
HYBRID ENGLISH IN PAKISTANI ADVERTISEMENTS: A WORLD ENGLISHES PERSPECTIVE

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Abstract

This paper explores the sociolinguistics of hybrid English of Pakistan's advertising from the perspective of 'World Englishes', to see how English is synthesized with Urdu and Roman Urdu in the commercial language. The Pakistani ads are culturally diverse, where bilingual/hybrid language is used strategically to cater to the local audience without compromising the response of the global audience. The Urdu language is rendered on to English through creating localized versions of language which are meaningful and convincing as Urdu is spoken as national language and English is a prestigious language around the globe. This paper uses a discourse-stylistic analysis of products based on the qualitative research design on advertisements of products such as bank, beauty, food, clothes and health. The data indicate that the systematic use of the hybrid English is used to project modernity, cultural identity and to elicit audiences' response while the process of nativisation and the formation of local norms are witnessed. At the end it is concluded that advertising is a great influential place where Pakistani English evokes and normalizing as a part of World Englishes.

Keywords: Hybrid English, Ads, National Language, Nativisation, Cultural Identity

Introduction

Overall, in Pakistan, advertising has become a linguistically unique field where hybrid English (HE) has also entered into a regular or routine use for creating meaning as a language. Mixing languages allows for advertisers to appeal to a nation which is not monolingual Urdu is a language of the nation and emotional familiarity, English is a language of modernity, prestige and global relevance. A language which is not only in English nor only Urdu but a third code specially designed for the business world of Pakistan.

To account for this phenomena one may refer to Braj Kachru's (1985) Three Circle Model where Pakistan exists in Outer Circle and the countries which make up this circle are the countries having English as L2 that is not an imbued version of a native speaker model. Bilingual advertising in Pakistan doesn't necessarily show lack of English language skills but it is an instance of the nativisation of English, a language in use that must be shaped to serve the needs of the region. It's a very deliberate marshaling of language for persuasive ends, which you can see for instance in advertisements where the mixing of languages is not off the cuff, but is longing for economic or rhetorical effect.

Previous research in the context of bilingual and multilingual advertising in Pakistan by Khan et al. (2020) and Riaz (2019) has shown that the intermixing of two languages (English and Urdu) is common and mixing of two languages (English and Urdu) is mostly linked to modernity and prestige. To date, this work has tended to see hybridity as an overall property of the advertising words of a particular text rather than as a property of the level of insertion, that is the syntactical structure of the sentence in which the advertising words occur or the semantic structure of the message, and the origin of the inserted words, that is whether it is from the same language or from different languages. Specifically for certain product categories, specific combinations are chosen.

This paper adopts qualitative, discourse stylistic analysis using a model of World Englishes by Kachru (1985) to analyze twenty advertisements from five sector (banking, beauty, food, beverage, clothing and healthcare) for deciding the patterns of hybridity along with the realization of the cultural emotional work by each hybrid pattern in Pakistani context. Specifically, the study seeks to address the following questions namely what kind of

communicative and emotional role each languages play in the hybrid construction and how hybridization contributes towards building a novel and localized variety of Pakistani English.

This research aims to show that advertising is not only an arena in which the use of Pakistani English languages can be seen, but it is also an arena where Pakistani English language is produced, normalized and legitimated as a legitimate variety of World Englishes.

Literature Review

The aim of the literature review is to achieve an understanding of the packaging of Urdu and English in advertisements spoken by Pakistani people, and to find out how Urdu is blended with English and other local languages for the message for various audiences. Past studies on Pakistani advertising have found that multi-language and hybrid language is common in the advertising world both television and print/digital as well as radio. The discussion of bilingual and hybrid texts deals with the English language, which is most of the time not treated in its purity. Quite the contrary, Urdu constructions are usually used along with the English lexical units as is used in the same manner by the advertisers in their creates which gives rise to hybrid phrases for adding clarity and getting attention of advertisers towards the target audience. The previous studies carried out the survey, which proved that in Pakistan the advertisements are highly mixed, hybrid English is not an 'exotic' or 'marginal' phenomenon but a normal communicative tool.

Advertising is a powerful medium, which has been defined and built cultural values, norms and collective identities in Pakistani context. The analysis also considers the semiotic meanings conveyed through the linguistic choices used in the advertisements. In this respect, hybrid English is important for the hierachization of meanings; English parts are connoted with modernity, with globalization and prestige while Urdu and other local languages with cultural belonging and emotional attachments. This blend of the two provides advertisers with both the want and need for the modern lifestyle and the desire to relate to local culture. Such hybrid formula can be seen to have two-fold impacts: they market the products and at the same time shape social images, consumer perceptions, and confirm cultural ideologies in Pakistani society (Ullah et al., 2022).

From a sociolinguistics point of view, the hybrid English is a product of interplay of languages in a multilingual society, such as Pakistan. Studies have shown that mixing languages (code switching/mixing) is not arbitrary but communicative and social purposes. Advertisers can communicate with audiences of varying language skills and levels of education by using hybrid English in ads. Even if someone is not familiar with the English language, they may be able to understand hybrid expressions as they are frequently encountered in public, advertisements, signs and the media. This exposure will help to broaden the scope and range of hybrid English in urban and rural area, and is an available and meaningful utensil of language.

With the fast growing development of Internet and social networks in the modern digital age, the use of the hybrid English in advertisement has strongly increased. At present advertisers are employing a variety of language strategies in a flexible way to attract attention and achieve the most significant involvement from the different audience. According to the empirical studies the ads with mixed language features are more effective than single language features in terms of their attractiveness to language habits of younger generations, and induce participants to give higher engagement towards their language use (Sultana, 2014). Hybrid English is, therefore, a bridge between the marketing trend internationally the communication locally, enabling the advertiser to be international and locally relevant.

The academic sources concerning multilingual advertising also refer to the function of the hybrid language from the identity constructional and the mediatory global/ local aspects. Kelly-Holmes (2005) stated that advertising strategy consisted of languages in a multilingual communication process to attract both the global identity and the local identity in advertisements. Similarly, Dyer (1982) believes that advertising is instrumental in providing products with social meanings in terms of having them linked with desirable lifestyles and identities. The role of hybrid English in the advertisement in Pakistan is that on one hand it shows sophistication, success and modernity to the audience of the advertisement while on the other it maintains cultural authenticity by integrating some local linguistic types.

The hybrid English is particularly strong in some fields such as advertising in consumer goods, fashion and banking. Its findings have been based on the analysis of bank

advertisements in Pakistan, which uses dualistic language for their ads, such as Apni Car, Mahfooz Drive, and Muft SMS Alert etc., which is the mixture of two languages, in an effort to deliver the ads convincingly and relate with the audience (Waseem et al., 2020). The following phrases demonstrate some of the possibilities for hybrid English in communicating with the linguistically diverse, and for creating a sense of culture and emotion. Furthermore, terms and phrases in various languages, including English, as well as culturally and religiously significant ones, were used to enhance the persuasiveness of the ads to the listeners' beliefs and values.

According to the literature, hybrid English is not an alternative to English speaking, it's a crucial method of communication in Pakistani advertising. It represents how people in Pakistan are coping with changes such as living in the modern, global world, figuring out who they are and adapting to new languages.

The collaboration of two languages at the point of time, as well as advertising in multiple languages, has been a topic for discussion for ages. Very few people have investigated into the usage of the hybrid English and its significance for advertising in Pakistan.

Research is needed, on what hybrid English does and how it is used and its impact on the ways people use and understand each other in today's Pakistan. Hybrid English is one of the varieties of Pakistani English and its study should be deliberated.

Methodology

The study is based on “Three Circles Model” (1985) which advocates that Pakistan is a second language English country with its own history, politics and culture which are called “Outer Circle” country. The study in this context focuses on hybrid English in Pakistani advertisement as a process of modification (nativization) of English to fit the targeted local language and culture context, instead of considering it as a code mixing or as a linguistic anomaly. Based on this perspective of World Englishes, hybrid English can be analyzed as a systematic phenomenon mediated by culture which can be used as a marker of identity and to represent culture in advertising in Pakistan.

The implication of Kachru's model for this study is to deny the validity of Inner Circle English, as the sole confirmative model of English. The World Englishes framework considers Outer Circle varieties as deficient and rule-governed varieties as those reflecting what is going on in their sociolinguistics settings. The use of hybrid English in Pakistani advertisements is not an 'impurity' in language, rather it is the systematic norm creating variety which has communicative, cultural and commercial purposes.

Rather than purely being quantitative research, it is a kind of qualitative research in a discourse-stylistic perspective in order to grasp the manner of hybrid English and its communicative function. The selection of 20 purposively selected Pakistani ads in print, online and outdoor media has been made on the bases of the previous studies which showed that the banking, beauty/personal care, food/beverage, clothing and healthcare sectors are important sectors for the use of hybrid language (Khan et al., 2020; Riaz, 2019). Data collection was targeted towards the last 10 years to identify the present trend of advertising in Pakistan from linguistic point of view.

Analysis

Sample 1

“Live it abhi”

This is an example of intrasentential code switching, in which the adverb “abhi” is used as an Embedded Language (EL) and the rest of the sentence consists of Matrix Language (ML) which is English. From a linguistic point of view, it can be considered a process of inserting an adverb. The Urdu word “abhi” (now) gives an added sense of urgency and emotion when reading the English imperative “Live it”. English has a modern and inventive sense of life, Urdu enriches emotive involvement and spontaneity. “The slogan live it abhi” is situated at the bottom of outer circle English model of Braj Kachru. Hybrid building that makes up the image of a young, active consumer, who easily enjoys without losing the sense of the familiar culture.

Sample 2

“The taste is Perfect like Daygi haleem.”

This slogan shows the utilization of the outer english in Kachru's model. Intrasentential code switching is the switching of languages within a sentence: Here, the adjective “Perfect” is Embedded Language (EL) and Urdu is Matrix Language (ML). This is example of insertion of Adjectives. The words “maza” evoke sensory and emotional responses in Urdu language, especially relating to food, and the term “Perfect” is a quality assurance and modernity connotation to food. The pairing not only adds emotional appeal, but it also ties the traditional “haleem” flavour with the perception of idealized perfection, creating a mix of an authentic “cultural” identity with contemporary perfection.

Sample 3

“Train Kay Ticket Ki Khareedari Aur Adaigai Nahayat Aasan”

The present advertisement is an example of intrasentential code switching where one language appears within a sentence and there is change of languages between the two languages functioning as ML and EL: Urdu for the former and English for the latter as seen in ‘train’ and ‘ticket’. An example of /noun phrase hybridisation. English words are morphologised in Urdu, which means that they are used in Urdu with English norms and is an indicator of functional bilingualism. Urdu helps in bringing about ease, convenience and reassurance emotionally and English helps technically. This is an image of a person who is being created: That of someone who gets things done and moves through a system with ease.

Sample 4

“Let's illuminate Eid with happiness, by appearing our best.”

This is intrasentential hybridity in which Urdu is used as the ML and “best ever” used as EL in a hybridized NP. The renditions of Eid in Urdu evokes emotions of religion and culture and in English, the effect of excellence and superiority. Thereby emerges a new image

of a contemporary and yet culturally located person, a beauty and mindset that becomes glorified in accordance to the globalized, yet the culture stays preserved.

Sample 5

“Jitni zayada shopping, utny zayada jeetny ky mawaaqy”

Urdu insertion of English noun (shopping) is an intrasentential type of code-switching in this advertisement. The Urdu phrase is focused on reward, excitement when as compared with the word shopping in English that has implication of consumerism and contemporary lifestyle. Emotionally it is arousing desire and anticipation and building an image of an active consumer, dealing with the promotion culture.

Sample 6

“Khas taste origional tum hi mera payar everyday”

This is intrasentential hybridity in the case of “original”, “taste” and “everyday”, wherein Urdu is the ML and English, the EL. It contains insertion of nouns and adverbs and the hybrid phrase. The Urdu expression “tum hi mera pyar” is used here and brings in strong emotional and romanticistic in expression while English serves as a medium of branding and product identification. This gives a personal, emotional experience making an identity in which the product is part of the emotion of everyday life.

Sample 7

“Star tou laina hi hai! Mukammal nushonuma jo nazar aye”.

This is an example of intrasentential code switching where the Urdu is the ML and the English is in the form of noun incorporation (star). The Urdu clause means aspiration and necessity, and the “star” is a symbol of achievement and success it's like talking to people's emotions as well, building this picture of the parent who cares, who wants to provide for their kids, who would really like to make their kid successful in amassing knowledge and understanding development, etc.

Sample 8

“Khana banay exciting.”

It is intrasentential code switching as the ML is Urdu with an English-embedded adjective exciting, written in roman Urdu. The English word exciting is used in terms of being tempting. This advertisement is from a soft drink company and the text is the combination of that drink with food to make eating food experience exciting.

Sample 9

“Apny liye intekhab kijiye kush naya, naya Olpers, full cream ki khoobiyoun ky sath”.

This advertisement is from milk product company. The only English words used are “full cream” while the whole sentence is in Urdu. This mixing of two languages shows that it is a code switching. From a world Englishes perspective, this pattern is very common in Pakistani advertisements where English words are used in Urdu sentences without changing the Urdu grammar. The reason of saying “full cream” in English rather than Urdu carries a sense of modernity and quality for Pakistani consumers. This makes product sound more trustworthy. Meanwhile, Urdu is used for the emotional part because it feel more familiar to the audience. This is an example of how hybrid English works in Pakistani media as a deliberate and purposeful choice.

Sample 10

“Zinc barhaye meri family ki quwat-e-mudafa’at”

In this advertisement the only word “zinc” is used in English while the rest of the sentence is in Urdu. From the world Englishes perspective, this reflects nativization the English word zinc is borrowed and used in Urdu grammar without disturbing the sentence structure. The word zinc is kept in English because it is a scientific term, in Pakistani advertisement, scientific words carry a strong sense of credibility. The rest of the ad meaning “increase my family immunity and strength” this sentence is in Urdu because it give emotional message of family, protection and care which connects more deeply with the

audience in the Urdu language. This advertisement is an example of hybrid English in Pakistani media, where English carries the message of scientific and technical weight while Urdu carries the emotional and cultural weight and together, they create a more effective advertisement.

Sample 11

“Life ko banao or bhi easy”

In this advertisement two English words “life” and “easy” are embedded in the Urdu sentence structure. This is a clear example where English and Urdu languages are mixed in a single sentence, without breaking the grammatical structure of any language. This advertisement is the typical pattern of Outer Circle variety of English, where words are borrowed and used in nativized language to gain the specific purpose of communication. This ad is an example of hybrid English as it functions the deliberate sociolinguistic strategy. The English words are used because it carries specific ideological values of ease, modernity and lifestyle aspiration that make the target audience more persuasive towards the ad.

Sample 12

“Mix Chai nay world record bana dala.”

This is the example of intrasentential level of code switching in this text. The ML is Urdu with two embedded English words ‘mix chai’ which is a hybridized noun phrase and ‘world record’ which is an English word compound word insertion at the phrase level. An Urdu equivalent translation of ‘mix’ is ‘mili hui’ or ‘milna’ which is a hybridized noun phrase with English ‘qualifier’ + Urdu ‘noun’. Text about a tea whitener ad, talking about its popularity over tea and a world record as a result.

Sample 13

“Ab make up waly look ky liye no make-up”

This text is an advertisement for a fairness cream. In this example the English words “make up” and “no” are embedded in an Urdu sentence structure. English word appear three times in this text. It is a strong case of code switching in world Englishes perspective reflecting Pakistan’s Outer Circle variety where English and Urdu combine together within a single communicative unit. The advertiser uses English terms because “make up” and “look” belongs to beauty and life style. This ad is particularly target the attention of young urban women. On the other hand, Urdu structure keeps the message familiar and cultural accessible. This advertisement holds deep hybridization quality where is not only borrowed but grammatically integrated into Urdu. It demonstrates that the world Englishes theory is functional adaptation of English which serves local and cultural needs.

Sample 14

“Life mein twist lao”

This advertisement is from a snack company. In this text two words are used in English language “life” and “twist” embedded in Urdu sentence. This example is the most analytically rich in hybrid English in Pakistani food advertising. The Urdu words “mein” and “lao” are fulfilling the grammatical work of the sentence while the two English words sit inside the Urdu frame naturally without disturbing the sentence. It is an Outer Circle variety where English is adapted and absorbed into the linguistic norms of local language.

Sample 15

“Woh khaas mithas, jo kisi aur mai kahan-share your #khaas dost selfie”

This text is taken from the advertisement of a local biscuit company, the sentences are in the insertion category. The company uses two sentences in the advertisement. The first one is written in Urdu while the second one is written in English and the embedded noun phrase is English ‘khaas dost’ (special friend). The Urdu sentence is in "Roman Urdu. Literally, this means that this product has a distinct sweetness that is not seen in other products. Also, there was a selfie with a special friend contest for this one too and it's an allusion to it to share your photo with your special friend.

Sample 16

“It is true that Yehi has achieved success – win, big win with Zalmi meal.

Zalmi is used in the category of name title to fall in the group of synthesis. The Zalmi cricket team is a representative team of the city Peshawar, Pakistan of one of the local super leagues. The original definition of this word is Pashto which means ‘youth’. This advertisement points out the craze of the Pakistani people on cricket. Through Braj Kachru’s world Englishes framework, the slogan shows the nativization characteristics of Pakistani English as an Outer Circle variety. The blending Urdu (yehi sach hai) , English imperatives (win big with meal) and a localized Pashto (zalmi) meaning Youth creates a hybrid linguistic quality. English in Pakistan is no longer merely governed by inner circle norms but an indigenized medium that carry local cultural and emotional authenticity.

Sample 17

“if you keep Problems inside –you’ll start looking like one! boycott khamoshi ka”

The text employs inter sentential code switching, with a standard English sentence (if you keep problem inside, you’ll start looking like one) with an Urdu Hybrid (khamoshi ka boycott) here English functions as a reflective medium of carrying emotional premise while the Urdu clause acts as the call to action. The Urdu phrase highlight the linguistic nativization by embedding the English word into the Urdu grammatical sentence. It demonstrates the fluent code mixing of Outer Circle varieties.

Sample 18

“Jeet hai pehchaan-A true winner is always consistent!

In the lens of world englishes, the slogan “jeet hai pehchan” “ a true winner is always consistent” shows the inter sentential Pakistani advertising discourse. The words that are used in Urdu language serves the emotional message in the local cultural identity. The next part of the sentence followed by complete English language, which add an inspirational tone

attached to English in academics contexts. The hybrid structure highlights how Outer Circle speakers use Urdu and English to connect with the bilingual audience.

Sample 19

“Chai ka asli partner' means 'the true partner of chai'.”

An example of hybridization at the phrasing level in this slogan that has Urdu and English elements in it. The brand takes tea, a traditional ritual element and makes it modern by using “partner” instead of its Urdu word saathi. This is a slogan that symbolizes how an outer circle variety moves from inner circle norm. The inner circle speaker will say “the true partner for your tea.” In outer circle context in Pakistan, the word “partner” is completely nativized in terms of English. It's not something that the losers here are unfamiliar with.

Sample 20

“Tum hi toh ho... Ufone, It's all about U”

In Ufone iconic branding, dual layered language format is a vital part of its marketing, where it has its Urdu inchaz, and then a closer in English. The first half is all in Urdu and the second half is all in English, but this is done through a nifty semantic pun. This is designed for the younger generation that is "tech-savvy. This imitates the type of writing styles in use in Pakistan's digital environments, as well as informal text messages. It introduces the consumer's bilingual identity – they speak Urdu, but they think, text and do digital in a hybrid English space. This is an example of outer circle advertising as it does not decide on westernization or localization

Conclusion

It can be concluded from the results that the switching of the second language i.e. English into primary language Urdu is fairly noticeable and salient. It's occurring extremely, not simply in speaking, but in writing as well. It is an important spread by the media. The advertisements are a form of representation like the pictures of product and institutions which uses code switching as well. Therefore, these kinds of advertisements, in Pakistan have

influences of code switching. In the results, we can see that the presence of English language in advertisements is increasing; this means that the usage of the language is becoming more common in the advertisements.

English is the most common language displayed in Pakistan's advertisements. A large number of words, words with foreign roots, or sentences are used in ads this leads to many various hybridized words. This type of hybridization is helpful to demonstrate languages' mixing. The most frequent code-switched linguistic units are noun and noun phrase insertions as mixed ones.

Although ads are supposed to have catchy slogans to catch people's attention such as Akinyi's (2017) notes that billboards with text will only be enjoyed by individuals who can read. Thus, the use of the language makes them more persuasive, interesting, modern and stylish, as the research Tina (2014) and Zhiganova (2016) found out. English is the language of globalisation and modernization. English is the language associated for globalization and modernization. The English is considered to be prestige language as per de Silva (2014), Pakistan is a country which was ruled by the English people in earlier days. Thus, English continues to be a strong language. It is almost percolating in all aspects and domains of life.

Hybridization and Code-Switching occur due to the power and people make a conscious or unconscious attempt to join it. In addition, Urdu is a blend of Persian, Arabic and Sanskrit, and contains words from all these languages, and its vocabulary also includes taking more words from the English language. As per Trudgill (2000), code-mixing is one means of expressing nuances of meaning and personal intention; a bilingual who is code-mixing or code switching to convey these meanings when they can't find the words.

Very little research has been carried out with regard to the use of hybrid English in Pakistani ads and a lot of space is available for further studies on the subject. These can be done on a macro-scale, evaluating more samples. Social and cultural study of the advertisements are also possible. One area of research could be to look at adverts from a semiotics point of view as images, signs and symbols also feature in an advert.

This work has shown in the advertisements Urdu language has been dominated than the English language. New trends are emerging in advertisements as more and more code switching is being used, consequently, the mixing of Urdu and English is taking place. Increases vocabulary and adds new words to Urdu language's vocabulary. As well, code switching (more at the level of the noun and the noun phrase) also results in language hybridization. By bilinguals is code switching described when it happens that they can't think of the word in one of the languages, they resort to a word in the other language, or some words in the other language, and they use it so often that they become a word in that language. The other reason for superfluous use of English is related to its Lingua Franca status which connotes impression and modernity, universality, to be stylish and trendy. This phenomenon is quite shared and the dimension of hybridization is highly visible as English is believed to be the language of prestige and modernity.

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