Code switching in Bangladesh TV Media while Presenting and Communicating

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Code switching in Bangladesh TV Media while Presenting and Communicating

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Declaration

I certify that the work presented in this thesis is, to the best of my knowledge and belief original. Wherever contributions of other sources and information have been used, they have been acknowledged. I hereby declare that I have not submitted this material, either in a whole or part, for a degree or award to any other institution.

…………………………………………

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Dedication

This thesis is dedicated to my husband for providing all my needs during the time of writing this thesis and never failed to give me financial and moral support.

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I express my gratefulness from the bottom of my heart to Almighty Allah, whose mercy has enabled me to complete this paper.

Next, I would express my earnest gratefulness to my supervisor Ms. Shenin Ziauddin who guided and supported me for this paper.

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Abstract

This is an exploratory investigation of the phenomenon of code-switching/ code mixing as practiced in different types of programs in TV media. The main aim is to discover the various possible explanations of why personalities of different age and ethnography switch to another language in their unique way while presenting or interacting in the media. It also tries to analyze how it is beneficial as a way of connecting and expressing in bilingual context. A few attempts have been made to generalize how and what is predominant behind code switching to their perspective.

Key words: Code switching, code mixing, interviewer, interviewee.

Code-switching in Bangladesh TV Media while Presenting or Communicating

CHAPTER I: INTRODUCTION

1.1 Introduction:

Language plays a crucial role in our lives as we tend to express our thoughts, ideas, and emotion through language. Developing communicative competence in more than one language gives individuals to achieve a distinct identity in the 21st century, and code-switching has become a common phenomenon in Bangladesh by the tremendous influence of globalization and technological expansion. We tend to mix English, Hindi, and Arabic with Bangla as in lieu of frequent exposure with the access of multi-cultural satellite.

Code-switching has been defined as alternation between two or more languages in a speaker's speech that occurs naturally in the speech of bilinguals. It can transpire in conversation between speakers or within a single speaker's, which can arise from individual choice to deal with more than one language to establish or destroy group boundaries (Wardhaugh, 2010, p.98). According to some studies, during conversation speaker may switch from one language to another subconsciously; speaker may not be aware of the fact that she/he has switched, or consciously; to meet the purpose of conversation with others(Wardhaugh, 2010, p. 100-102).

Bangladesh has a colonial legacy with English language; as a result, almost every sphere of our education as well as job market, is English oriented. English is taught as a compulsory subject from class I to XII, and in the tertiary level of our education where almost all the books are in English(Asain Affairs, pg. 53). Furthermore, English has a strong demand in white-collar job market especially in multinational companies, UN projects, renowned NGOs, private banks, and renowned private companies, which is evident in their job advertisement and it has created a

strong motivation among the Bangladeshis to be proficient in English (Asain Affairs, pg. 52). Besides English, culturally we have strong historical connection with Hindi and Urdu languages because a huge portion of our entertainment is connected with Hindi and Urdu movies and satellite channels. We have access to Arabic language due to our all four system of education and as the majority of our people are Muslim. So, consequently we are using these languages along with our mother language either consciously or subconsciously as it has formed a habit in our everyday lives.

While communicating in the media, people tend to switch codes just like they do in everyday life. Such forms of code switching sometimes depend on whom they talk to or on the circumstances, which reflects how people are exposed to different languages. This paper will focus on the patterns that cause code switching in our media.

1.2 Purpose of the Study:

With the expansion of satellite, there are a lot of TV channels that provide national and international news and talk shows on different domestic, cultural, social, and political issues. It has been observed that during the presentation of news or talk-shows, the news presenters or anchors switches to other languages to express or communicate. The purpose of the study is to analyze the frequency, patterns, and attitude towards code- switching.

1.3 Significance of the study:

This paper will try to reflect on how performers switch codes especially in English during shows while communicating and their attitudes toward sociolinguistic phenomenon Data collected in this study reveal different factors underlying their practice of code-switching as well as some of the issues related to it.

1.4 Scope of the study

This investigation was conducted to determine the way Bangladeshi speakers in TV media switch codes while they interact and represent. The aspects looked into were the reason or factors that initiate or facilitate this behavior with their qualification, method pattern and behavior. Here the population were only the interviewers and to some extent also the interviewee during the time August 2016 to October 2016. One important thing to be noted is that, code switching and code mixing have been used here alternately though some sociolinguists' try to differentiate them.

1.5 Research Questions:

1.To what extent the performers in Bangladeshi satellite channels switch codes when they communicate or presenting the media?

2.What are the factors that influence code-switching in the media?

CHAPTER II: LITERATURE REVIEW

2.1 Some of the sociolinguistic study:

Sociolinguistic study explains why we speak differently in different social contexts, and identify "the social functions of language and the ways it is used to convey social meaning" to find the relationship between language and society, that is, the context in which it is used (Holmes, p.1). Here some of the ideas and findings have discovered from previous studies. Gal (1979) says, ''code switching is a conversational strategy used to establish, cross or destroy group boundaries to create, evoke or change interpersonal relations with their rights and obligations" (p. 247).

2.1.1 Holmes' Study

Holmes (2001) in the sociolinguistics study of the language choice in multilingual communities discussed about code-switching or code-mixing, where he gives some of the reasons that might govern the practice or behavior behind code-switching.

a. **Participants, solidarity and status**

According to his view sometimes code switching occurs within a place, area or social condition. Such as, arrival of a new person within a domain or situation code switching reflects a change in that specific context and takes positive account of the presence of a new participant. People sometimes switch codes if they are not very proficient in their second language, for example use of brief phrases and word. A speaker may also switch to another language as a way to convey group membership and shared ethnicity with an addressee and to some extent it sometimes defines a relationship in status or formality in social dimension (p.35).

b.Topic

Code switching can take place in a speech or conversation to discuss a particular topic. Usually bilinguals find it easier to discuss a specific topic in one code rather than another. For example, Japanese war brides in America found it easier to use Japanese for topics they associated with such as 'fish' and 'New Year's Day'(Holmes, p.37). For such context topic is sometimes responsible for switching a code.

c.Affective functions

People can switch code due to their affective level for amusement and dramatic effect. For example, many bilingual and multilingual sometimes switch from the opposite direction from the L to the H variety to express disapproval or for amusement and dramatic effect or while discussing a serious political issue(Holmes, p.39)

d.Lexical borrowing

Due to lack of vocabulary lexical borrowing reflects in the communication of second language users when they cannot find an appropriate word in the second language. People may borrow words from another language to express, but it is "very different from switching where speaker may have a genuine choice about which words or phrases they will use." People may borrow words from another language to express a concept or describe an object for which there is no obvious word available in the language they are using. Borrowed words are usually adapted to the speakers' first language (Holmes, p.42).

d.Linguistic Constraints:

It describes the points of code at which the switches occur in utterances. It has been suggested that switches only occur within sentences at points where the grammars of both language match each other, which is called 'the equivalence constraint.' Another suggestion is a

'matrix language frame' which imposes structural constraints on code switched utterances (p.43-44). The points at which people switch codes are likely to vary according to many different factors, such as which codes are involved, the functions of the particular switch, and the level of the proficiency in code of the people switching.

e. Attitudes to code switching

Holmes (2001) also claims that people often switch codes subconsciously that is they are not aware of the fact that they are mixing or, switching to another language. If they are conscious to this behavioral fact, they sometimes apologize for mixing which indicates disapproval of mixing another language. It sometimes possible that due to "ethnic self-consciousness" manipulation of another language indicate this disapproval of switching or mixing codes (p.45).

2.1.2 Wardhaugh's Study

a. Code-Switching in Diglossic Situation

According to Wardhaugh(2010), "functioning in a diglossic situation requires a person to use two codes" as "functioning in a single variety of language would appear to be an extreme rare phenomenon(p. 98)." In diglossic communities the situation controls the choice of variety, but the choice is much more rigidly defined by the particular activity that is involved in and the relation between the participants. Diglossic situation reinforces difference that is socially approved, for example ceremonial or official function. But code switching tends to reduce such diaglossic situation. In diglossic situation people are conscious that they are shifting from H to L or L to H; where as during code switching people are not aware that they have switched, or be able to report, following a conversation, which code they are using for a particular topic (p.102).

b.Code-Switching in Bilingual and Multilingual situation

Wardhaugh(2010) illustrates some of the context of bilingual and multilingual community around the world. Community like Montreal and Quebec where two languages are coexisting in everyday lifestyle is a bilingual community. Generally one code is used to maintain the communication within the community and another is outside the community to express identity, solidarity, status, etc. A bilingual speaker may insist on using a particular group if it is not within the community, for example a French Canadian may insist on using French to an official of the federal government outside Quebec. In a multilingual community or country, the ability to shift from one language to another is accepted as quite normal. Country like Singapore with four official languages offers a wide choice among languages, with an actual choice determine by the different context of the country for example, at home, at workplace, at school, in trade, or in a distinct ethnic community(p.98-101).

c. Two kinds of Code switching: Depending on the change of the language used in switching, Wardhaugh defines two kinds of code switching: situational and metaphorical. Situational code switching occurs when "no topic change is involved. Language use change according to the situations: speak one language in one situation and another in a different situation." Metaphorical code switching happens "when a change of topic requires a change in the language" (p.101). Holmes also talks about this sort of code switching is occurs due to rhetorical reason and to draw an association of both code enriches the community.

2.1.3 Scotton-Myers' Study

The Unmarked and Marked Choices:

Scotton-Myers (1982) illustrates two types of rights and obligation sets in effect between speaker and addressee that evaluate code choices as either unmarked or marked from any

linguistic choices and communicative competence. A speaker makes unmarked choice in conventionalized exchange to establish the right and obligations set which does not generate a new negotiation. It is the overall pattern of switching which is the negotiation with the fluency in two languages as a symbol of their duality. Such code switching seems to have no pattern but in terms of social significance the choice of pattern shows a motivated significance to demonstrate a contact or to discuss an interpersonal relationship (p. 435-436). Within the framework of marked choices are themselves affective and usually stimulate an affective response, varying from anger to laughter, depending on the conceptual meaning of the utterances, where it occurs in the discourse. It is associated with the social meanings of code-switching and how languages can become associated with certain meanings .It attempts to explain the social motivations of code-switching by considering language choice as a way of communicating desired or perceived group memberships and interpersonal relationships. Speakers use their linguistic choices as tools to index for others their perceptions of self, and of rights and obligations holding between self and others. Hence, an individual's choice of language signals a specific social identity and/or belonging to a specific community. Speakers negotiate rights and obligations balance with their addressees for a specific speech event, based on norms established by the community and the socio psychological features most salient in that event. Certain codes or languages are associated with certain features, and speakers choose the language they will use by matching the language to the salient features of a particular event. For example, English may be associated with the features education, wealth, and commerce, so in events in which those features are salient, the expected language choice would be English.

The Markedness Model also suggests that individuals will switch languages or insert other language elements into their speech when they want to communicate certain meanings or

group memberships. Another language element becomes marked because of its contrast with the listener's expectations. A marked element is recognized by the parties involved in the exchange as communicating a specific intended meaning. Indeed, code-switching is generally socially motivated and is rarely a sign of alack of fluency in either language (Grosjean 1982, cited in Luna & Laura 2005). In addition, the Markedness Model suggests that a variety of factors can influence the acceptability of code switching in particular instances (Myers-Scotton and Jake 2001, cited in Luna & Laura 2005), "including the feasibility of monolingual and bilingual discourse (e.g., will my interlocutors understand me if I code switch?), attitude toward code-switching itself(e.g., will they consider me illiterate if I code switch?), and acceptability of different types of code-switching (e.g., should I speak mostly in English and pepper my speech with some expressions in Spanish, or vice versa?)" (Luna & Laura, p. 44).

2.2Code-switching in Bangladesh:

The history of English in Bangla language has stepped in during the colonization in Bangladesh was then a part of East India Company. Some of the common words like office, hospital, chair, table, and so many different words of English has become Bengali language that we do not even notice while using. Both government and private sectors now require good command over English language. In education sectors, there are also English medium and English version categories, and English is taught as a subject in every level of education from primary to tertiary level.

2.2.1 Code-switching in profession/ service:

Suraiya Alam (2006) in a case study of service holders and professionals observed that "in order to coat their speech with the exact tone (for example, seriousness, emphasis, sometimes some superiority feelings), they have been observed to mix Bangla and English. For example, a

team leader is found to give instructions to the team in English and switch it to Bangla, while explaining the instructions, followed by another to switch to English to remind the team of the key points." She studies the "influence of environment" and some of the "reasons for language shift" and finds out that "official environment plays an important role for the occurrence of code-mixing " as "English is used for verbal communication and documentation." She also finds out some of the reasons of code-mixing like "spontaneity," "to impress for professional purpose," "medium of instruction in a particular language" and "euphemistic reason as the equivalent words in Bangla sound odd" as "English "toilet" or "fresh room" is frequently used instead of Bangla*paykhana*"(pg. 56-59).

2.2.2English Code Switching in Bangladeshi Commercial Cinema

Sultana (2010) in her paper explains that code-switching in cinema is done in dialogue with a reason to convey some meaning, and she finds out some of the reasons and types of code switching in Bangladeshi commercial films from an academic point of view (pg.263). According to her study, there are some common reasons of code-switching in each and every cinema that she has observed. These are: habituation, to show high status, to raise humor/comedy, to maintain official norms/situational norms, to show being educated, to show authority, to show respect according to religion. From her analysis, it is found that "in films code switching occurs as a result of mere habituation of the speakers." Primarily, English is used in switching the codes from Bangla to show the characters are educated. It is observed that most of the characters are comfortable in mixing Bangla-English during their conversation to each other, so it does not seem artificial or imposed. Usually filler words, tag words, common English nouns or words are used in mixing the code." Again "Bangla to English code switching occurs when someone wants to emphasize on a particular dialogue or expression. Basically, English language is used to

accomplish the desired meaning in the conversation. This code switching is done in two ways: the characters pronounce the same dialogue two times in English to put more emphasis; and the other is once the dialogue is said in Bangla and then again the same dialogue is said in English (pg.276-9)."

2.2.3 Code switching in FM media (radio broadcasting by Frequency Modulation):

According to S. Ahmed and F. Z. Tinni (2011) combination of Bangla and English were used to practice casually among friends in university campus or other places where young people gather mostly but now a days it is being used formally in almost every gathering and the media, "specially the FM radio is greatly influenced by it. It is said that, these FM channels are promoting this new style of speaking and spreading widely among the young generation"(p.3). And as the new and young generations have developed a choice of following new style or fashion or way of speaking, eventually their subculture is taking over natural way of speaking Bangla. From her research it is evident that 84.5% of students are familiar with this new style and 54% are interested in using the new style and their 20% and 16% sources are from the radio and TV channels.
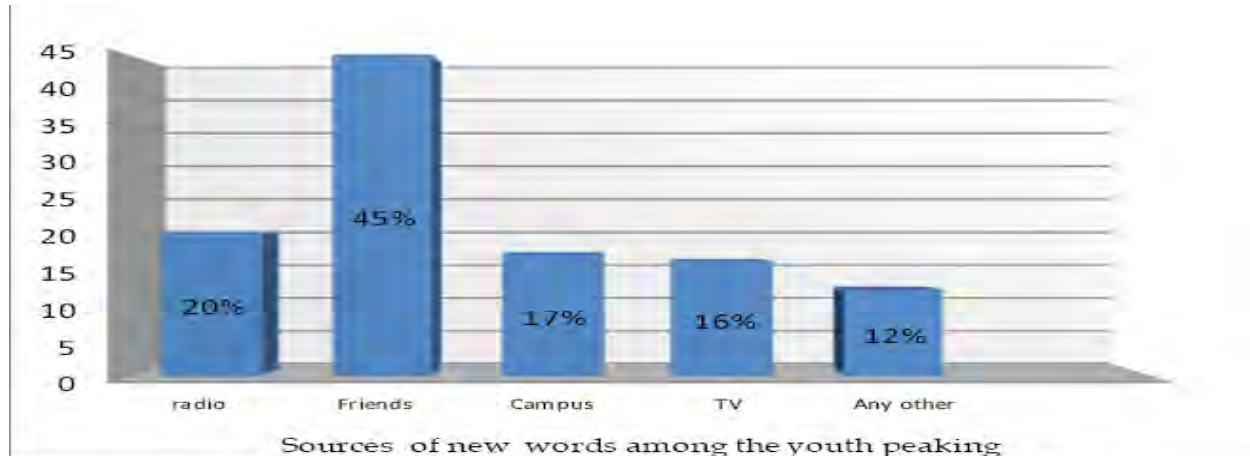
Figure 3: Source of new words in the conversation

Nabila Sanjana(2010) in her research talks about how radio jockeys and youth are making people more practicing code-switching and her findings show that the young listeners think that they use this style both consciously and subconsciously. In Bangladesh, there is a trend to switch the code while talking. New generation usually talk by mixing more than one languages. Code switching can be occurring spontaneously or subconsciously. It takes place in a bilingual or diglossic situation. It has to occur where speakers know at least two languages. According to her findings "we do code switching -

· To maintain solidarity of the listeners

· To change a topic and tress that by using an appropriate code

· To perceived social and cultural distance

· To fill a conceptual or linguistic gap

· Lack of English or Bengali literacy

· Influence of western country and satellite channels

· To express someone's emotion." Her findings also show that code switching is a very common habit of upper and middle upper class of people in Bangladesh. Some people feel comfortable in

it, and there is another group who does not prefer code switching as they think it is a corruption

of Bangla language.

2.2.4Code-switching in Facebook:

Facebook has gained an enormous popularity as a social media text. A large number of

people use Facebook to communicate, get information, share different things, and give personal

comments. Khadim (2014) in her study on Facebook interaction asserts that "although all the

instructions and application are in English, Bangladeshi people tend to use both Bangla and

English to correspond in Facebook" and tried to find out the motivation and some of the factors

behind code-switching. It has been figured out that almost 100% people who communicate in

Facebook are mostly friends and colleagues and they find "it easy to communicate that way" and

this happens mainly "for suitable words" and "to put emphasis" and it is "spontaneous".

Figure 3: Reason for switching code

Figure 8: Reasons for switching code
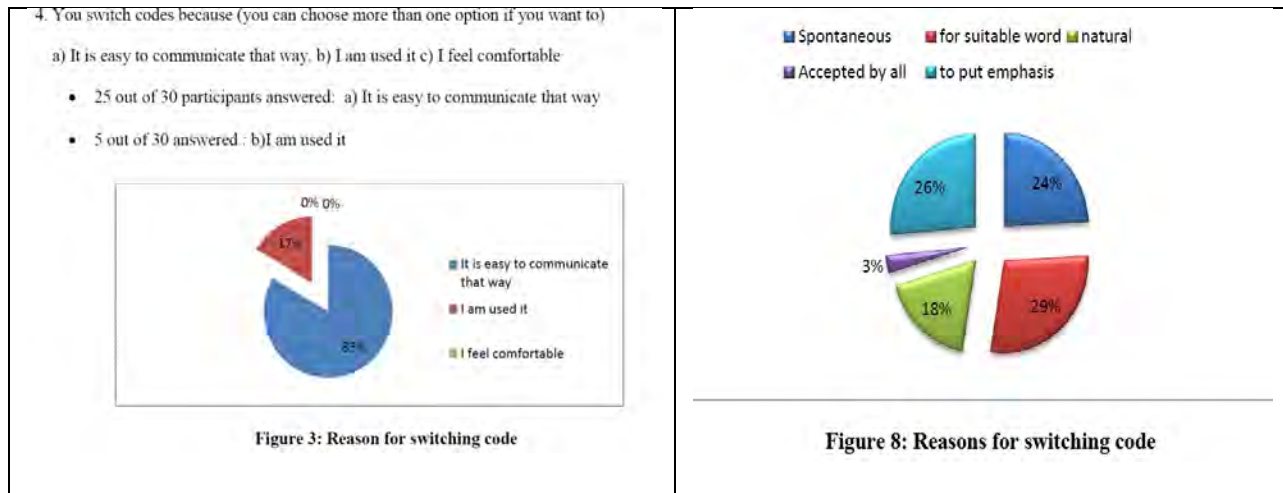
She also finds out the fact that "most of the Bangladeshi users switch code because it has become

spontaneous" and "switching codes help them to convey their message in a better way, especially

when they cannot find a word in one language, they switch to other to keep the flow of the

conversation." And the use of language depends on the following two factors: topic and how
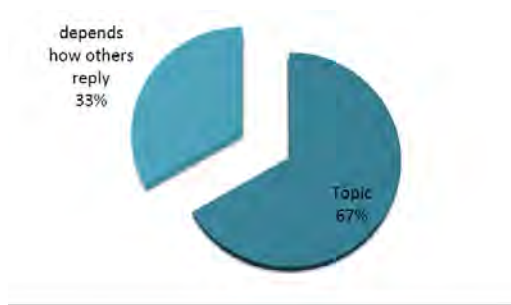
others reply

Figure 9: Use of language depends on these two factors "

Koziol (2000) also present some functions of code-switching such as personalization, reiteration, designation, substitution, emphasis, clarification, objectification, aggravating messages, interjections, parenthesis, quotation, and topic shift. According to her view these are due to the speaker's effort to personalize messages for their listeners.

2.3 Code-Switching in other countries:

1.Code-switching in Malaysia:

Hourani and Afizah(2013) in their research investigate the factors that affect the code switching between Arabic and English language in Malaysia. In their findings of the study they states that most of the respondents of their research assumed that setting was a big factor. Their result of study shows that "there are four circumstances which can influence the respondents to code switch and these are: familiarity among respondents, the setting, change of topics in discussion, and their ages. It seems that the familiarity of the respondent's relationship is on the highest of 80%, followed by the setting and the change of topic at 60%, and lastly at the lowest rank of 20% is the ages. Thus, the first three circumstances induced more code switching instances."
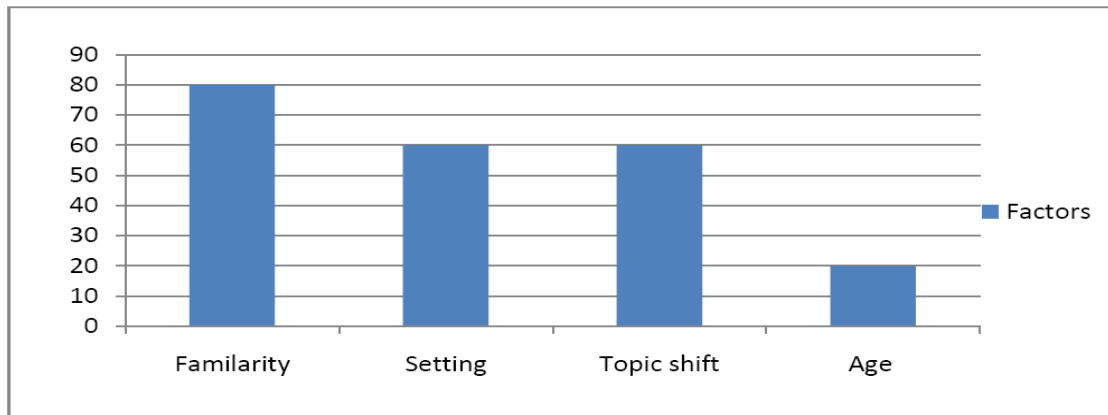
According to Ariffin and Rafik-Galea (n.d.) speakers employ code-switching to organize, enhance and enrich their speech and thus, it serves important communication strategies to as well as a personal communication strategy. Their data clearly illustrate "how speakers organized, enhanced and enriched their speech through code-switching strategies such as signaling social relationships and language preferences, obviating difficulties, framing discourse, contrasting personalization and objectification, conveying cultural expressive message, dramatizing key words, lowering language barriers, maintaining appropriateness of context, showing membership and affiliation with others and reiterating messages (p. 4-5)." The results of their study show that "code-switching behavior is not random, nor it is seen as a sign of linguistic deficient or inadequacy. Rather, it is a negotiation between language use and the communicative intents of the speakers. Code-switching is employed as a tool to achieve these intents. It is also used to express a range of social and rhetorical meanings (p.15)

2.Code-switching in Srilanka:

Mawelle (2012) makes a study on FM presenters' code-switching or code-mixing and explores recent and rapidly-spreading linguistic behavior of excessive and deliberately done code-switching in Sinhala and English language in FM channels in Srilanka. He finds out some

of the attitude/reasons which motivate language crossing in FM media and concludes that FM presenters who frequently mix codes have a favorable attitude towards English as a language of modernity. Though Srilanka is a monolingual country where majority speaks Tamil, English has been associated with native Tamil language "as a major instrument of the dominant power groups," and "English it is still the language associated with higher status, prestige, and perhaps, modernity in SriLanka(p.200)."

CHAPTER III: METHODOLOGY

3.1 Methodology:

To illustrate the behavior and patterns of the media people, qualitative methods have been adopted to collect the primary data through observation for study. To find out some of the factors behind this behavior of code-switching of the target group some qualitative questions were also asked. Qualitative method was followed as it is "discovery oriented" and "concerned with the understanding of human behavior"(Nunan, pg.4). And to present the data with accuracy, numbers were shown in percentage to have a controlled measurement.

3.2 Data Collection

3.2.1 The Instruments

To collect data, observation of live TV shows and a set of questionnaire were used for this research.

Questionnaire Method: A set of 16 closed question items have been given to at least 20 talk show personalities to choose answer of how they switch code and what are some of the reasons being switching code or what are the factors that initiate them during their conversation and interaction in the media.

Observation Method: In order to overcome the shortcoming of the questionnaire method, a close observation of the target group on television and YouTube videos have contributed a lot to explain different circumstances. In this method three (3) talk shows/interviews from five (5) different genres have been documented to show the behavior and pattern of code switching.

3.2.2Participants

Genre of the	Name of the talk show and	The interviewee

talkshow	Interviewer	
News & Current Affairs	*News Inside* ArifurRahman	1.H T Emam 2.IGP A K M Shahidul 3.MP TaranaHalim
Interview	1.*Chuttir Raate* -Polash 2.*Celebrity Adda* -Moonmoon	1.Epu, Karen Lugo and Ricardo Moro 2.Mosharraf Karim and ChanchalChowdhury, and also Momo and ArefinShubho
Sport	1.*Cricket Watch* -Shamim Ashraf 2.*Break erPhake* -AlokRiko	1Mehrab HossainApi and TalhaJubaer 2.Kazi MdSalauddin
Infotainment	1.*ntv Special Program* -Moonmoon *Style and Trend* -Sadia	1.Miss Spain Rupa
Business	*Market watch* 1.HasibHasan	1.Secretary Faruk Ahmed Siddique and CEO KhondokerAsadul

Table1: Information of the Participants

3.2.3 Procedure

The selected genres with the same presenters have been observed for three different times. The talk shows where only the code switching occurred within conversation were considered as data. In order to avoid uncertainty, the corpus was presented in its original form along with the interviewee. No changes were made except omitting texts in long conversation and interaction. In order to distinguish between the base language and code switching discourse, all the Bangla words were "*italicized*".

3.3 Data Analysis

Data were analyzed through the procedure of organizing and bringing structure. In qualitative research collecting data and interpretation comes concurrently. For this research, first I took notes where the code switching occurred, and recorded the data as well for further investigation, and sometimes watched over YouTube to find out the way the interviewers were switching from Bangla to English. I studied the survey questionnaire and open-ended questionnaire where participants shared their opinion. The data were also analyzed in percentage. After that I tried to relate it with the literature review and investigated whether it answered my research questions.

3.3.1Analysis of observation:

After analyzing the data it was found out that in most of the talk shows all the interviewers were only using English words and some of the them were using English phrases and a very few were using whole sentences. One important thing to be noticed in such type of code switching is that, most of the time switching depends on the topic or the subject they are talking about, and whom they are talking to during the interview. In some talk shows, like "Frankly Speaking"

where the speaker or interviewer was speaking or interacting only in English as a medium of his interaction or presentation as an international language. Here the choice of language reflects the interviewer's way of communication due to the interviewees, as they were not Bangla spoken. Again in another show "Style & Trend," the presenter of the show was using English as the medium of her representation of the program. I did not collect any data from these shows as no area of code switching has occurred in such programs. The following data were collected from the programs only where the interviewer or show presenters have switched from Bangla to English during their interaction or presentation. Here some of the ways of switching codes have been showed.

1.Switched into English words due to topic: Here the interviewer was switching some of the words in English that were related to topic only and at some point he was repeating the words that the interviewees were using during their discussion or interpretation if something.

Interviewer	Interviewee	Topic and Types	Type of code choice
ArifurRahman SIM *nibondhon,* Then*amijetakorlam.../ Eder* against*aapnarakibebosthaniben/ eimobilecompany gulo, ei j tader*system*, overall j taderkarzokrom...* And also the words that his	**1.Tarana Halim** NID, fingerprint, SIM, template, system, connection, company, verification, implant	Biomatric registration of SIM	Words only

interviewee used			
ArifurRahman used the following two phrases that his interviewee HT Emam also spoken about andused*shesh*question while giving an end to the interview.	**2. PM advisor HT Emam** Millennium Development Goal, Leader of the Earth	Recent Development in Bangladesh	Only one word and two phrases
ArifurRahman mastermind*keshonaktokorechen...* / *Tader*Motive*Taki?/* *Ei dui jonkitahole*new JMB *Shodossho*?/ Basic*Jdhormiogayn.../* *Apnarthekeshurukoreekebare*rootl evel*porjonto...*	**3.Inspector Police of General AKM Shahidul** New version IS *Tader j* philosophy.../ NewJMB*shodossho/* Basic*Jdhormiogayn*	Recent Terrorist Attack in Bangladesh	Only words

Table 2:Switched into English words due to topic

2. Switched into words and whole sentences due to topic and the viewrs of the program:

Here the show presenter used Bangla and English interchangeably and English adjective have

been used to give a huge impression to the young generation as they are mostly interest to watch

this sort of program.

Topic	Language involved in code switching	Type of code choice
Style and Trend	…*bivhinno*segment*athakchemojaderebong*exciting*shobtoyttho*…/ Well, *shajtepochondokorenake*?/ *Shobai chai nijeke*attractive*koretulte*……special make over…/ Viewers*ajei segment shajanohoyeche*exclusively*meyederjonno*, but for you guys don't be dishearten Well to add up some colorful and trendy works of collection…/Let me present you the last segment of this show …/… … so viewers lets not get any delay…/ I'll come back with something interesting in next week.	Words, phrase and whole sentences

Table 3: Metaphorical switched into words and whole sentences

3. Presenter's unique way or style of switching code for status and participants:

Presenters or interviewers sometimes maintain their unique style or way to run or drive a interview. Here the interviewer started the program with an English poem and then switch to Bangla and then again from Bangla to English to start her conversation with the interviewee.

Interviewer	Interviewee	Topic and Types	Type of code choice
1.Moonmoon(While starting) "While virtue and modesty enlightens her beauty, the light of a beauty become brighter than the stars" – *darshokmondalishobai k shagotam*…/	**1.Miss Spain Rupa**	Interview Career and life style	Discourse

-Amadeermajheajtiniuposthittachen... ...			Phrase and full sentence
hello n welcome to the show...			
-Bhaloachi, aapnikemonachen?	**-** Hello how are you?		
-First of all, *apnakeonek… …/* As far as I know *apniterobochoraage … …* how is that more different than the moment you win the crown?/ Bangladesh *ke to* represent korchei…/ You are representing Bangladesh in a modest way, j Hats off to you./ Thank you that… (someBangla speech)	- *Bhaloachi,onekbhalo*, Thank you.		

Table 4: Presenter's unique way or style of switching code

4. Code-switching in "marked" language: Interviewer may switch to another language due to its specific purpose of "the markedness". For example: Business language, sports language, etc.

Topic and Types	Interviewer	Interviewee	Type of code choice
Cricket Talk show	**1.Shamim Ashraf** -Approach *ta khub* … -I'm *sure j oipraante ke ache...* -*Shobai toke* test cricket specialist…	**1Mehrab HossainApi** **2 TalhaJubaer** -The inter vieweeswere also using such "markedness"	Words and phrases

	-*oshadharon*innings *keleche* - top order batsman -middle order batsman - 30 *raner* lead *nieche* - Half century/ over/run/ toss/ all rounder/ test series/ pacer/		
Foot ball Talk show	**1.Alok Riko** goal keeper/ midfielder/ striker/defender/ counter attack/ penalty shoot/ tiebreaker/ Group *parbo…/* tournament/ premier league	**1.Kazi MdSalauddin** The interviewee was also using similar words while talking	Words only
Business Interview (stockmarket)	**1..HasibHasan** -stock exchange/market price/loan/fund raise/ investment/funding/working capital/ oil price/ Stock Brokerage/ capital market/ Interest rate/ fundamental price/ CSE trade/ interest rate	**1.Secretary Faruk Ahmed Siddique 2.CEO KhondokerAsadul Islam** Stock market/ Bank finance/market exchange they were also using the same "markedness"	Only words

Table 5: Speakers markedness

5.Switch code to show the feeling of solidarity/ social affiliation: Sometimes the interviewer

may switch code to show affiliation or solidarity for the participants of the society.

Topic and Types	Interviewer	Interviewee	Type of code choice
Talk show music	**Polash** During their Bangla conversation between Epu and Polash they switched to Englishlanguage so that the guests can understand what are they talking about the programme of Dhaka International Folk Festival 2016	**1.Epu (Bangladeshi)** **2.Karen Lugo(Spanish)** **3.Ricardo Moro**	All the interaction in English full sentences.

Table 6: Switch code to show the feeling of solidarity

6. Informal Situation and Spontaneouscode-switching:

Interviewers code switching sometimes reflect their spontaneity with the interviewee if they are very near and dear to them.

Topic and Types	Interviewer	Interviewee	Type of code choice
Infotainment Talk show *Celebrity Adda*	**1.Moonmoon** *Moncher* background *thake*…/ Bhaloschooling*hoye jai*…/ *Akta* team work../	**1.Mosharraf Karim** **2.Chanchal Chowdhury** Preparation *tai ashol*…/ Senior actor…/ and some	Words only

	Kono hesitation *nei*/ *Kototuku* advantage *hishebekajkore?*/ complain ashe…/ script*pacche*/ definitely *Chanchalbhai* it was/ commercial movie	of the words that Moonmoon were using	
Same program	Really nice to have both of you in this show/ Since I know you so well…/ *Se kemon?* Introvert *naki*extrovert?/ ….gosh!/… oh no!	**1.Momo** **2.Arefin Shubho** We love you so much…/ Suddenly *moneholo…*/ Because*jaiga ta* worm and welcoming./ If I am not wrong…/	Word/ full sentence/ phrase,etc.

Table 7: Speaker's spontaneous code Switching in informal setting

3.3.2Analysis of Questionnaires

The questionnaire is divided into two sections: 1) Personal information, and 2) 15 survey questions along with three open-ended questions. The questionnaire in the personal information section were geared toward participants' education levels so to determine if that is a contributing factor to switch and/or mix English in Bengali. Among the 20 participants,12 of them were graduates between the age of 28 to 36 years with Bangla medium education level. Seven of them were undergraduates between the age 22 to 28 years; among them two of them were from English medium education level and five of them were bangla medium background. And the rest

five of the employers were from English medium background who have only completed their A

level of education.

Analysis of the responses

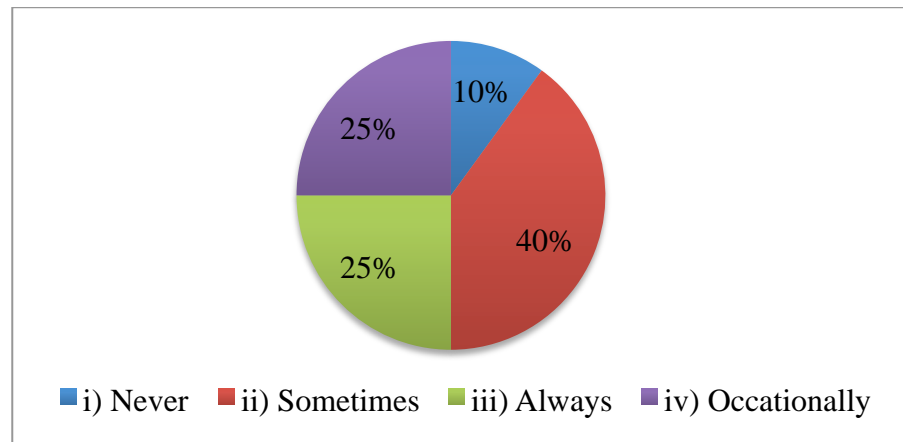1. Do you speak English with your friends and colleagues in the work place?

Figure 1: Speaking English in the work place

Only 10% respondents do not speak English in the workplace and the rest of them speak in

various levels.

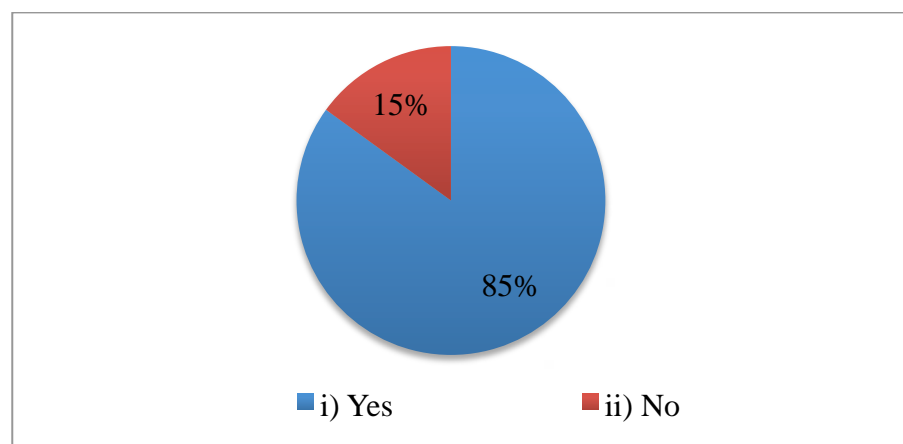2. Do you notice speaking English during the conversation in Bangla in your work place?

Figure2: Notice speaking English

Most of the respondents notice (85%) usage of English during the conversation in Bangla.

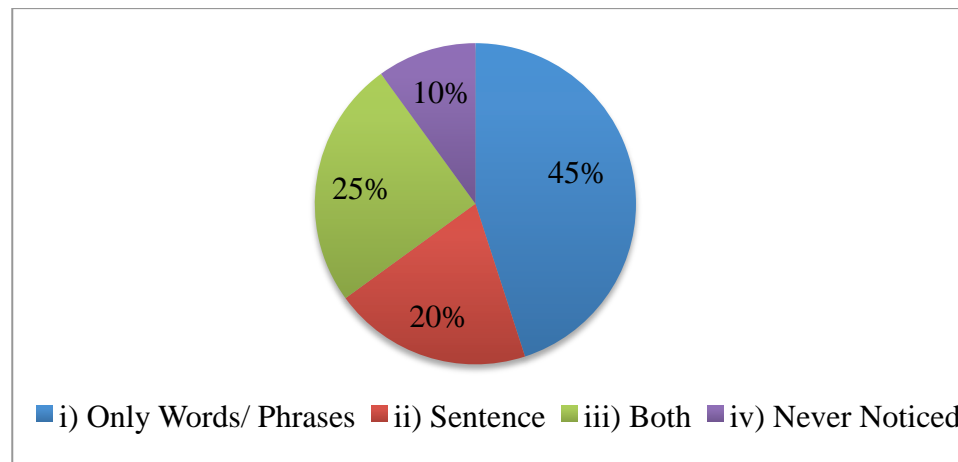3. How do you switch to English while talking in Bangla?

Figure 3: The way of switching

A major portion (45%) switch to only words and phrase, 25% switch to both words/phrases and sentences and 20% switch to whole sentences to English while talking in Bangla.

4. Do you switch codes consciously or subconsciously in the in media while communicating?
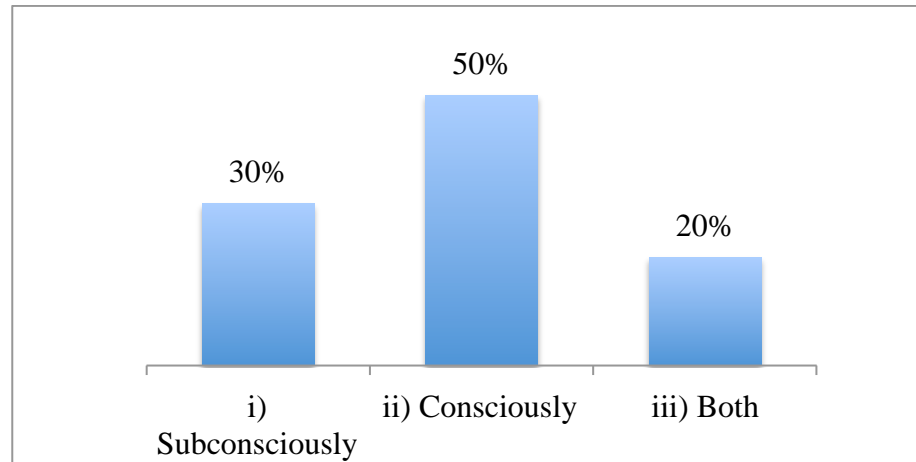

Figure 4: Conscious or subconscious way of switching

Half of the respondents (50%) switch codes consciously in the media.

5. Is it possible for you (as a Bangladeshi performer) to express your feelings without English language in conversation or interaction?
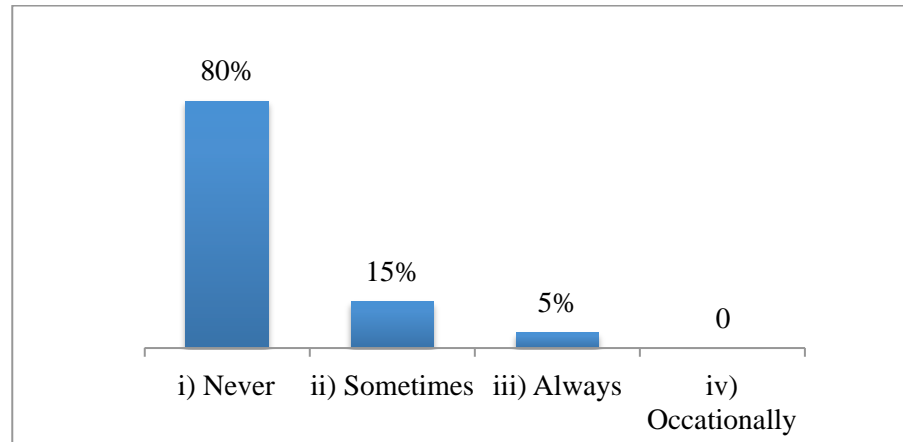
Figure 5:If possible to express feelings without English

A surprising 80% of respondents think it is not possible to express their feelings without English language.

From the open ended part some of the reasons were mentioned below of the participants who responded "never" to express their feelings without English from the open-ended questionnaire:

- there are so many English words in Bangla language which have been become part of Bangle that we cannot even distinguish them as English words

- lack of proper Bangla words

- because of their habituation

- for their education background

Those who can "sometimes" express their feelings without English gave some of the reasons-

- if we are conscious and try

And who thinks "occasionally" it is possible to express without English is because-

- if it is concerned only with Bangladeshi culture

6. Is it possible for you (as a Bangla speaker) to express your feelings completely in English language that means expressing not a single word or sentences in bangla?
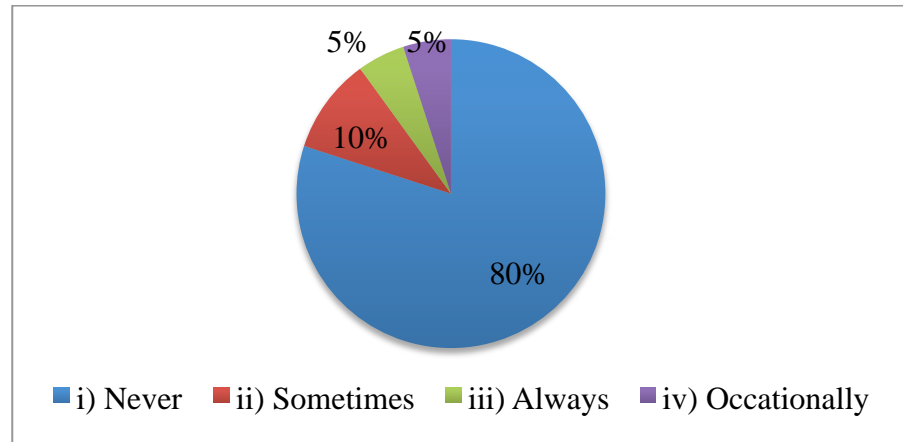
Figure 6: If possible to express feelings completely in English

Similar response like previous question, where 80% of the respondents (as a Bangla speaker) think it is not possible to express their feelings without Bangla language.

In the open-ended part participants who "never" can express their feelings completely in English gave some of the reasons-

- lack of vocabulary in English

- because they don't live in abroad

- for they do not practice

- English is not their mother language

- cause of our education system

Those who can "sometimes" express their feelings completely in English gave some of the reasons-

- because they often practice it

- English Medium Education

And those who think "occasionally" it is possible to express completely in English is because-

- It has to be practiced before for specific purpose.

7. Do you think there is an influence of international media in mixing English with Bangla?
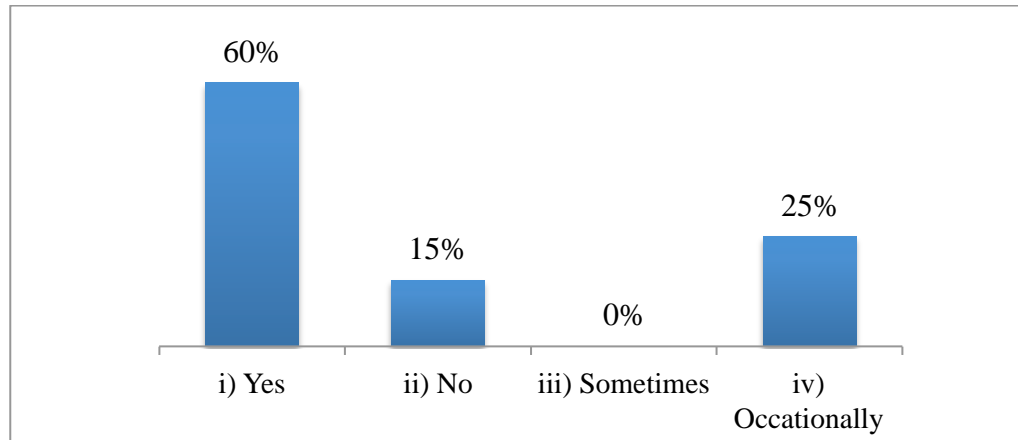
Figure 7: Influence of International Media

60% respondents think international media has influence in mixing English with Bengali.

8. Which of the following play important role to mix English with Bangla. Order the following according to your choice (1-5)

(Write your choice on the left 1/2/....)

- English Movies and songs;18
- English books, magazines, and journals;11
- English newspapers;10
- English news;12
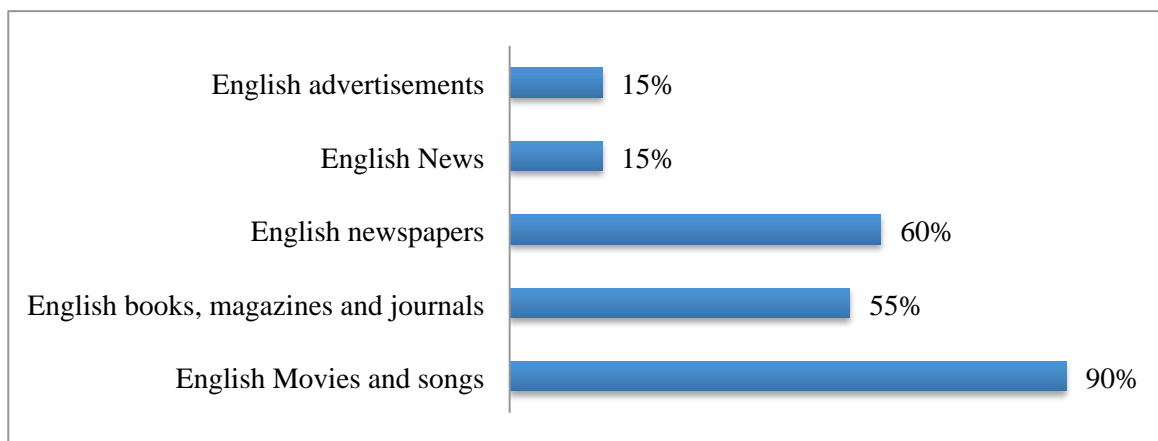- English advertisements; 3

Figure 8: Plays important role to mix English with Bangla

9. Do you mix codes because you do not know the native/appropriate words of Bangla?
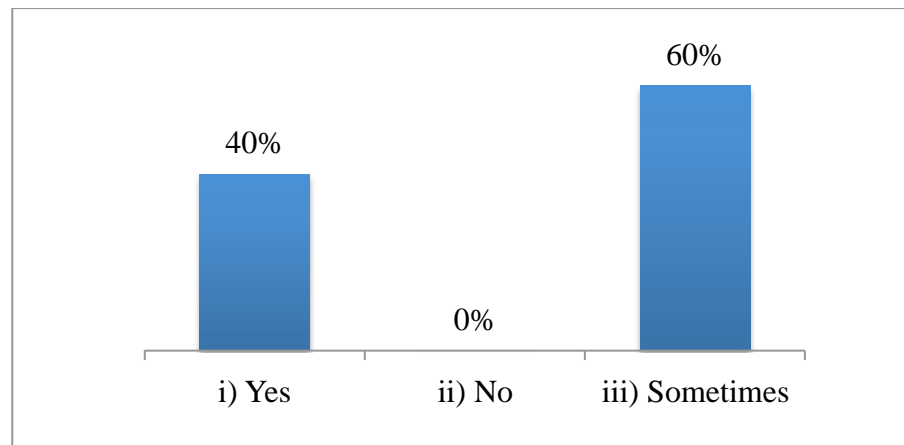

Figure 9: One of the reasons for mixing code

Among the respondents 40% admit that they mix codes because they do not know the native/appropriate words and 60% sometimes mix code as they do not know the appropriate words in Bangla.

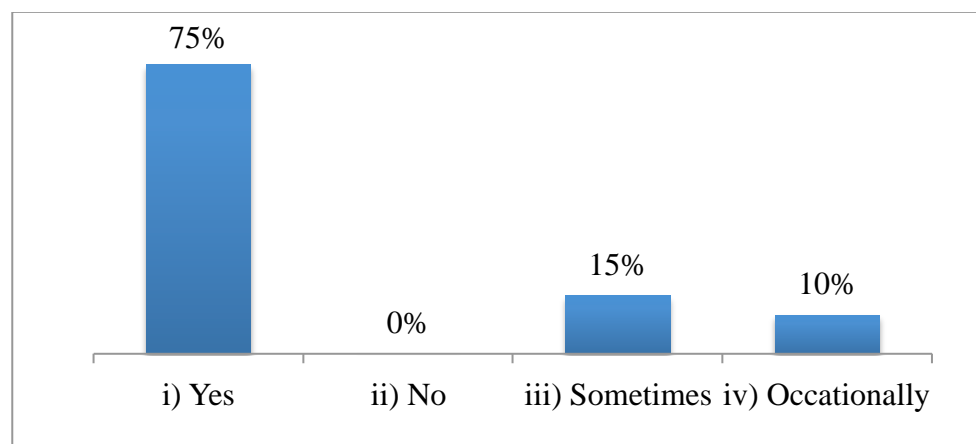10. Is there any influence of the environment or topic?

Figure 10: Influence of environment or topic

75% respondents think there is an influence of the environment and topic.

11. Do you think speaking English in media while interacting or presenting can grab attention to others or give a distinct remark?
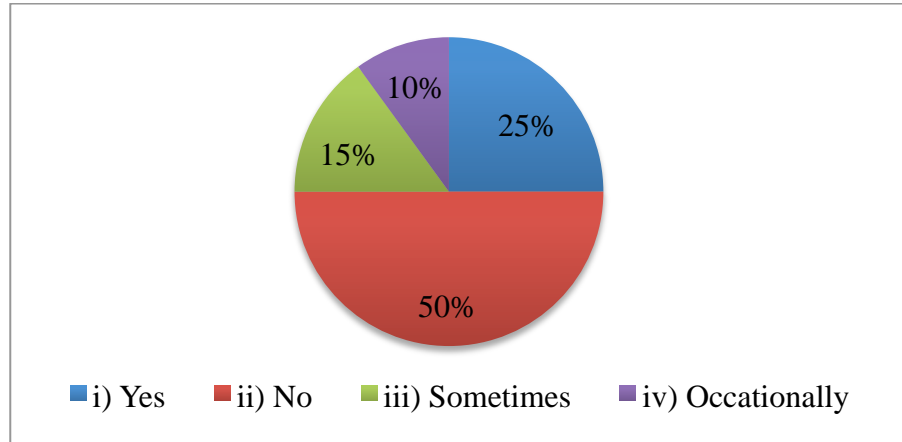
Figure11: Speak English to grab attention

50% of the respondent believes that speaking English does not grab attention while interacting or presenting while in media presentations.

12. Arena of code mixing: (more than one tick/ answer is possible)

1.Social party/ club/ official party   2.writing sms/adda/chat

3.family party   4.every situation

Among the respondents, everyone switch code in writing sms, adda and chat

Figure 12: Arena of Code switching

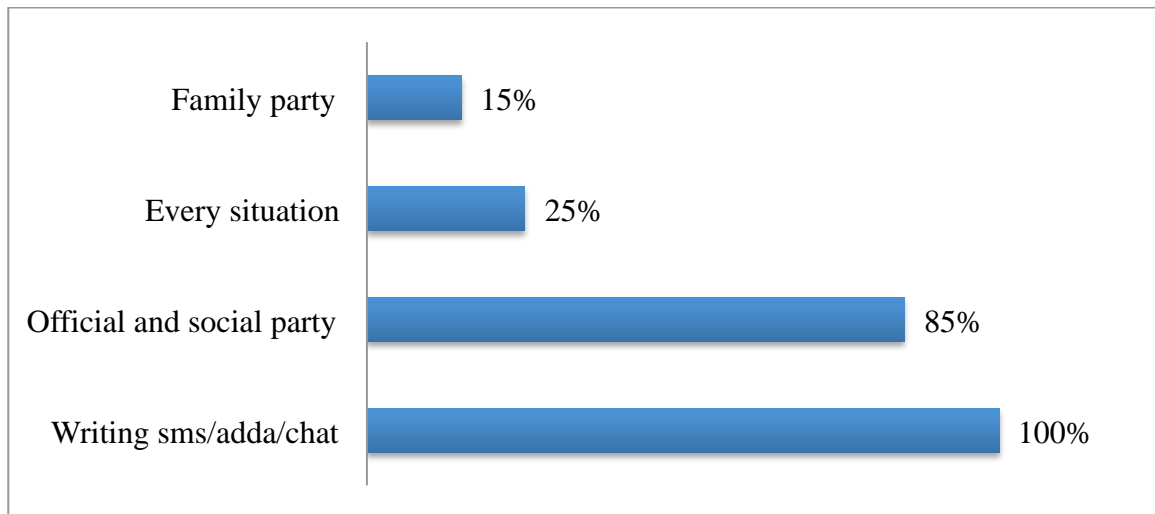On multiple choices of questions where people switch codes, all (100%) the respondents expressed they switch codes in their writing, SMS, chat, adda.

13. Which one affects much in code-mixing? (you may select 2)

a. our colonial history b. educational curriculum c. multicultural satellite media

Out of 20, all of them selected multicultural satellite along with educational curriculum (five person),and our colonial history (three person)
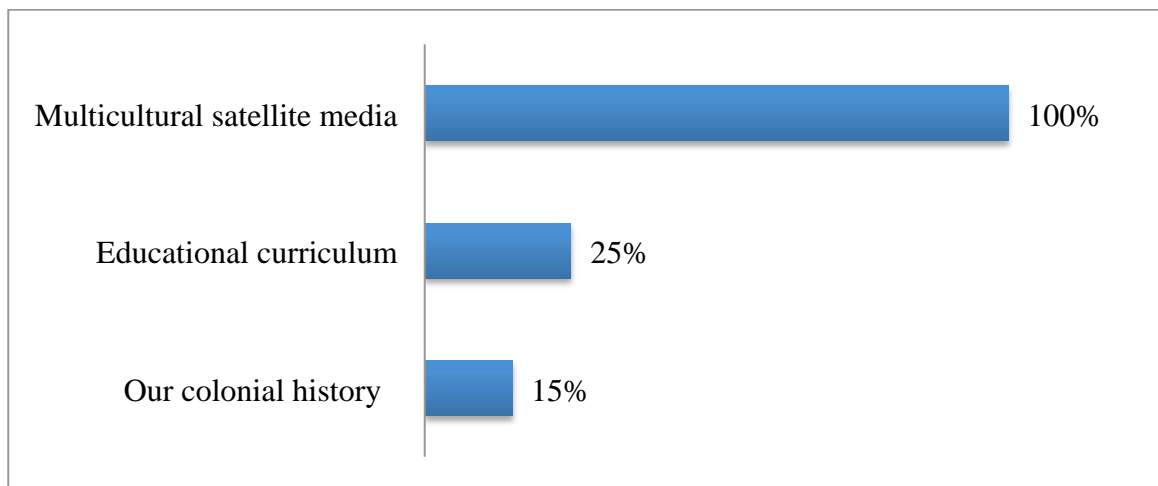
Figure 13: Affects code-switching

100 % Respondents expressed that, multicultural social media affects code switching.

14. What was the medium of training in your job?

    -Bangla/ English/Both

Everyone answered "Both"
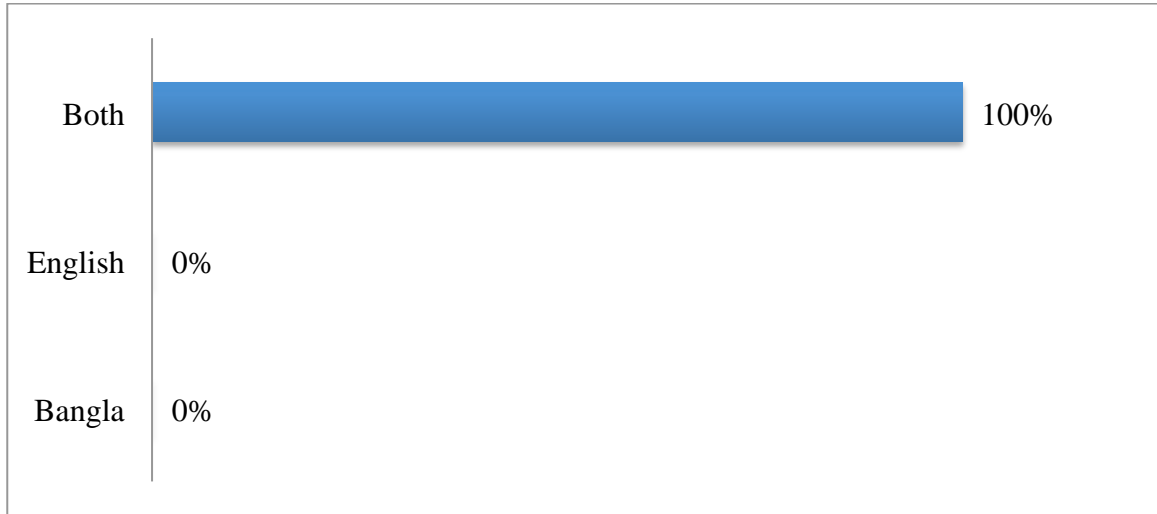
Figure 14: Medium of training in job

15. Does your medium of education/ training initiates you to switch from Bangla to English language?

i. yes ii. no   iii. sometimes iv. occasionally

3 person think "yes"/ 6 person think sometimes/ 11 think occasionally
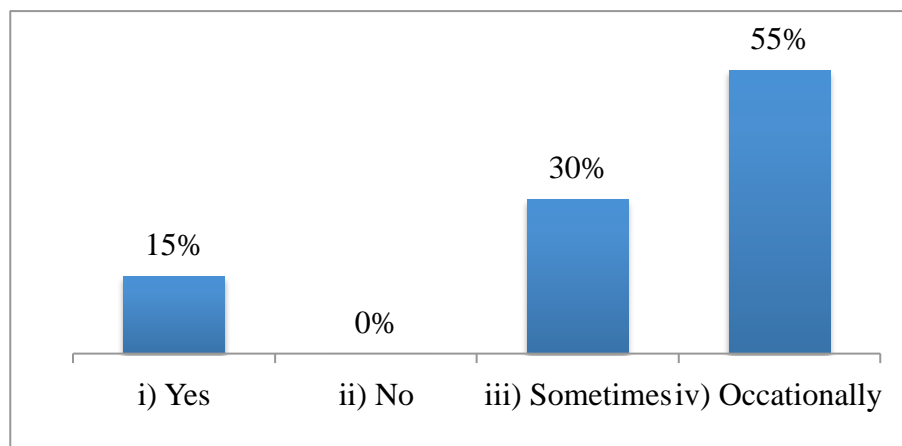
Figure15: Medium of Education/ Training as one of the factors

16.In which situations do you mix codes? (more than one choice)

- o   Spontaneous 20

- ○ Topic 18

- ○ To draw attention to a particular matter 12

- ○ for prestige issues

- ○ To impress for professional purpose 9

- ○ To clarify/ emphasize something11

- ○ To show membership and affiliation with others 5

- ○ For suitable words 20

- ○ To convey cultural expressive message 8

- ○ To frame speech 2
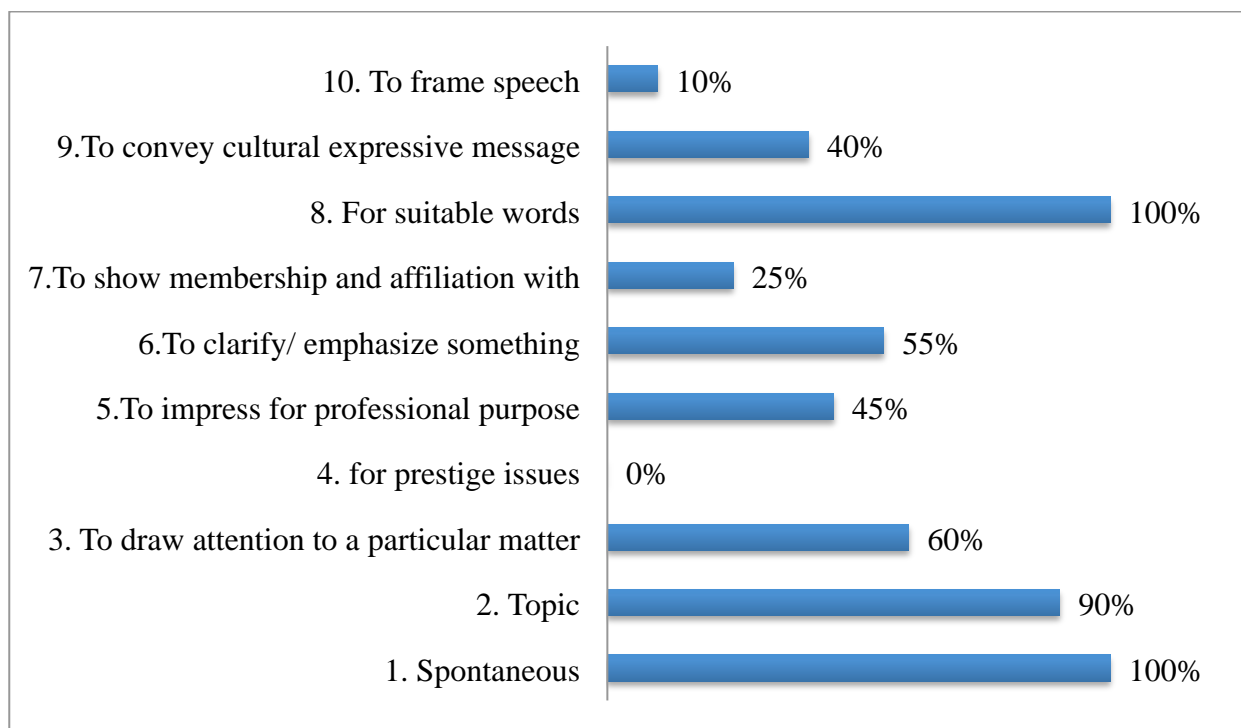
Figure 16: Different situation that influence code switching

CHAPTERIV: FINDINGS and DISCUSSION

4.1Findings

The purpose of the study was to analyze the frequency, patterns, and attitude of the performers towards code- switching in Bangladeshi satellite channels as they try to present or interact in the media. In this section, the findings are presented and demonstrated on the basis of the observation method through TV and YouTube, and by a thorough inquiry of a set of questions. The study of observation and questionnaire have been presented and generalized rationally in order to answer the research questions.

Research Question 1: To what extent the performers in Bangladeshi satellite channels switch codes when they communicate or present in the media?

From the observation of different genre of programs of different personalities it has been found that -

✓ Code switching mostly happens in place of lexical use, and less happens in phrase and whole sentences.

✓ Topic of a program gives a lot of influence to switch into a particular code of words, phrase, or whole sentences to initiate metaphorical code switching.

✓ Presenter's unique way or style is also a reason of switching code into media and it sometimes happens due to participants.

✓ "Marked" is language also accountable for switching/mixing code in conversation.

✓ One may switch to another language to show the feeling of social affiliation.

✓ In an informal situation where spontaneous code-switching may happen due to high solidarity.

And these sorts of sociolinguistic behavior of code-switching are practiced consciously or unconsciously due to our lifestyle, medium of education, working environment, global exposure, and finally, to meet our targeted goal.

Research Question 2: What are the factors that influence code switching in the media?

From individual's perspective of practicing code switching, the following are some of the factors that came out in the survey study are somehow responsible for our linguistic behavior.

- ✓ Due to our Educational system we have a tendency to study and use English in our daily lives which has now become so common in our everyday life that we do not even know that we are using anther language in our mother language.

- ✓ Behavior of using English has become so natural that we cannot express our feelings without mixing English in Bangla.Besides,there are so many English words that have become part of Bangla words, and we cannot even distinguish them as English word and we have become habituated to it. Though some still believe that if we try and conscious enough regarding our own authenticity of cultural perspective.

- ✓ Worldwide acceptance of English language and its exposure through satellite system in multicultural society is also another factor behind code switching.

- ✓ Training and workshop in English is also one of the important factors of code switching.

- ✓ Cultural sharing and affiliation also works as a factor behind code switching.

- ✓ From the data it is evident that most of the media personalities' switching is spontaneous.

- ✓ Many considers it help them to express their messages in a better way as most of them do not know many appropriate words in Bangla.

- ✓ Topic is also one of the major factors of code switching which initiates a lot of emphasizing words to express and interact in the media.

4.2 Discussion

This chapter describes a brief overview of the findings along with the reference from the literature review.

In the observation finding it is evident that topic is one of the main factors that initiates code switching in the media that Holmes(2001) also finds responsible for code switching. Different topics like science, sports, business we find mixing of specific words or sentences due to topic. Metaphorical switching of word and whole sentences in the content of the program and its topic gives the idea of the viewers; the youths' preference due to our multicultural satellite and worldwide   acceptability of the content is one of the factors for such swiching. As Wardhaugh (2010) also said that metaphorical switching or choice of codes add a specific flavor (p.101)or to enrich the community (Holmes, p.41). Presenters' unique way of style with different participants for maintaining solidarity or status represents social dimension from sociolinguistic perspective. As per sociolinguistic study social affiliation is a relevant factor in linguistics choice. From choice of code or mixing of code in a conversation one can identify solidarity of the interviewer and interviewee (Holmes, p.9) they may share same ethnicity or culture. To some extent it is evident that if the participants solidarity is high, the conversation become intimate and informal and then spontaneous code mixing as well as switching become evident to express each others feelings or to share ideas. Interviewers marked language in code switching and mixing is functional and it is somehow also spontaneous due to participants and topic that is evident in conversation of sports or business language. Similarly the interviewers who talk about law or medicine share the common functions while switching or mixing codes.

Now a days almost everybody is attached to English in their everyday life style and matters, such as while operating mobile phone, switching on TV social networking system, etc. If we turn into

our academic or service sectors we find similar situation. Education and office job are related to English as a second language in every way. Due to such factors we subconsciously switch to Enlish by single word, phrase or sentences. This affects somehow our native language as we always tend to mix English each and every way we can use and fear that we will not be able to express our feelings completely in Bangla as it has become very natural. From the survey and literature review we can assume that in cinema, social media, radio-TV, profession and education it has formed its unique style of bilingual behavior. As a result it has formed a tradition and identification to the new generation. Due to background and system of education they studied English in long run. And employers are also given both Bangla and English training that help to accomplish their communicative intention.

Now if we look for some of the factors from the findings of survey we will find the similar factors in the literature review in the works of Alam (2006), Sultana(2010), Ahmed and Tinni(2011), Khadim(2014) and others, too. Constant exposure from the satellite media, worldwideacceptance of materials, available world recourses have made us to switch or mixing code reluctantly. Personalization, clarification, emphasize, messages, substitution, setting, cultural expressiveness, education, professional purpose works as some of the factors behind code switching.

CHAPTER V: CONCLUSION

5.1 Conclusion:

Code switching in TV media is a very common and spontaneous phenomenon. The media personalities consciously or subconsciously switch codes due to topic and behavioral characteristics. It happens spontaneously because of our bilingual socio-cultural characteristics. Due to our different medium of education and various types of exposure, it has become our second nature or personality of a bilingual behaviour. For worldwide workshop and training in profession and demand in the job market, it has formed into our linguistic behavior. There is also a stream of sharing worldwide thought and maintaining solidarity that also strongly prove to reflect code switching in media.

5.2 Limitation of the Study This study has some limitation regarding research methodology. First of all if it was possible to do the survey on the same persons who have been observed to note the pattern or way of their code switching, then it could have given more specific reason or factors for their behavioural patterns. Next limitation is the limited data and selection of random TV programs from few channels. And finally, there might be other ideas or perspectives that did not arouse in researcher's mind.

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a) Respondent's Questionnaire

In linguistics, Code-mixing is a term used to refer the situation where speakers mix/use words of different languages without considering the listeners' understanding. In easy terms, it is a tendency of mixing words from one language to another i.e. use of English words during Bangla conversation.Nowadays the use of English language hasbecome so common a phenomenon in Bangladesh thatpeople take it as a necessary part of their life. It shows the psychological and behavioral changes in ourlifestyle in using English language in our normal conversation.It has become so behavioral that we have started switching codes subconsciously. The information provided in this questionnaire will be keptconfidential, and will be used for the sole purpose ofresearch. Hope that you will co-operate.

b) Personal Information

Name:

Age:

Occupation: Concentrated area:

Educational Qualification

Primary Level	Secondary Level	Tertiary Level

c)Questionnaire

(Please answer the following questions carefully)

1.Do you speak English with your friends and colleagues in the work place?

i.Neverii. Sometimes   iii. Always   iv.Occasionally

2. Do you noticespeaking English during the conversation in Bangla?

i. Yes   ii. No

3. How do you switch to English while talking in Bangla?

i.only words / phrases   ii.sentences   iii. Both   iv. Never noticed

4. Do you switch codes consciously or subconsciously?

i.Consciously   ii. Subconsciously   iii. Both

5. Is it possible for you (as a Bangladeshiperformer) toexpress your feelings without

Englishlanguage? - Yes / No

Reason:(why)_____

_____

_____

6. Is it possible for you (as a Bangla speaker) to express your feelings completely in

Englishlanguage? - Yes / No

Reason:(why)_____

_____

_____

7. Do you think there is a lot influenceof International Media in mixing English with Bangla?

i.yes   ii. No   iii. Sometimes   iv.occasionally

8. Which of the following play important role to mix English with Bangla. Order the following

according to your choice (1-5)

(Write your choice on the left 1/2/....)

- o   English Movies and songs;

- o   English books, magazines and journals;

  o English newspapers;

  o English News;

  o English advertisements.

9. Do you mix codes because you do not know the native/appropriate words of Bangla ?

i.yes   ii no   iii. Sometimes   iv.Occasionally

10. Is there any influence of the environment?

i.yes   ii. no   iii. sometimes iv.occasionally

11.Do you think speaking English in media and withother people increases your social status?

i.yes   ii. no   iii. Sometimes   iv.occasionally

12. Arena of code mixing: (more than one tick/ answer is possible)

Social party/club/official party/every situation/writing sms/adda/chat/family party/out in

shopping mall

13. Which one affects much in code-mixing?

a. our colonial history b. educational curriculum c. multicultural satellite media

14. What was the medium of training in your job? Bangla/ English

15. Does your medium of education/ training initiates you to switch from Bangla to English

language?

i.yes   ii. no   iii. Sometimes   iv.occasionally

16.In which situations do you mix codes? (more than one choice)

  o -Spontaneous

  o -To draw attention to a particular matter

  o -for prestige issues

  o -To impress for professional purpose

- o -To clarify/ emphasize something

- o -To show membership and affiliation with others

- o -To maintain the appropriateness of context

- o -To convey cultural-expressive message

- o -To frame speech/discussion