the attention of middle class.

### **Sampling**

Purposive or judgmental sampling is employed to analyze the data.

### **Data Collection**

The advertisements of old and new from two multinational beverages companies Pepsi and Coke and few health and care have been collected for data analysis from Dawn Newspapers. The criterion for selection was during late 70s and early 2000s up to year 2021. Twenty ads were collected for data analysis. Ads included taglines and slogans.

### **Data Analysis: Interpretation a**

The language of these advertisements has been analyzed from sociolinguistic point of view. The selected advertisements for this current research are Pepsi, coca cola, beauty and health care products etc. The ten old from 1970 and ten new till 2022 advertisements are selected for analysis.

It is noticeable in advertisements of Pakistan and find out difference in language usage and code switching if we compare today's advertisements from 1970s. The advertisements are used to manipulate the customers and seduced them potentially to buy while applying language of people. The previous studies focused on that code mixing and code switching are approaching not only in our

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daily discourse but also in media i-e television advertisements. Youth from metropolitan areas are attracted the use of language i-e a mixture of English and Urdu. English got the status of educated and dominated language in Pakistan due to imperialistic approach. The above examples point out that use of code mixing in English advertisements is the symbol of innovation and creativity.

Advertisements are meant to trap the customers in different ways i-e seducing by showing benefits, using persuaded language, modern expression of language and through celebrity. It is quite natural to seek attention of the audience while using complete English phrase and complete Urdu phrase but adopting hybridization to create a variant phrase i-e in single phrase using both English and Urdu language aesthetically. The combination of hybridizing is more advanced and demanding. For example 'Surf excel hafta pack', 'Naye style ka brush applicator', 'Kush tu special hai chi main', 'Dil mange more' etc. In first phrase 'hafta pack' means weekly pack. 'Naye style' means new style in English. The advanced stabilizers are not interested to use chaste English or chaste Urdu phrase.

Section 1: Mana lo food ka love with 7 up, this is the main slogan of the company in Pakistan after 2008. Food in the advertisement is specifically desi food of Pakistani i-e chicken tikka platter highlighted on the advertisement. Hot food enhances the quench of 7 up. The setting is typically Daba (a small restaurant in Pakistan) where food is cooking openly and serving at the same time. This is the way to seduce local people to enjoy your food with 7 up. Cultural aspect is heart rending and use of both language in same way 'chicken tikka' Mana lo means celebrate. In this sentence verb and preposition 'mana lo' and 'ka' used from Urdu language. Food, love with seven and up are English words. Chicken tikka is compounding of Urdu and English i-e Tikka is Urdu word and chicken is English word. This is the big example of code mixing.

bharka de sayyan, botal khol, man ki bol mirchi ka rola height pe, in this tagline all the words in Urdu but a single word in English. This is called borrowing words from other language. The reason of taking is to get the attention of local people. The modern and fashionable society demands such type of beauty advertisements to substantiate both urban and rural people. Some words in English that has no equivalents in Urdu such as 'cool' and 'dashing'. It is used significantly in discourse patterns of youth who impress to attain modern looks and impression.

Coca-Cola Ramazan special 2015 rangreza: Khulain Khushian

Rangreza means someone who colours your soul in their own color. It is part of tagline Khulain Khushian maens pop up the happiness. Ramazan is the holy month of Muslims and Pakistani people celebrate it with religious zeal and zest. Both companies launched special ads in 2014. The special ads of Ramazan with concept of rangreza in Sufism that make your soul in their own colour. The ads connected the Theme of holy month of Ramazan including helping needy people at the time of Eid festivity. Khushian khulain means give them pleasure to share money and food with needy people. In month of Ramazan, it is religious duty of muslims to pay Fitrana before Eid prayer. The purpose of distribution of money is to celebrate pleasure of Eid with needy people. It ties us in collective happiness. Rangreza and Ramazan are loan words taken from Urdu. There is no proper substitute for Islamic cultural interpretation.

PepsiCo Ramazan special 2015 Noor e azal; the tagline live it abhi

The brand is giving two religious concept through advertisement concept of 'aakhirit 'day of judgment and "litre of light" scheme by buying big bottle of pepsi save one rupee and donate one rupee for needy community. Both concepts persuade the customers because Pakistani has strong faith on belief. Again the Urdu word 'Abhi' means in English 'now' use as borrowing to change the variety and makes it attractive and creative.

Dil Dil Pakistan, Pepsi Pepsi Pakisatn 2000

This ad related to Pakistani patriotic theme. It means that we love Pakistan .It raises the patriotic emotions of youngsters and attached to 14 August the Independence Day of Pakistan. Cultural and patriotic effect can be seen on Pakistani advertisements. "Why Not Meri Jaan" mri jaan means my dear, the use of code mixing in advertisement is more charming for English users than that of old ads. Why not means in urdu 'kyun ni'. Why not my dear is not looking attractive and innovative than that of it. This seduction brought change in Pakistani English. In which can be seen the effect of urdu and religious culture. Baumgardner states that Pakistani English has unique features that actually influence of Urdu language and cultural variation and strong impact on Islamic values embedded in this variety (Baumgardner, 1998).

Section 2: The advertisements of Pepsi and coke from 1965 to 1990. Proper use of English in these advertisements are clearly represented. 'Catch the wave' and 'have a coke and a smile' in these examples use of articles and familiar words in ads for the convenience of people. Customers achieve the status of elite class by adopting as a choice. 'Coke adds life', 'Join the Pepsi people, feeling free' and the many more example showed that urdized words are not part of the ads. People impress to use British English by following standard grammar. The concept of religion, culture and indigenous languages has no speciality for the English user because at that time English was the language of elite class now the trend is changing.

### **DISCUSSION**

The Pakistan is multicultural and multilingual country. The constitution of Pakistan declared Urdu as national language and English as an official language of Pakistan.



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English language has power, job opportunity, source of success and social prestige can seduce its users as stated by Braj Kachru in 1986. The Urdu has substitute words for dustbin, speed breaker, bedroom, road, bag, facemask gloves yet English lexicon are selected to speak. It is ironical that Urdu nativized many English words.

The current research focuses on lexical borrowing of Urdu in English advertisements. Due to the contact of English language with Urdu gave birth to Anglicization of Urdu language and Urduization of English advertisements? When two languages are in contact, they absorb lexical items of each other naturally.

English cannot substitute words in bilingual context of Pakistan that's why lexical borrowing is taking place in advertisement to fill lexical gap such as Ramazan, Rangreza, and Eid etc. Advertising texts are based mainly on prominent attributes as their syntactical pattern shows that mostly noun words are borrowed for example in syntactic pattern 'Why not Mri Jaan' Mri Jaan' is a noun phrase.

In Pakistan, the use of English language is symbol of social prestige and modernism. The speaker of English is considered intelligent, civilized and logical sayings. Urdu language expresses emotions that create link among local people and English language is used to demonstrate logical ideas. Advertisers use code mixing both English and Urdu to persuade the attention of rural and urban people at the same time.

The analysis shows a clear shift of manifest advertising strategy from standardization towards adaptation. At the start of millennium the taglines were in English language, mostly standardized world over by the two companies. However, the value manifestation at latent level was quite opposite; it was either based on culturally congruent values or neutral values. As the time proceeded, the language of taglines gradually transformed to Urdu or bi-lingo (Urdish) instead of English, written in roman script, but with an increased use of culturally inconsistent latent values like hedonism, implied sexuality, and a Westernized outlook in persons and settings.

With the passage of time, the language of taglines slowly changed Urdish Instead of English such as 'Mana lo Food ka Love with sprite' and 'Why not mri jaan' but with time increased cultural and social values shifted to sexuality and westernized mod look of people. At the start of millennium the taglines were in English language, mostly standardized world over by the two companies. However, the value manifestation at latent level was quite opposite; it was either based on culturally congruent values or neutral values.

Pakistan being high on collectivism index of culture (Hofstede, Hofstede, & Minkov, 2010) as brands gets advantage to attach ads with cultural aspect. The trend of Ramazan ads used to take the favor of people by showing altruism value based Islamic culture in Pakistan. Coca cola beautifully presented ads utilizing the societal values of Pakistan. Ads reflect family system in Pakistan

Especially Eastern Muslims dinning, eating and sitting together. In Pakistani Culture sharing and sitting together is common practices during religious festivals. Family theme specifically attached to Pakistani culture. These are the evidences of some new variations in Pakistani English that is typically based on cultural and societal values in Pakistan.

According to Gorter (2013) the actual motivation to learn English is the use of English in the world to the symbolic sign of science and technology but in case of Pakistan the reason of flourishing English language is due to colonization. This is the major reason of displaying the language visibility on signboards. English is the criteria of judging person's intelligence. It is the symbol of power, success and social prestige. The analysis of advertisements by the two multinationals expand the last 40 years reflected that changing in taglines due to the specifically impact of culture and use of Urdu in Pakistan. Pakistani variety has certain unique characteristics: it has its own lexical and grammatical items (Baumgardner 1995), borrowing from Urdu, and verbosity of speech (Husain 1992).

### **CONCLUSION**

The current research reflected a clear shift of advertising technique from standardization towards adaptation. Before 1980s the mostly taglines in English language, more often used standard words were used by both companies but after 2000 the sudden change occurred in taglines and other advertisements which was based on Islamic cultural values and Urduized words i-e Why not mri jaan, Live it abhi, Mana lo food ka love with sprite. Use of societal and cultural affect made Pakistani English as an independent variety. When English used in Pakistani context, it was different variety because it has been observed cultural norms, Islamic values and Indigenous languages. If a person wants to aware Pakistani English, he must be acquainted with Urdu language and Pakistani culture that is truly based on Islamic notions (Baumgardner, 1998). The contact between Urdu and English in Pakistani context has been developed. The reason behind variations in Pakistani English was lexical gap. Borrowing is most commonly used aspect that makes Pakistani English as an independent variety. Borrowing occurred in many ways such as revealing Islamic culture as Eid, Ramazan, Iftari, sehri etc and depict cultural food of Pakistan such as Tikka, kabab, pulao etc. Pakistani English has distinct features that are absent from other languages. Hybridization, compounding, lexical borrowing were noticed in advertisements that occurred due to Islamic and cultural perspective in Pakistan.

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