

Code Switching - Pragmatic Aspect in Everyday Life in Bangladesh

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Abstract: Recently the use of English language in Bangladesh has reached such a level that most of the educated people use it though many of them use it with a mixture of Bangla. Bangladesh is a monolingual country where Bangla, the mother tongue is a renowned language for which the language martyrs sacrificed their lives. With the evolution of technology and demand of the era, people are using English as an international language very frequently in daily life. Sometimes, the people mingle English with Bangla for communication with others. This common phenomenon of mixing or changing two or more languages in speech is known as 'code switching' in sociolinguistics. In this study the researcher tries to focus on the pragmatic aspects of code switching in different domains of everyday life and it shows that 90% code switching occurs without any notification, it has become so spontaneous that speakers are not even aware of using the strategy in communication. The researcher has used some secondary, a few primary data and some observations in the study.

Keywords: Code switching, pragmatic aspects, communication strategy, monolingual country, domains.

Introduction

Though Bangladesh is a monolingual country where Bangla is used as the official language and it is understood by all but the use of English is quite widespread in the country. Besides standard Bangla, generally the people of Bangladesh switch to various dialects of Bangla and to English in their everyday speeches. At present, English is considered as a linguistic passport to communicate globally. Recently switching from Bangla to English or vice-versa has become a mark of smartness and elegance, especially to the young populace of the country.

Historically, we see a clear scenario of the simultaneous use of Bangla and English from the colonial times. Moreover English is

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compulsory subject of study at all academic levels of all medium of studies and this helps the use of English in everyday life. At university levels, though there is a scope to choose Bangla medium in public universities, the medium of instruction and examination is English in private universities. Students from all categories of education have varied ranges of proficiency in English and most of them are using English with Bangla in everyday life spontaneously whenever necessary. In society, there is a special appeal of the persons who use English in their speech. So, to mingle both the languages in casual or formal conversation has become a popular trend in recent times.

Nowadays the young people of Bangladesh are adopting a new strategy in oral communication while speaking with their friends, especially, in private universities, where use of English is encouraged both in writing and speaking. Mixing of and switching between Bangla and English are found very frequently in everyday speeches in diverse situations.

Literature Review

Code-switching:

In sociolinguistics, code refers to a language or a variety of a language and code-switching is switching between two or more languages, or between different varieties of the same language, in a single conversation. Code-switching is a term in linguistics referring to the use of more than one language or between dialects of the same language in conversation. Code-switching is now considered a normal and natural product of interaction between the bilingual (or multilingual) speakers languages.

According to Crystal (1991, p. 59) Code switching can also be described as the switch of bilinguals (depending on who they are talking to or where they are) between standard and regional forms of English, between Welsh and English in parts of Wales, or between occupational and domestic varieties, (cited in <http://my-uad-courses.blogspot.com/2011/04/code-mixing-and-code-switching.html>).

According to the definition in the Longman Dictionary, Code switching is a change by a speaker (or writer) from one language or language variety to another. It can take place in a conversation when one speaker uses one language and the other speaker answers in a different language. A person may start speaking one language and then change to another one in the middle of their speech, or

sometimes even in the middle of a sentence. On the other hand, code mixing is a mixing of two codes or languages, usually without a change of topic. This is quite common in bilingual or multilingual communities and is often a mark of solidarity, e.g. between bilingual friends or colleagues in an informal situation. Code mixing can involve various levels of language, e.g. phonology, morphology, grammatical structures or lexical items, (cited in [https://archive.org/stream/DictionaryOfLanguageTeachingAndAppliedLinguistics/Dictionary of Language Teaching and Applied](https://archive.org/stream/DictionaryOfLanguageTeachingAndAppliedLinguistics/Dictionary%20of%20Language%20Teaching%20and%20Applied)).

According to Ronald Wardhaugh, code refers to the particular dialect or language to use on any occasion for communication between two or more parties. People usually require selecting a particular code whenever they choose to speak, and they may also decide to switch from one code to another or to mix codes even within very short utterances and thereby create a new code in a process known as code switching.

Hymes defines code-switching as “a common term for alternative use of two or more languages, varieties of a language or even speech styles.” (cited in <http://grammar.about.com/od/c/g/codeswitchingterm.htm>).

According to Gal (1988, p. 247), ‘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.’ (quoted in Wardhaugh, 2010, p. 98).

Code-switching is considered a technique of structuring speech in interaction that simply reflects as well as creates social situations. Code switching (CS) is an alternation of words and phrases of two languages or dialects in speech. Code-switching is the alternation between two codes (languages and/or dialects), between people who share those particular codes. Choices about how code-switching manifests itself are determined by a number of social and linguistic factors (Skiba, 1997, para. 2), (cited in <http://www.slideshare.net/muzahidbillah/code-switchingreason>).

Types of Code Switching

Various linguistic scholars and researchers have identified three types of code switching, such as, tag switching, inter sentential and intra sentential (Poplack, 1980; Wardhaugh, 1992; Holmes, 1992; and Romaine, 1995; cited in Sultana N. 2012).

- **Tag-switching** is the switching of either a tag phrase or a word, or both, from one language to another. Normally fixed phrases like greetings are found in it and tag code-switching has minimal syntactic restrictions. During conversations the participants use the tags or phrases or both from one language to another language without violating the syntactic rules. For example, ‘Excuse me’, ‘please’, ‘I mean’ etc. are frequently found to be used in other languages.
- **Inter-sentential switching** occurs outside the sentence or the clause level (i.e. at sentence or clause boundaries), which is also called as "**extra-sentential**" **switching**. According to Romaine (1989), inter-sentential code-switching requires mastery of both languages as compared to tag code-switching (cited in Younas, M. et al. 2014). For example, in Bengali-English switching one could say, “I need to know. *Bujhte perecho?*” “Hurry up. *Deri hoye jascche.*”
- **Intra-sentential switching** occurs *within* a sentence or a clause. It is the most complex one of all and it takes place within single sentence. In intra-sentential code-switching syntactic risks are much greater in comparison to other switching. In Bengali -English switching one could say, “*ami* class attend *korechi.*”
- Another type of code switching is mentioned in Wikipedia as **Intra-word switching** which occurs within a word itself, such as at a morpheme boundary. In Bengali -English switching one could say, "But boys-*ra akhono khelche*". Here the English plural morpheme *-s* appear alongside the Bengali prefix *ra-*, which also marks plurality.

Most code-switching studies mainly focus on intra-sentential switching, since it creates many amalgam sentence structures that require explanation. The other types involve utterances that simply follow the grammar of one language or the other. Intra-sentential switching can be alternational or insertional. In alternational code-switching, a new grammar emerges that is a combination of the grammars of the two languages involved. Insertional code-switching involves "the insertion of elements from one language into the morphosyntactic frame of the other.

Gumperz (1972) has given another typology of code-switching called situational and metaphorical switching. Situational code-switching occurs when participants or strategies of speech event

change, whereas Metaphorical code-switching occurs when there is a change in topic as one redefines the situation – formal to informal, official to personal, serious to humorous and politeness to solidarity (quoted in Wardhaugh, 2010, p. 103).

Wardhaugh defines another type of code switching which occurs within a single sentence or utterance of a speaker as conversational code switching. The speaker may switch codes many times. There is no topic change in case of conversational code switching.

Auer (1998) mentions two types of code-switching- 1) discourse related alternation and 2) participant alternation. According to Clyne (2000), code-switching is the alternative usage of two languages in conversation whether within a sentence or between sentences. Intra-sentential code-switching means within a sentence and inter-sentential means shifts between sentences, whereas extra-sentential is considered as tag-switching (cited in Younas, M. et al. 2014).

Functions of Code-Switching

There are many reasons why people switch from one code to other. According to Zentella (1985) (quoted in Gudykunst, 2004), code-switching performs the following functions;

- First, people may use code-switching to hide fluency or memory problems in the second language (but this accounts for about only 10 percent of code switches).
- Second, code-switching is used to mark switching from informal situations (using native languages) to formal situations (using second language).
- Third, code-switching is used to exert control, especially by parents over children.
- Fourth, code-switching is used to align speakers with others in specific situations (e.g., defining oneself as a member of an ethnic group).
- Code-switching also “functions to announce specific identities, create certain meanings, and facilitate particular interpersonal relationships’ (Johnson, 2000, p. 184).”

Appel and Muysken (2006) listed six main functions of code-switching (quoted in Fong, C.W. 2011):

1. Referential function: Code-switching involves lack of knowledge or facility in a language. Hence, bilingual speakers switch code when they do not know the word or when a certain concept is not available in that language. Language is chosen also because it is more appropriate or suitable to be used for a particular topic.

2. Directive function: This participant-related function of code-switching aims to include or exclude a person from a part of a conversation such as by using a familiar or foreign language to that person.

3. Expressive function: Speakers use more than one language to stress their self identity or feelings to others in the conversation.

4. Phatic function: Code-switching is used to show a change in tone and emphasize parts of a conversation that are of importance.

5. Metalinguistic function: Myers-Scotton (1979) asserted that speakers sometimes switch code in order to comment on another language.

6. Poetic function: Words, puns and jokes in one language are switched to another language for the purpose of amusement or entertainment.

Reasons for Code-Switching

In some situations, code-switching is done deliberately to exclude a person from a conversation. Besides, it is seen as a sign of harmony within a group, and it is also assumed that all speakers in a conversation must be bilingual in order for code-switching to occur. Code-switching provides continuity in speech rather than interference when used because of an inability of expression. Code-switching can be used in a variety of degrees, whether it be used at home with family and friends, or used with superiors at the workplace (Lipski, 1985, p. 23), (cited in www.slideshare.net/muzahidbillah/code-switchingreason).

Code switching is seen as the medium to convey both social and linguistic meanings. According to Gumperz's (p. 144, 1982) list of examples of situations created to convey meaning are as given below (cited in Fong, C.W. 2011):

- | | |
|--|--|
| 1. to appeal to the literate | 6. to capture attention, i.e. stylistic, emphatic, emotional |
| 2. to appeal to the illiterate | 7. to emphasize a point |
| 3. to convey precise meaning | 8. to communicate more effectively |
| 4. to ease communication, i.e., utilizing the shortest and the easiest route | 9. to identify with a particular group |
| 5. to negotiate with greater authority | 10. to close the status gap |
| | 11. to establish goodwill and support |

According to Malik (1994), (cited in Fong, C.W. 2011) there are ten reasons for code switching, which are:

- | | |
|-------------------------|------------------------------------|
| 1. Lack of Facility | 6. Semantic significance |
| 2. Lack of Register | 7. To show identity with a group |
| 3. Mood of the Speaker | 8. To address a different audience |
| 4. To emphasize a point | 9. Pragmatic reasons |
| 5. Habitual Experience | 10. To attract attention. |

According to Hoffman (1991), there are a number of reasons for bilingual and multilingual persons to switch or mix their languages. Those are talking about a particular topic, quoting somebody else, being emphatic about something (express solidarity), interjections (inserting sentence fillers or sentence connectors), repetition used for clarification, intention of clarifying the speech content for interlocutor, expressing group identity, to soften or strengthen request or command, because of real lexical need, to exclude other people when a comment is intended for only a limited audience, (Cited in Mamun, 2012).

The objective of this research article is to find out the pragmatic aspects of code switching in everyday life, to find out the reasons why people switch codes in different situations in different domains in Bangladesh.

To conduct the research both primary and secondary data are collected from field as well as from books, journals, online articles, presentations, audio-visual programs in media, observation etc by using both qualitative and quantitative research methods. Thus mixed method was used, which helps the researcher to reveal the real scenario of code switching in every sector of Bangladesh. The researcher visited many places in Dhaka city, talked with different

people of various professions and collected data through questionnaire, focus group discussion, observation and interview.

CS in Different Domains / Fields

Beyond words, it would be accepted by all that code-switching has turned to a very frequent and familiar communicational device in our everyday life. In a study of Ariffin, K. and Rafik-Galea, S. (2009), the gathered 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.” In the researcher’s words, “code-switching behavior is not random nor it is seen as a sign of linguistic deficiency 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.”

According to Muthusamy (2009), “the undergraduates have emphasized that habitual expression which is related to psychological aspect of behaviour as their main reason for code-switching. Besides that, lack of register competence is also another contributing factor for code switching.”

Academic Domain: among students, among teachers, between teacher –students

The research findings of Chowdhury (2012) exhibit the reasons behind code-switching of English Language Teachers at Tertiary Level in Bangladesh. There the researcher has exposed the reasons for Classroom Code Switching as follows;

- Class size and maintaining discipline:
- Students’ background and mixed ability classes
- Ease of communication
- Explaining and translating unknown terms
- Expression of solidarity

Besides these she has also mentioned the habitual usage of CS, for explaining grammar and vocabulary as well as for rapport building. According to Chowdhury (2012), “On the other hand, although many teachers consider that they should not switch codes in the class room, students possess a positive attitude towards it.”

Suchana (2014) has found that learners use code switching especially in socio cultural associative context, in conveying messages, in question of clarification and in making the session more effective. Most of the students face difficulty in understanding words, concepts and terms of L2 where code-mixing / code-switching is helpful for improving students’ language skills and memorizing the information easily.

According to Rahman, (2005) English was introduced as a compulsory subject from class I to class XII in schools on 19 January 1989 where students have to qualify in the board examinations. Moreover, at the tertiary level, English was introduced as a compulsory subject in many disciplines since the 90s. Rahman points out that most of the universities use English as their medium of instructions. Besides, there are compulsory English language courses for all the undergraduate students. For this reason, English is given an extra emphasis in the private university education system.

According to Azlan and Narasumanb (2013), “Practicing code-switching is effective for student learning and it is encouraged to be used when teaching students of low proficiency. But it must not be allowed to overtake the target language in the classroom.” In the study of the researchers, the findings are parallel with the results of the study conducted by Yao (2011, pp. 23-24), who found that the majority of the students strongly supported their teachers’ use of code-switching due to several reasons (quoted in Azlan and Narasumanb 2013):

- Lessons were easier to understand,
- The teachers provided more words of encouragement and better feedback to the students,
- The learning atmosphere became more interactive, and
- Teachers who code-switched were better at negotiating and bonded more with the students compared to teachers who didn’t.

The above study also found that English was the dominant language of communication while code switching was used to convey ideas in specific situations and to enhance solidarity in the first language.

Professional Domain

Very commonly people use code-switching both English to Bangla or Bangla to English in their everyday professional life.

According to Alam (2006), “substantial command over English is considered as a linguistic passport to the arena of globalization and competitive white-collar job market, especially the non-government ones. The booming of multinational companies along with the private ones in the recent years has acted as a socio economic factor underlying the increasing awareness in learning English.” In her opinion, official environment plays an important role for the occurrence of code mixing. The multinational companies are using English for verbal communication and documentation, but the employees are in need to switch to Bangla in long narrative, though the extent of mixing varies depending on the formal and informal situations. The researcher has found that the fundamental grounds of code-switching are spontaneity, to draw the attention of others, to show off, to impress for professional purpose, to impress the opposite sex, to alienate a particular group or to take the advantage of knowing a separate language, lack of translation equivalent, medium of education and English training and euphemisms. She also pointed out that code switching occurs not only among colleagues but also among friends, family members, relatives and even with outsiders (p. 58-61). Wardhaugh (1992, p. 98) thinks that people have mixed feeling of both admiration and envy towards the bilinguals.

General Social Domain

Ahmed and Tinny (2011) talked about the Radio Jockeys' (RJ) style of speaking in Bangladesh which is becoming popular day by day among the young people. They claimed that the RJs are being influenced by the western language and culture and are trying to use a new style of speaking which makes them different from others. They frequently mix English and Bangla while speaking on air thinking that this style of presentation will draw the attention of the youths easily. Thus there emerges a new type of language called "Banglish" (mixing Bangla and English) among the youths of Bangladesh. As the FM radio stations are becoming popular day by day among the young people, they are being influenced by the RJs

and their speaking style and followed them to be stylist language users (p. 1).

The Emersion of "Banglish"

Basu (2009) clarified the ongoing debates about the language use by the RJs in Bangladesh. In his study, Basu said that, *The Daily Star*, one of the leading English newspapers in Bangladesh published some articles about the vitality, viability and acceptance of the hybrid FM variety on the newly established FM stations. The debate centered on their attitudes to "FM Banglish" and their overall approach to the phenomenon varied. Basu stated that, the word "Banglish" (a mixture of Bangla and English words) was used first by Binay Barman in *The Star Campus*, the weekly magazine of *The Daily Star* on October 28, 2007, in the article, "I am not ashamed of speaking Banglish". In this article, the writer used the term "Banglish" as well as "FM Banglish" to refer to the presentation style of the RJs and the mixed code hybrid variety the RJs have adopted in Bangladesh. The author called this FM registrar an "alien form of Bangla". He also mentioned "Hinglish" - a combination of English and Hindi prevalent in India and stated that he often mixes Bangla and English in his conversation and he is not ashamed of this matter at all (pp. 5-6).

According to Nilep (2006), "Listeners may need to shift their expectations to come to a useful understanding of speakers' intentions. Similarly, speakers may switch the form of their contributions in order to signal a change in situation, shifting relevance of social roles, or alternate ways of understanding a conversational contribution. In other words, switching codes is a means by which language users may contextualize communication. A useful definition of *code switching* for socio-cultural linguistic analysis should recognize it as an alternation in the form of communication that signals a context in which the linguistic contribution can be understood. To recapitulate, then, *code switching* is a practice of parties in discourse to signal changes in context by using alternate grammatical systems or subsystems, or *codes*. The mental representation of these codes cannot be directly observed, either by analysts or by parties in interaction."

Commercial Domain

In a research work on Bangla to English Code Switching in Bangladeshi Commercial Cinema, Sultana (2012) has found that recently mass people are open to the western culture, so they want to imitate that culture. Accordingly Bangladeshi commercial cinema

also tries to imitate that culture of using English words and phrases in the dialogues so that they can be in the flow of the society. In her view, in commercial cinema switching from Bangla to English occurs to depict the reality which is just the result of the habit of using this language for a long time. Usually, small chunks are used to switch the codes from Bangla to English among the educated or rich people.

Family/ Informal Domain

In family gathering or informal settings the practice of code switching is found very common now-a-days. Code switching is the very current and comfortable trend of conversation which makes the floor wide open to discuss any issue with others. Even the very young members in family are also found to switch codes in daily casual conversations.

The researcher of this study has observed few formal, semi-formal and informal domains of conversations where the use of Code-switching is found to be a very frequent impulsive way of contacting with others. Among those situations one is a semi-formal meeting in a private educational institution where the teachers and administrative authorities were present to share their views regarding the improvements. Here are some examples of code-switching found in their speeches; (examples are given in fragmented sentences)

Convocation –*r baparta niye serious hobo.*

Oi rokom akta investment korte hobe.

Each and every student *jara vorti hoyechilo tader tottho akhon internet-e paoa jai.*

Normally *amra* very careful about this.

Ekhan theke jara pass kore ber hocche tader akta job placement deya hocche.

Tara job placement ta pacche because of tader aungosangadhangulo help korche. Tader bohu organization ache jekhane passing out students- der job deya hoi.

Student *dhora rakhar pechone jeta beshi ensure korte hob eta holo quality education.*

E bishoygulo case by case analyze korte hobe.

Ami amar kono duty-te anomalies korini.

Jeta case by case according to law employ korben.

Apnara amon kono strategy nebenna ja amaderke demoralize kore.

Eta korle apnara victimized hoben.

Eta amader controller saheber jonno subidhajanak hobe.

Ei bishoyti simplified korte hobe.

Amra ekta certain time diye dibo.

Eta akta valo point.

Concerned teacher-der diyechi.

Anyway amader choritra songshodhon korbo.

These are the exact sentences used by the present members of an informally formal meeting in an institution. Through these it is clear that code-switching has become a part and parcel of communication in the educated circle. People are not even aware of using different codes specifically English in their everyday speeches, it happens automatically and spontaneously.

Through interview the researcher has found very practical and significant words from Professor Dr. M.A. Sobhan, the Vice-Chancellor of Prime University who claimed that English is no more a language now rather it has become a technology to roam every sector in the current era. The researcher has also found the same view supported and agreed by others throughout the observations and interviews in the study.

Survey Analysis

Besides, the researcher has collected data from primary sources and attempted to observe some practical situations from everyday life. After collecting the systematized data (Table 1), the reasons and effects of code switching are explained. Responses of the questionnaires were collected from the students and teachers of different universities (Prime University, Daffodil University, Dhaka University), from some executives of different business fields and few persons from society.

Table-1: Reasons and Observations of Code-Switching

Question	Options				
1. Do you mix any other language with your mother tongue in everyday conversation?	a) Yes	b) No	c) Sometimes		
	15 75%	0 0%	5 25%	---	---

Question	Options				
2. What are the codes that you frequently mix?	a) Bangla-English 18 90%	b) Bangla-Hindi 0 0%	c) Bangla-English-Hindi 2 10%	---	---
3. What are the common domains (fields) of mixing codes? (You can choose more than one option)	a) Informal situations (Family and friends) 12 60%	b) Formal situations (Academic and professional field) 2 10%	c) Both 6 30%	---	---
4. Do you switch codes consciously or subconsciously?	a) Consciously 0 0%	b) Subconsciously 5 30%	c) Both 15 75%	---	---
5. What are the reasons of code switching? (You can choose more than one option).	a) It shows smartness and style 3 15%	b) To prove competence in different languages 1 5%	c) In necessity (lack of appropriate vocabulary) 6 30%	d) Spontaneous Outcome 8 40%	e) All 2 10%
6. What are the factors that encourage you to switch codes? (You can choose more than one option).	a) Influence of Internet and Electronic Media 14 70%	b) Influence of friends 1 5%	c) Both 5 25%	---	---
7. Do you mix codes in your writings?	a) Yes 13 65%	b) No 7 35%	---	---	---
8. What are the types of writings where you mix codes? (You can choose more than one option).	a) In formal writing 0 0%	b) In Facebook page 3 15%	c) In SMS writing 5 25%	d) Both b and c 12 60%	---

In response to the first question 75% respondents agreed, no one disagreed and 25% ticked ‘sometimes’, which shows that code switching has become a part of communication strategy. The second question is about the code participants mostly use. Here 90% respondents say they mix Bangla- English and 10% mix Bangla-English-Hindi. In the third question, the researcher tried to find out the domains of code switching in everyday conversations where 60% participants said they mix codes in informal situations with family and friends, 10% said they mix code in formal situations like academic and official situations and another 30% said they mix codes in both formal and informal situations. In response to the fourth question ‘Do you switch codes consciously or subconsciously?’ 75% participants said they do it both consciously and subconsciously and 30% said that they use it subconsciously. In response to the fifth question (reasons for code switching), 15% participants said they mix codes ‘to show smartness and style’, 5% participants said ‘to prove competence in different languages’, 30% participants chose the option ‘In necessity (lack of appropriate vocabulary)’, 40% participants chose the option ‘Spontaneous Outcome’ and 10% participants chose all the given options. In response to the sixth question (motivating factors of code switching), 70% respondents think that the influence of internet and electronic media developed this habit in them, 5% said for the influence of friends and 25% ticked both. In the last two questions the researcher tried to find out whether they switch codes in any type of writing, where 60% respondents supported mixing codes both in Facebook chatting and SMS writing, 25% use it for only SMS writing and 15% respondents use it for Facebook chatting. All these responses show the reality of mixing Bangla and English in everyday life so frequently and casually that no one even is aware of that usage.

Table-2: Views on Code-Switching

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Code-switching becomes a technique of communication.	18 90%	2 10%	---	---	---
2. Code-switching has a positive impact in learning the foreign/ second language.	11 55%	5 25%	2 10%	2 10%	---

3. Practice of code switching is distracting the prestige of mother language among the young generation of Bangladesh.	14 60%	4 20%	2 10%	1 5%	---
4. Electronic media has great impact on the use of code-switching.	15 75%	5 25%	---	---	---

In table- 2 the researcher presents public views regarding code switching. 90% respondents very strongly agreed that ‘Code-switching becomes a technique of communication’. 55% respondents strongly agreed that ‘Code-switching has a positive impact in learning foreign/ second language’, 25% agreed, 10% were neutral in their opinion and 10% disagreed. 60% respondents strongly agreed with the statement that ‘Practice of code switching is distracting the prestige of mother language among the young generation of Bangladesh’, 20% agreed, 10% were neutral and 10% disagreed. 75% respondents strongly agreed with the statement ‘Electronic media has great impact on the use of code-switching’ and 25% respondents agreed. These responses show that use of code mixing or switching has become a part of everyday communication in our socio-cultural life.

Observation

The researcher has observed a few TV and radio programs, talked with some people in different public places and found the data presented in the following table;

Table-3: Pragmatic Examples of Code-Switching

Sl. No	Observation	Code Switching
1	T.V talk show Title: <i>Ajker</i> Bangladesh 5 th may 2015 at 10.00pm Channel - Independent	Tension point <i>o bolte pari, sobcheye beshi</i> important <i>monehoy, chit moholer lokder vaggio</i> finally settle <i>hosche</i> .

Sl. No	Observation	Code Switching
	Radio program Radio <i>foorti</i>	Hello, Radio <i>foorti</i> listeners! <i>Shobaike shagotom, Assalamualaikum.</i> Welcome to Radio 98.4 fm. Hello Dhaka, <i>kemon asen apnara, nishchoi valo. Ajke amader show te apnader jonno nie eshchi onek onek</i> news, international, <i>desh bideshi aro onek kisu. Ajo addar bishoy gulo hosse besh kisu</i> beauty tips, <i>r haa darun shob</i> hot spicy news. . . <i>r ekhon amra chole jabo gane.</i>
2	Shopping mall conversation	Pack <i>korbo?</i> Choose <i>korun.</i> Display <i>dekhun.</i> Trial <i>diye dekhun.</i>
3	Family gathering	Please <i>kaj ta korona,</i> Kitchen <i>e dekho.</i>
4	Friend circle	<i>Bondhu</i> sorry, it's urgent. <i>Amake</i> inform <i>korish, Tomar</i> complete <i>hole amake bolo.</i>
5	Name of different shop and signboard	<i>Mukta Bangla</i> shopping mall, Prince <i>Bazaar,</i> <i>Bogura</i> sweet meats, <i>Bashundhara</i> City, <i>Gyan Bichitra</i> Books and Stationeries, Aziz Super market, <i>Mishu</i> General Store, <i>Jahangir</i> Water Tank, <i>Shatranji</i> Handicrafts and Gift, Hong Kong Restaurant,

Television programs and their language use largely expose the changing linguistic scenario of Bangladeshi media. The following is one talk show program telecasted in a private channel Independent, where the presenter and guest are found to switch to English from Bangla randomly in their speech:

(‘P’ - is for the presenter and ‘G’ - is for the guest, used as fictitious names here).

P: *chit mohol choktite amader paowa ta asole ki?*

G: Tension point *o bolte pari, sobcheye beshi* important *monehoy, chit moholer lokder vaggo* finally settle *hosche.*

The program anchors known as the Radio Jockeys (RJs) gave birth to a new speech style - FM Banglish. Mixing of English words and sentences as well as adaptation of English accent to Bangla utterances are characteristic features of this speech styles of the RJs. It is also a potential source of their popularity since most of the audiences consist of the young adults to whom this style means

smartness and being up to date (Basu, 2009). Then the practice of commercial business naming in Bangladesh shows a diversified and extensive code switching. Some types of innovative hybrid names are found in the study too, such as *Bashundhara City*, *Mukta Bangla* shopping mall, *Aziz* Super market, *Shatranji* Handicrafts and Gift, *Mishu* General Store shop. “There is an obvious stylishness in the names, once they are recognized, but the original English pronunciation is sometimes so distorted that even local educated Bengalis may not immediately recognize the original English phrases (Banu & Sussex, 2001, cited in Tina, 2014)”.

Findings

English has become a necessity with the globalization of trade, commerce and multinational companies, and being an international Lingua Franca, the importance of fluent spoken English has grown immensely. So the young generation takes it as a part of their life. They think that code switching will be helpful for them. Code switching is making the young generation weak in both English and Bangla languages. They cannot speak in English fluently and hardly say a full sentence in Bangla. Some salesmen and floor managers of different shopping mall said that “when customers are speaking in English, they try to speak in English but most of the time they are using both English and Bangla languages.” They think that it boosts up their status. Teachers of different departments said that “Code switching is important for better understanding of the learners to make the topics easy.”

Sometimes speakers draw attention of the listeners by switching codes in speeches. They think that code switching is another important way to express group identity. On the other hand some young people switch codes to show that he/she has the ability to use languages and he/she knows things that are unknown to others. The researcher finds that code switching occurs when there is no suitable lexis in one language. In that case, speakers have to switch codes to use appropriate lexical items of another language that helps them to express that particular topic better.

Attitude of ignoring native language and placing English as the symbol of status is unacceptable. This attitude is very much present in the educated people who emerged as the neo-upper middle class during the three decades after independence. This attitude is criticized in a report published in *The Daily Prothom Alo* (a popular Bangla daily) by Pintu (2006) in his write-up titled ‘Bangla Akhon Goriber Bhasha’ (Bangla is now the language of the poor). He used

the data gathered by the students of NIMCO (National Institute of Mass Communication) on 500 signboards in Dhaka City in his write-up which shows a clear extravagance for English names. However, an exception is found in his write up in Baily Road where the maximum stores renowned for quality Bangladeshi clothing (saree, salwar kamiz) showed beautiful and creative Bengali names (Cited in Tina, 2014).

The FM Banglish speech style among the RJs in the radio stations in Bangladesh serves two kinds of purposes: identity signifying and popularity determining.

In television, the use of English is motivated by two prime reasons: the adaptation of television programs for international audience of different countries; the need to modernize TV programs to compete with other national and international TV channels. In addition, the program sponsors and the performers tend to reveal their linguistic and cultural prestige to the audience through their use of English.

Conclusion

Code switching has become an indispensable communication strategy now-a-days. In every sphere of life code switching has become a popular trend in everyday conversations. The ground is that there are some common chunks of English used very frequently and found as ordinary language use in everyday life. In different domains around 90% people switch codes from Bangla to English or vice versa for easy and better communication with others. This changing codes or languages is not for difficulty in understanding only, also for showing identity, for providing exact meaning, for holding a place in community, for achieving success etc. whatever the reason is, the main message is that specifically English has turned to a technology in the current era to reach, roam and to be connected globally.

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Give some examples if you can remember any.

6. What are the factors that encourage you to switch codes?
(You can choose more than one option).

- a) Influence of Internet and Electronic Media of Bangladesh
- b) Influence of friends
- c) Both
- d) None

7. Do you mix codes in your writings?

- a) Yes
- b) No

8. What are the types of writings where you mix codes? (You can choose more than one option).

- a) In formal writing
- b) In Facebook page
- c) In SMS writing
- d) Both b and c

9. Code-switching becomes a technique of communication.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

10. Code-switching has a strong positive impact in learning the foreign/ second language.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

11. Practice of code switching is distracting mother language among the young generation of Bangladesh.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

12. Electronic media has great impact on the use of code-switching.

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

THANK YOU SO MUCH FOR YOUR COOPERATION!!!