



Exploring Linguistic and Cultural Diversity: An Analysis of Multi-lingual and Multi-cultural Representation in Jazz-Warid Television Commercials in Pakistan

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Article Info

Article History:

Received April 06, 2024

Revised April 23, 2024

Accepted April 27, 2024

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Abstract

In the realm of advertising, the utilization of diverse linguistic techniques has become pivotal in captivating audiences across varying cultural and linguistic landscapes. This paper delves into the nuanced strategies employed by advertisers, specifically focusing on the incorporation of code-mixing and code-switching in advertisements to resonate with diverse demographic segments. Employing a qualitative research methodology, this study aims to elucidate the intricate mechanisms through which advertisers leverage linguistic diversity to garner attention and engagement from heterogeneous audiences. Through a meticulous analysis of advertisements, this research uncovers the multifaceted nature of language manipulation in advertising campaigns. By intertwining elements of different languages and cultural representations, advertisers effectively navigate the linguistic tapestry of a multicultural society, thereby enhancing the relatability and appeal of their messaging to broader consumer bases. Furthermore, this study sheds light on the inherent power of language in shaping consumer perceptions and behaviors, emphasizing its role as a potent tool for audience engagement and brand communication. The findings of this study underscore the significance of linguistic diversity as a strategic asset in contemporary advertising practices. By harnessing the synergistic potential of code-mixing and code-switching techniques, advertisers can transcend linguistic barriers and forge meaningful connections with diverse audiences. Ultimately, this research contributes to a deeper understanding of the symbiotic relationship between language, culture, and consumer behavior, highlighting the pivotal role of language in shaping advertising effectiveness and consumer engagement on a mass scale.

Keywords:

Multilingual,
commercials,
code-mixing,
code-switching,
advertisements

Introduction

Pakistan is a multilingual country. Its national language, Urdu, is the mother tongue of only 7.57 % of the people, although it is very widely used in the 7 urban areas of the country. Its official status is the same as it was when the British ruled the country as part of British India. Apart from Urdu and English, the country has five major languages: Punjabi, Pashto, Sindhi, Siraiki, and Balochi. (Rahman 2009, p. 20). One of the most immense and powerful sources of communication in a large society is advertisements.

Advertisements, "a form of persuasion which is directed at a large number of people" (Dandan 2009), are an immense and powerful source of information. Advertising is a complex strategy, that makes people's minds think because it involves two interacting processes: communication and persuasion. Both processes are many-faceted (W. Donnell & L. Todd 1980). Advertising (marketing communication) is a powerful tool that businesses have used for decades to reach potential customers and encourage them to purchase their products or services. The origins of advertising can be traced back to the times when Egyptians used papyrus to make sales messages and wall posters. Rock or wall painting for commercial advertising is another form of primitive advertising. In those times, when people were unable to read and write, signs or symbols were used for advertising purposes. In the 18th century, advertisements

started to appear in newspapers weekly. In addition to print advertising, businesses have now found other ways to reach customers, broadcast and online advertisements. The immense growth of technology and the quick spread of worldwide communication and marketing during the last century triggered the rapid increase in promotional genres. The main aim of advertisements is to attract people's attention by targeting their psychology with the use of words to trap them psychologically. However, people agree to buy this or that product. The language of advertisements has been examined from different perspectives. Advertisers try to attain the attention of consumers by using different techniques, as multiple impressions of language are used to make it appealing and generalizable on a large scale. Also, modern advertisements have multiple dimensions and purposes, such as using various languages even in a single ad. Since it is one-way communication, there are no further chances of argumentation and clarification.

For this reason, advertisers try to attract the attention of consumers by using different techniques, such as multiple impressions of language, to make it appealing and generalizable on large grounds. Modern ads have various dimensions and purposes, and they use different languages even in a single ad. Notably, all the previous advertising studies deal with the English language concerning English ads. In this study, multi-languages and multicultural representation in the advertisements are examined as they are used preferably and still unexplored. This study aims to identify the use of multiple languages in a single Jazz-Warid ad targeting cultural and regional differences.

Literature Review

Language is the main tool of every country, and it is also considered a power. It is the gem that shows the brightness and beauty of the country with the variety of languages. And the combination of these languages in a particular country gives the essence of superiority. Nowadays, language connects its relation with different technologies. Languages vary from person to person, from place to place, and from one situation to another. It shows the cultural references between an individual and its community. Byram (1998) highlights that "language is not merely a means of reference to what is an objective world, but also carries the shared connotations and associations which help to maintain a speaker's sense of belonging to a particular social group." In advertisements, linguistic variations occur through the use of multiple languages to give an attractive outlook to the advertisements. In previous studies, the researcher examined the advertising language for social and political effectiveness. Advertising literariness is examined by R. Barthes(2007), A. Goddard(1998), J. Lapsanka(2006), J. Shie(2005). In Pakistan, an author, A. Shakir, tried to differentiate the language of advertisements as a distinct register by using MD (multidimensional model). There are lots of works on advertising language that are analytical, comparative, and descriptive. W. Donnell & L. Todd, and Leech have analyzed the English language, which is used especially in English advertisements. They analyze the linguistic characteristics of advertisements consisting of adjectives, present verbs, and the use of second-person pronouns. It gives the impression of face-to-face conversation.

The language of advertisements is also studied regarding a communication model of advertising based on Jacobson's (1996) and Leech's communication models (1996). The focus of the study is on the mixing of the different languages in an advertisement. Many authentic techniques are used in the design of advertisements. The use of multiple languages is one of them. It gives an attractive look to the advertisements because it attracts the attention of customers on a large scale.

Methodology

The research used an audio-video qualitative approach. The researcher analyzed the data manually through the analysis of audio and video of television commercials.

Research Objectives

This study has the following objectives.

1. To highlight the use of multiple languages in a single advertisement and the strategies advertisers used for their promotion.
2. To express the multilingual and multicultural representation through the mixing of languages.

Research Questions

1. How do advertisers use multiple languages to their advantage, and what strategies do they use for their promotion?
2. How does a single advertisement represent different cultures through the use of multiple languages?

Significance of the Research

The research is very central, especially in the context of Pakistani multilingualism. The promoters or advertisers use different techniques to trap people psychologically. It will also help the upcoming businessmen a new business while applying these techniques that advertisers and advertisers use to promote their business. It also draws attention to the point that many Urdu words are being substituted by English words even though Urdu substitutes are

available. Though languages evolve naturally and affect one another, it is important to analyze the extent to which variation is being made. Therefore, this study reflects how much English has influenced the Urdu lexicon over the previous few years. This research will represent the multi-languages and multi-cultures of Pakistan. It helps the TV viewers to understand the and betrayal used by the advertisers to trap the audience.

Delimitation

This research discusses the use of multiple languages and multi-cultures only in two of the Jazz-Warid television commercials and also the strategies used by the advertisers in those ads. It will not discuss the print media or any other advertisements.

Data collection

The two commercials that have been broadcast through different channels during the past years have been selected through convenience sampling, and the frequency of words taken from different languages has been checked manually. The Jazz-Warid TV ads that have been on-air on different TV channels have been selected as data by downloading the videos of those TV Ads from YouTube. Videos have also been transcribed, and the frequencies of code-mixing and code-switching have been checked. The length of text in both TV ads varies. Different cultures of Pakistan have been shown in the videos to attract audiences on a large scale. The researcher also conducted an interview and analyzed data by reading comments on both videos.

Data Analysis and Discussion

The word 'advertise' originated from the Latin *advertere*, which means 'to attract people's attention'. The basic characteristic of advertising is to arouse consumers' attention and interest towards a product; however, consumers buy the product (Cao, 2008). Advertisements in TV media are fascinating, exciting, and creative in this world of globalization. It plays an essential role in a company's promotion of its sales. Mostly, ads use taglines to attract customers. A culture depicted in advertisements plays a vital role in promoting the specific product of a company. Language has a powerful impact on people and their behavior. This is happened in the fields of marketing and advertising. The choice of language to convey specific messages to influence people is vitally important, as is the language advertisers use for selling their product, whether it is the customers' native language or the foreign language in which the advertiser is advertising his ad. The visual content and design in advertising have a great effect on the consumer. Still, it is a language that helps people to identify a product, and language is the main thing through which the advertiser describes the qualities and characteristics of the product. Generally, advertising, stresses the positive side of a product that is beneficial and will help you. Language has a great influence on people and their actions. The language of advertising has a great impact on the consumer. Simpson (2001) claimed that there is "huge development in the linguistic and discoursed characteristics of advertising" (p. 589), adding that the studies conducted on different traditions and perspectives, such as cognitive, cultural and anthropological, genre and register analysis, critical discourse analysis, and linguistic pragmatics (Simpson, 2001, p. 590). By viewing advertisements and their language, we can gain more information about this special form of language and also of register. Sometimes, the use of language in advertisements can even reflect the different values in a society. The use of the English language is different from other languages because the use of the English language is, in the majority of cases, not associated with the country in which it is spoken as the native language. The use of other foreign languages is, to a lesser extent, a matter of standardization because languages other than English are normally used to evoke associations with the particular country and the language it is spoken (Haarmann 1989; Ray, Ryder, and Scott 1991; Gerritsen et al. 2000. Gürhan-Canli and Maheswaran, (2000) showed that associations of language with a particular country could vary from culture to culture. Although the associations might not be the same for all countries, what they usually have in common is that the intended associations used in advertising are positive.

The language of advertisements left a remarkable effect on the language being spoken by its viewers or listeners. Everyone who watches even an hour of television knows that the relevant content only lasts 15 minutes and the rest is full of commercials. The ads recently have turned out to be too explosive, including loud music and people singing and dancing. For a while, that was interesting. Now it's all too done. With almost every ad having it, the audience tends to get bored and switch channels the minute one pops up. However, a surprising change in trend was seen with the Jazz-Warid TVC. Miles apart from the singing and dancing, the tone of the ad is very mellow and humble. The beautiful locations of Pakistan are being highlighted in this ad. The television commercial focuses on showcasing Pakistan, its culture, and its heritage in a positive light while talking about the merging of two networks. The beautiful sights and sounds, and popular local events all are featured in this video. Young kids are playing in the lush green valleys of the North. The beauty of Pakistan lies in its diversity and its differences. The Jazz-Warid TVC celebrates these differences. It brings to light the unique customs and practices observed in all the corners of the country. The ad ends with people from different provinces and different walks of life uniting and welcoming each other in their language.

"Welcome" is what people are saying to each other in the video that pictures people from across Pakistan. Here the code mixing technique is applied. "Welcome" is what people are saying to each other in the video that pictures people from across Pakistan. The words used by different people living in different areas of Pakistan to say 'Welcome' is 'Washa'het', 'Jee ayaan nu', 'Khush Amdeed', 'Hr Kady aao', 'Bakhair Aaghlay', 'Khush Amad', 'Bismillah Karan', 'Bhali Karay Aaya'. Here the code mixing technique is applied. By mixing different languages in different areas of Pakistan and showing how a specific person of a specific culture uses the language, the advertiser announced what he wanted to be known to the people all over Pakistan. He represents different cultures of Pakistan to address the audience on a large scale about his promotion. He indirectly communicated with different speakers of Pakistan, such as Urdu, Punjabi, Sindhi, Balochi, and Pashto speakers, by using the word 'Welcome' related to his ad notion in all those languages used in Pakistan. The added attracts the viewers and listeners from different areas of Pakistan attracts viewers and listeners from different areas of Pakistan because the words from their regional language are used. People from outside Pakistan even from all over the world are attracted to this Jazz-Warid ad just because of cultural representation and language variation. Culture and language both represent the specific nation and its universality. Both culture and language play a vital role in showing their significance. One can dupe others by targeting his culture and language. The advertisers in the Jazz-Warid ad used the duping technique to dupe people by targeting their culture and language.

The second ad clearly shows the impact of the English language on Urdu. In this ad, both code-mixing and code-switching techniques are applied by the advertiser. The words, phrases, and sentences used in this ad show the mixing of Urdu and English language. The words like cheese, party, movie, download, and life do have substitutes in Urdu. Still, they are not being employed due to the innovation, ease, and novelty, or what Zhiganova (2016) calls modernity, that English can offer. In this ad, a code-mixing technique is used to mix two languages, English and Urdu. For example, the advertiser used words like 'movie download kro'.

The other strategies they used for their rating are below:

They cast celebrities for advertising.

They offer bonuses and different packages, that are cheap to use for customers but on the other side, they are promoting their business.

They use exaggerated language, phrases, and repeat words to gain the attention of the audience.

They use images and slogans like 'dunya ko bata do', and 'Jazz-Warid apna network'.

Their main purpose is to convince the audience or customers to buy a product.

They offer discounts, cheap packages with free minutes, free WhatsApp, or free internet.

These strategies are used by the advertiser of the Jazz-Warid ad. In the first ad they targeted different cultures and different languages of Pakistan while in the second ad, they used celebrities, repeated words, they use slogans, they offered bonuses to promote their business. As the influence of the English language in Pakistan is growing to a great extent, code-mixing is being accepted by the public as a normal aspect of linguistic communication. It is being used very commonly and has become a part of the routine. The researcher analyzed the data by interviewing advertisers and asking open-ended questions to the advertisers. The researcher also analyzed it by reading the comments on YouTube Jazz-Warid videos and different comments of people from different regions showing that this video and a. attracted them After watching this video they switched to the Jazz-Warid network. All the answers given by advertisers are already expected, and they talked about the strategies that they used for their promotion. The researcher highlighted these strategies above.

In the first Jazz-Warid collaboration ad, there is a mixing of languages and people from different areas of Pakistan are saying Welcome to one another. A code-mixing technique is used in this ad. The next objective of this study highlight the strategies used by advertisers. These strategies are shown in another ad by Jazz-Warid. The trick is to use these things in a way that attracts the audience or compels them to buy it. These advertisements trap consumers by using language techniques. By seeing these advertisements consumers tend to buy the products whether they are needed or not. That is the power of advertisements. This study shows the mixing of different languages in ad 1 and the switching of English and Urdu language in ad 2. It also highlights the strategies used by the advertisers. It also shows that, as far as the language of a commercial is concerned, English has influenced Urdu for multiple reasons, such as fashion, ease of technological advancements, etc.

Conclusion

Language and culture are both considered powerful tools used by advertisers in Jazz-Warid advertisements. This study has two main objectives: one is to represent the multi-languages and multi-cultures in Jazz-Warid single advertisement, and the other one is to highlight the strategies used by the advertisers by using the code-mixing and code-switching technique. The first one is proved by the Jazz-Warid first collaboration ad in which advertisers

highlight the beauty of Pakistan by showing the greetings that people say “Welcome” to others in multiple languages, and their languages represent their culture. This ad shows the scenic beauty of Pakistan by showing the different cultures. This advertisement is aesthetically painted. This ad shows the idea of how Jazz-Warid advertisers painted the lives of thousands of Pakistanis, their culture, and their language across the country. Language can move the world with awful power. One can find the power of language in advertisements, which can affect people. Language attracts people; it affects purely and closely those people who know the value of language that without language, it isn't easy to understand others. Language is a means of communication. It is very effective in every human activity, especially in advertising. Language has magical energy to attract or hypnotize the audience. Therefore, the role of language in advertisement is very important. Specific languages are used, and they are important to convey specific messages that aim to influence people who are familiar with the specific language used by the advertiser. Several things can influence the language in the ads and how people respond to it. These things can be international or national, cultural, historical, a trend or a happening, or the impression people already have of the product or company, etc.

In conclusion, the Pakistani context offers insightful sides to the vibrant interplay of multilingual and multicultural representations in the analysis of Jazz-Warid television commercials within. The strategic use of code-switching and code-mixing not only reflects the linguistic diversity of the Pakistani audience but also emphasizes the advertisers' nuanced understanding of cultural sensibilities and identity negotiations with the use of the same dialogues in multiple languages. These commercials create a mosaic of cultural unity and diversity, resonating deeply with the multi-faceted identity of the Pakistani populace by merging different languages, these commercials do more than merely communicate a message. This linguistic strategy, therefore, serves as a powerful tool in linking cultural gaps, fostering a sense of inclusivity and belonging among viewers. Ultimately, the adept incorporation of code-switching and code-mixing in Jazz-Warid advertisements exemplifies the potential of advertising as a medium for cultural dialogue and social cohesion in a multilingual, multicultural society.

Interview Questions

1. Describe an advertisement that you think worked well and promoted.
2. Describe an advertisement that you think did not promote.
3. Why do you cast celebrities to create advertisements?
4. What is the main strategy you use to attract the audience?
5. Why do you use multiple languages in a single ad?
6. How do you make the content of different advertisements?
7. Do you think music and dancing add flavor to the promotion of ads?



Ad#1

Source: <https://www.youtube.com/watch?v=UDL83NnNIX8>



Ad#2

Source: <https://www.youtube.com/watch?v=bxhniqirGmw>

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