

Code-switching between Bangla and English in the Advertisements in *Facebook*

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Abstract

Code-switching has become almost an inevitable occurrence during linguistic communications among the bilingual speakers. Most notably, the imposing push of social media has made the individual make strong and easy collaboration with the global communities which has offered ample scopes of being bilingual and using more than one language and thus occurring code-switching in both verbal and written communications. The present study critically deals with the occurrence of code-switching between Bangla and English in the advertisements in *Facebook*. Also, it shows comprehensive details of code-switching, its types, causes and functions. The study reveals that there is massive incidence of switching between Bangla and English languages in the appealing texts of advertisements available in *Facebook*.

Keywords: Bilingualism, code-switching, *Facebook*, advertisements, code.

1. Preliminaries

The arena of our everyday life is about to be subjugated by the overwhelming power of post-modernism which is characterized with heterogeneity and multiplicity. It has affected almost every stratum of our life. The gush of post-modernism has tailored our choice of language too. We cannot, now a days, rely on one single language only while communicating with others, may it be while speaking or writing. This is a technology-based society where the thrust of social media has also accelerated the individual's scopes for using more than one language. Language is the inevitable phenomenon of human life that is the only medium of complete expression of an individual's inherent thoughts, wishes and imagination. Apart from dialects or local variations, usually we grow up with the attachment of a single language. But where there is the context of bilingual reality, or even multilingual, the speaker is influenced by the contents of second or third language. In this situation, as Annamalai (1989, p. 48) observes, "constituents of one language can be found with the constituents of another language in a number of linguistic phenomena, namely lexical borrowing, transferring, interference, calquing, diffusion, reflexification, codeswitching and codemixing, etc.(Cited in Redouane 2005, p. 1921)." Occasionally, in the speech of a bilingual speaker there occurs the use of the linguistic contents of some other language concurrently. The speaker switches his language into another and thus occurs language-switching or code-switching. This means "the alternation and mixing of

different languages in the same episode of speech production” (Kharkhurina and Weib2014, p. 01) that happens to the bilingual speaker “both consciously and unconsciously” (Bishop2006).

2. Background of the Study of Code-switching

Code-switching was at the beginning misunderstood and was “erroneously attributed to illiteracy and poor linguistic competence” (Montes-Alcala2012, p. 68). Code-switching was ‘scarcely noticed’ (Gardner-Chloros 2009, p. 9) by the scholars. Research on code-switching was not notable and ‘slow to start’ (Milroy and Muysken, 1995; cited in Gardner-Chloros2009, p. 9). Though code-switching was considered as a “sub-standard use of language” by the most of the scholars in the 1940s and 1950s, however, later in the 1980s, it became “a normal, natural product of bilingual and multilingual language use” to the linguists (Yaseen and Hoon 2017, p. 1). Hans Vogt in an article written in 1954 (Auer1998, cited in Bishop 2006, p.10) is said to have used the term ‘code-switching’ first though “the earliest evidence of code switching research in the U.S. dates back to the work of Espinosa (1911), (Benson 2001, cited in Bishop 2006, p. 11).

John J. Gumperz was the most influential in the study of code-switching. His works were prominent in the arena of “sociolinguistics, linguistic anthropology, and the sociology of language” (Nilep2006, p. 6). With his list of code-switching functions Gumperz “inspired many subsequent scholars to refine or propose their own lists of functions” including McClure and McClure (1988), Romaine (1989), Nishimura (1997) and Zentella(1997) (Nilep2006, p. 10).George Barker’s (1947) is another noteworthy figure who dealt with the concern of language choice and code-switching in his description of language use among Mexican Americans in Tucson, Arizona (Ibid, p. 3). Uriel Weinreich’s (1953) *Languages in Contact* is claimed to be an important foundation for code switching research (Ibid, p. 4). Hans Vogt (1954) who was inspired by Uriel Weinreich wrote *Language Contacts* which is cited the first article to use the term “code-switching” (Alvarez-Caccamo 1998, Benson 2001, cited in Nilep 2006, p. 4).

3. Reality of Bilingualism in Bangladesh

No doubt Bangladesh is a monolingual country placing Bangla on the zenith. English is still the foreign language (Huda 2013, p. 5), not second language. But the use of English is increasing day by day as a result of the driving force of globalization. Though the government is trying to establish Bangla everywhere, “the space and the role of English...could not be ignored due to strong presence of English as the language of international correspondence (Rahman 2005, p. 3) and “there is significant evidence of use of English along with Bangla as code-mixing and code-switching (Banu and Sussex2001, cited in Rahman, 2005, p. 3).

Tina (2014) voices a bit different that Bangladesh is neither monolingual nor bilingual because “majority of the people do not speak two separate languages, having equal competence in both” (p. 107). Still she agrees that there is the trace of code-switching in many aspects of language use in Bangladesh (Ibid). Begum (2015) is more radical who argues that though English remains formally the foreign language of Bangladesh, it is actually the second language here (p. 239).

4. Code-switched Advertisements and *Facebook* as a Platform

Choice of language in advertisement is a crucial issue. Style of language and its presentation puts remarkable impacts on the minds of the consumers. Kannan and Tyagi (2013) argue that in advertisement language choice “to convey specific messages with the intention of influencing people is vitally important” (p. 3). In code-switched advertisement more than one language is used alternatively. It is an advertisement where “the message is not presented in its entirety in target languages” (Bishop 2007, cited in Sulaiman *et al.*, 2013, p.66). The implementation of code-switching in advertisement is commercially helpful through which “advertisers can really attract buyers to engage with the advertised products since the intended message of the advertisement can be delivered effectively” (Sulaiman *et al.* 2013, p.66, Sultana *et al.*, 2018). *Facebook* is now a day the most well-liked and extensively used social media all over the world. It is now being used as a strong platform for advertisements. The seller can effortlessly reach the customer rapidly even directly through *Facebook* live. Sultana *et al.* (2018, p. 5) observe, social media “has opened a gateway of enormous opportunities for the businesses all around the world”.

5. Literature Review

5.1. Bilingualism

Bilingualism is a much talked about issue in socio-linguistics for some decades. Code-switching is an important part of it. In fact, it is called ‘the pillar of code-switching’ (Bassam 2014, p. 13). Bilingualism is the ‘root’ of code-switching which is considered as bilingualism’s ‘natural product’ (Ibid, p. 114). In this age of globalization bilingualism has got momentum in the expanded quarter of linguistics, like other fields of study. It is now the ‘most common sociolinguistic phenomenon which includes switching and mixing of codes of different languages into one another to interact and get the message across successfully’ (Chughtai *et al.* 2016, p. 85).

The community practiced with more than one ‘prevalent’ language is conducive to the existence and emergence of bilingualism, or a country which has two languages to be learned at schools, or people who have learned a foreign language and use it ‘regularly’, in all of these situations there is a convenient context for bilingualism (Grosjean 2015, cited in Ahna 2017, p. 447). According to Spolsky, (1998, cited in Alam 2006, p. 54), a bilingualist “is a person who has some functional abilities in a second language”.

Being bilingual, according to Hamers and Blanc (2000, p. 6), means possessing the ability to speak two languages flawlessly. Bloomfield (1935, p. 56) opines that bilingualism signifies ‘the native-like control of two languages’ (Cited in Hamers and Blanc (2000, p. 6). Macnamara (1967) argues that “a bilingual is anyone who possesses a minimal competence in only one of the four language skills, listening comprehension, speaking, reading and writing, in a language other than his mother tongue” (ibid).

5.2 What is Code-switching?

Code-switching is characterized by ‘complex phenomenon’ that causes ‘multitude of diverse interpretations’ based on ‘linguistic, sociolinguistic, psycholinguistic’ perspectives (Yankova and Vassileva 2013, p. 118). Code-switching is “difficult to characterize definitively (Bullock and Toribio 2009, p. 2). It is, as Hudson (1996, p. 51) observes, the “inevitable consequence of bilingualism”.

Weinreich (1953) is said to have offered the earliest definition of code-switching by defining bilingual people as individuals who switch “from one language to the other according to appropriate changes in speech situation” (Naseh 1997, p. 202, cited in Redouane 2005, p. 1921). Code-switching is “the use of two language varieties in the same conversation” (Myers-Scotton 2006, p.239). According to Al-Qaysi and Al-Emran (2017), code-switching implies the speaker’s shift “from one language or a variety into another in the course of a text or a conversation” (p. 25). Trousdale (2010, cited in Mujiono *et al* 2013, p. 50) argues that code switching signifies “the linguistic situation where a speaker will alternate between two varieties (code) in conversation with others who have similar linguistic repertoire”.

5.3.Causes, Functions and Motivations of Code-switching

The question of causes of code-switching is very crucial in linguistics as we observe in the remarks of Wei (2002) “One of the perennial questions in bilingualism research is: ‘Why do bilingual speakers switch from one language to another in conversational interaction?’” (p. 156). Hoffman (1991, p. 115, cited in Yaseen and Hoon 2017, p. 2) shares seven categories of the reasons for code-switching. They are: (a) to talk about a particular topic. On occasion, we choose a special language apart from the first language to talk about something special or emotionally significant. For example, in anger we occasionally choose a different language in which we feel more free and comfortable. (b) To quote somebody else. Hoffman explains this way- “sometimes people like to say of some well-known facts or quote a prominent expression”. (c) To put emphasis on something. In discussion, sometimes we want to put emphasis on something that we express in another language.(d) Sentence connectors or interjection. Bilingual speaker for creating sentence connectors or interjection use another language intentionally or unintentionally. (e) To repeat for clarification. Sometimes the speaker switches his language to repeat his speech for the better understanding of his speech. (f) To clarify the speech content for the listener. For the smooth running of speech contents, the bilingual speaker may change his code. (g) To express group identity. Group identity may be expressed by the speaker through code-switching.

Echoing Hoffman (1991) Wardhaugh (2010) expresses his views that code-switching signifies “a major identity marker for a group of speakers” (p. 98). Besides, Poplack (2000, p. 210) argues that “much of the literature on code-switching has focused on its social and pragmatic functions”. Gardner-Chloros (2009) shares some functions of code-switching. The speaker often switches code to “communicate something beyond the superficial meaning of their words” (p.4). The comprehension and production of language can be understood through code-

switching that “provides crucial material for our understanding” and decoding meaning (p. 5). Code-switching helps better understanding of grammar where code-switching acts as a ‘signpost’ (ibid). Auer (2000) mentions some sophisticated uses of code-switching like “changing the topic, or the mode of interaction, or establishing sequential contrasts” (p.171).

Gumperz (1982, p.75) offers six functions code-switching- quotations, addressee specification, interjections, reiteration, message qualification and objectivization versus personalization (cited in Bassam 2017, p. 19). Koziol (2000, p. 28-38) shares some functions of code-switching. They are- personalization, reiteration, designation, substitution, emphasis, clarification, objectification, aggravating messages, interjections, parenthesis, quotation, and topic shift (ibid, p. 20).

There are some social issues that put impacts on language choice, especially, code choice, like “who you are talking to, the social context of the talk, the function and topic of the discussion” (Holms 2001, p. 21). What is the social distance between the participants, or what is the social role of the speaker is also an important factor for code-switching (ibid, p. 25)?

5.4. Types of Code-switching

Redouane (2005, cited in Ahmed *et al* 2015) shows two types of code-switching, a) intra-sentential code-switching and b) inter-sentential code-switching. Intra-sentential code-switching occurs when there is switching from one language to another, whereas, inter-sentential code-switching is concerned with switching within the same sentence (p. 59). There is also another type of code switching called *Tag Switching* where there occurs an insertion of a tag phrase from one language into an utterance from another language. Romaine (1989) says that “this switch can be inserted anywhere, which do not have too many syntactic limits” (Cited in Yaseen and Hoon 2017, p. 2).

Intra-sentential code-switching: In the intra-sentential code-switching the speaker switches within the clause level and even “within the word boundary” (Hamers and Blanc 2000, p. 260). The switch is done inside the sentence. Romaine (1991, cited in Yaseen 2017) expresses his views that intra-sentential code-switching “poses the most risk for being misunderstood and it is usually used by more proficient bilinguals” (p. 2). Syntactic risks are there in intra-sentential code-switching. Example of intra-sentential code-switching-

- a) *ajker paper e Cadet College er circular published hoyese, tumi ki abedon korbe?* (Bangla + English) (An employment notice of Cadet College is published in today’s newspaper. Will you apply there?)
- b) *amar birthday te wish koroni keno? Kono problem e poresile?* (Bangla + English) (Why didn’t you wish me on my birthday? Was there any problem?)

Inter-sentential code-switching: Inter-sentential code-switching is done at a clause or sentence boundary where each clause or sentence is in one language or another. For example:

- a) *Ami aponar jonno kisui korte parbo na.* You are late. (English+Bangla) (I can do nothing for you. You are late.)

b) *Kono kotha hobena*. Keep silent. (Bangla+English) (Don't talk. Keep silent.)

Tag switching: Tag switching is the switching of either a single word or a tag phrase (or both) from one language to another. There remains no risk of syntactic violation in this type of code-switching. Usually, fixed phrases like greetings are used here. Expressions like *excuse me, please, right, you know, I mean* etc. are used in this switching. Examples of tag switching are-

a) We will go there next year, *thik ase?* (English+Bangla) (We will go there next year, shall we?)

b) Please, *amake sahajjo koro?* (English+ Bangla) (Please, help me.)

Intra-word switching: Intra-word code-switching is mentioned in the Wikipedia. It occurs “within a word itself, such as at a morpheme boundary”. (https://en.wikipedia.org/wiki/Code-switching#Types_of_code-switching). For example: “However, girls *ra ajke ar porbena*.” Here the English plural morpheme *-s* appears alongside the Bengali prefix *ra-*, signifying plurality.

6. Significance of the Study

This study on code-switching is significant because although there have been some previous studies on code-switching between Bangla and English in the conversations, status or comments in *Facebook*, there is still no research-oriented study on the same topic in the advertisements in this popular social networking arena. This study is noteworthy because advertisements in *Facebook* are now very trendy and admired and so to study the advertisement-contents, especially the linguistic contents, is very decisive. Therefore, the present research is significant.

7. Objectives of the Study

The core objectives of the study are-

- a) To find out the existence of code switching between Bangla and English in the advertisements of *Facebook*.
- b) To extract different types of code switching between Bangla and English in the advertisements of *Facebook*.
- c) To detect the rate of using Bangla and English in code-switching in the advertisements of *Facebook*.

8. Research Questions

The present study will attempt to answer the following questions-

- a) How much does code switching occur between Bangla and English in the advertisements of *Facebook*?
- b) What types of code switching between Bangla and English in the advertisements of *Facebook* are there?

c) What is the rate of using Bangla and English in code-switching in the advertisements of *Facebook*?

9. Materials and Methods of Data Collection

Sampling

The sampling of this research is single approach textual sampling. Forty pieces of advertisements of forty-five companies/ commercial sites have been chosen and the analysis of code-switching has been done. Only those *Facebook* advertisements where code switching occurred were collected for sampling.

Research Instruments

As sampling was done through *Facebook* with the help of a laptop and a Smartphone there were no mentionable research instruments except these.

Procedure

For collecting data sample advertisements were selected at random from *Facebook*. After collecting the data, they were compiled and analyzed linguistically.

10. Presentation of Results and Findings

10.1. Presentation through Tables

Table-1: Name of the Commercial Site/Company: Chayabithi ছায়াবীথি


Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
	Inter-sentential	First Bangla then English	3	3

Table-2: Name of the Commercial Site/Company: Homemade Foods for Babies by Jafrin

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
আমার পেইজের সকল প্রডাক্ট বিস্তারিত সহ একত্রে দিচ্ছি যাতে এক ঝলকে সব একত্রে আপনারা দেখে নিতে পারেন 😊 এছাড়াও কেউ যদি স্পেসিফিক বয়সের জন্য খাবার তালিকা চান তাহলে বয়স মেনশন করে পেইজে ম্যাসেজ দিন।	Intra-sentential	Words like <i>page, product, specific</i> etc.	26	5
	Intra-word	পেইজের=Page+ এর পেইজে=Page+ এ		

Table-3: Name of the Commercial Site/Company: তাঁতপল্লী-TatPalli

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
বাংলার নারী, শাড়ীতে মানায় ভারী!!! তাঁতপল্লী আপনার অনলাইন এক্সপেরিয়েন্সকে পাল্টে দিতে কোনপ্রকার এডিটিং ছাড়া, সম্পূর্ণ রিয়েল ছবির সমন্বয়ে নিয়ে এসেছে একরশ নতুন শাড়ি।	Intra-sentential	Words like <i>real, experience, editing</i>	19	4
	Intra-word	Experience +কে		

Table-4: Name of the Commercial Site/Company: Tati Online-তাঁতি

Screenshot of the Original Text	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
তাঁতি সরাসরি দেশিও তাঁতের শাড়ী নিয়ে কাজ করে থাকে। আমাদের শাড়ী তে কোন রকম ভ্যালু অ্যাড করা হয় না। তাঁত থেকে সরাসরি শাড়ী আমাদের আউটলেট আনা হয়।	Intra-sentential	Words like <i>value</i> , <i>add</i> , <i>outlet</i> etc.	22	3

Table-5: Name of the Commercial Site/Company: HIJAB BOOK

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
আলহামদুলিল্লাহ আমাদের পেইজে অলওয়েজ এলিগ্যান্ট কালেকশনস্ গুলো হিট হয় 😊 আরেকটা জোস ডিজাইন সৈদ কালেকশনে যোগ হচ্ছে আপনাদের জন্য 😊❤️❤️	Intra-sentential	Words like <i>always</i> , <i>elegant</i> , <i>collection</i> , <i>hit</i> , <i>joss</i> , <i>design</i> etc.	7	8
	Intra-word	Page+এ, Collection +এ Collection +গুলো		

Table-6: Name of the Commercial Site/Company: Notunkini.cm

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
✓ Order করতে Call করুন- 01712889954 ✓ আমদের Inbox/Message করুন	Intra-sentential	Words like <i>order</i> , <i>call</i> , <i>inbox</i> , <i>message</i> etc.	4	4

Table-7: Name of the Commercial Site/Company: Homemade Foods for Babies by Jafrin

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
😊 কি?! বলেছিলাম না? যেসব বাচ্চারা খিচুড়ি খেতে চায়না তারাও আমার তৈরি #রাজমা_মিস্ত্রী_খিচুড়ি খাবেই?!?!? প্রমাণ দেখুন স্ক্রিনশটে 🍷👉	Intra-sentential	Words like <i>mixed</i> , <i>screenshot</i> etc.	14	2
	Intra-word	Screenshot +এ		

Table-8: Name of the Commercial Site/Company: Transcom Digital

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
Transcom Digital থেকে Samsung 3 Door 1ফ্রিজ কিনলেই পাচ্ছেন Washing Machine Free + Orqanizer Box and Exchange Offer এর সুবিধা!	Intra-sentential	Words like <i>offer</i> , <i>fridge</i> , <i>digital</i> etc.	4	13
	Intra-word	Offer + এর		

Table-9: Name of the Commercial Site/Company: Airtel Buzz

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English

হ্যালো বন্ধুরা, এসে গেছে বন্ধুদের নেটওয়ার্ক Airtel-এর নতুন বন্ধু SIM। আর নতুন এই বন্ধুর কাছে enjoy করো দারুণ সব অফার। এখনই চলে যাও Airtel Buzz-এর মেসেঞ্জারে আর Simir'র কাছ থেকে নিয়ে নাও মাত্র ৩৮ টাকায় ১.৫ GB. মেয়াদ ৩ দিন।	Intra-sentential	Words like <i>hello, enjoy, offer</i> etc.	26	9
	Intra-word	Airtel + এর Messenger +এ		

Table-10: Name of the Commercial Site/Company: Rajarhaat.com

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	Bangla
#ধামাকা অফার Fair Look Cream কিনলেই সাবাদেশে ডেলিভারী চার্জ একদম ফ্রী	Intra-sentential	Words like <i>offer, free, delivery</i> etc.	3	7

Table-11: Name of the Commercial Site/Company: Nipun Deal Ltd

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
মশার যন্ত্রনা? ব্যবহার করুন এ গ্যাজেটটি। মশা মরবেই। ইলেকট্রনিক Mosquito কিলার এর সাহায্যে এখন মশার হাত থেকে বাঁচুন। মশা ছাড়াও অন্যান্য পোকামাকড় ধ্বংস... See More	Intra-sentential	Words like <i>killer, electronic, mosquito</i>	17	4
	Intra-word	Gadget +টি		

Table-12: Name of the Commercial Site/Company: Romoni.xyz

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
বৃষ্টিতে বাসায় বসে আরামের ফেশিয়াল, চুলে ম্যাসাজ আর হাত পায়ের যত্ন নিতে কার না ভালো লাগে? ❤️	Intra-sentential	Words like <i>facial, massage</i> etc.	13	2

Table-13: Name of the Commercial Site/Company: Fresh Milk

Screenshot of the Original Text (segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
সাথে পাচ্ছেন তামিম ইকবালের অটোগ্রাফসহ ১টি মিনি ক্রিকেট ব্যাট ফ্রি!	Intra-sentential	Words like <i>mini, free, autograph</i>	2	5
	Intra-word	Autograph +সহ		

Table-14: Name of the Commercial Site/Company: Huawei Mobile

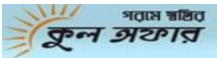
Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
	Intra-sentential	Words like <i>cool, offer</i>	2	2

Table-15: Name of the Commercial Site/Company: r-ventures

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English

তোমার টেক বেইজড ডিজিটাল স্টার্ট-আপের জন্য r-ventures 2.0 নিয়ে এসেছে ইনভেস্টমেন্টের সুযোগ। এপ্রাই করলে পেতে পারো সর্বোচ্চ ৮৪ লক্ষ টাকা ইনভেস্টমেন্ট। স... See More	Intra-sentential	Words like digital, apply etc.	9	7
	Intra-word	Startup + এর Investment +এর		

Table-16: Name of the Commercial Site/Company: Kroyjogot.com

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
এই এয়ার কুলারটি আলট্রা প্রযুক্তির সর্বশেষ সংযোজন। অবিশ্বাস্য ঠাণ্ডা বাতাসে আবেশিত হবেন	Intra-sentential	Words like <i>air cooler, ultra</i> etc.	9	2
	Intra-word	cooler+ টি		

Table-17: Name of the Commercial Site/Company: Arabian Gypsum

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
Hot Line : 01832363001 ঘরের ইন্টেরিয়র নিয়ে ভাবছেন ? ভাবছেন ডিজাইনটা কেমন হবে? কোন ইন্টেরিয়র ফার্ম দিয়ে কাজটা করাবেন? মূল্য অনুযায়ী গুণগত সেবা পাবেনতো?	Intra-sentential	Words like <i>farm, interior, design</i> etc.	14	4
	Intra-word	Design + টা		

Table- 18: Name of the Commercial Site/Company: Color Craze

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
লাস্ট কয়েক পিস আছে এই ব্ল্যাক গর্জিয়াস 🍷🍷🍷 হাফসিন্ড ১৮০০ টাকা। সারাদেশে ডেলিভারি ফ্রি!!!!	Intra-sentential	Words like <i>last, piece, black, gorgeous</i> etc.	3	7

Table- 19: Name of the Commercial Site/Company: Keenlay.com

Screenshot of the Original Text (segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
ভালো কিছু চান?? বেস্ট ডিসকাউন্টে চান?? ভালো কিছু আর কোয়ালিটি প্রোভাইস পাচ্ছেন বেস্ট ডিসকাউন্টে।	Intra-sentential	Words like <i>best, quality</i> etc.	7	4
	Intra-word	Discount +এ		

Table- 20: Name of the Commercial Site/Company: Tonni's Collection bd.com

Screenshot of the Original Text (segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
Summer Big Discount Offer 26% Discount মূল্যঃ পূর্ব মূল্য #২০৫০ টাকা, বর্তমান মূল্য#১৭৫০ টাকা।	Inter-sentential	First English then Bangla	3	4

Table- 21: Name of the Commercial Site/Company: Colorob Online Shop

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
	Inter-sentential	First English then Bangla	14	5

Table- 22: Name of the Commercial Site/Company: PriyoShop.com

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
	Intra-sentential	Words like <i>fest, visit</i> etc.	7	3
	Intra-word	Fest +এ		

Table- 23: Name of the Commercial Site/Company: Jagoot

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
	Intra-sentential	Words like <i>call, colour, order, guaranty, etc.</i>	11	8
	Intra-word	Number +এ		

Table- 24: Name of the Commercial Site/Company: daraz.com

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
	Intra-sentential	Words like <i>best, shopping, etc.</i>	8	5
	Intra-word	Experience +এর		

Table- 25: Name of the Commercial Site/Company: daraz.com

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
	Intra-sentential	Words like <i>big, sale, exciting</i> etc.	4	3

Table- 26: Name of the Commercial Site/Company: Angel Digital

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English

স্বামী স্ত্রীর মাঝে তৃতীয় ব্যক্তি তিক্ততারই কারণ। Bengali movie- Life In Park Street	Inter-sentential	First Bangla then English	7	5
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Table- 27: Name of the Commercial Site/Company: Wooden Gift

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
10% Discount on all frames নিজের ইচ্ছা মত লেখা, ছবি, ডিজাইন দিয়ে মন মত খোদাই করে নিন কাঠে খোদাই করা ফ্রেম Please inbox us to place your order	Inter-sentential	Bangla+English	11	11

Table- 28: Name of the Commercial Site/Company: Ajkerkroy.com

Screenshot of the Original Text (segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
বিশাল মূল্য ছাড়! অর্ডার করতে বেডশীটের স্কিন-শট দিয়ে ইনবক্স করুন আপনার নাম, এড্রেস ও মোবাইল দিয়ে। অথবা কল করুন : ০১৯৪১-৮৮৮ ৯৯৯	Intra-sentential	Words like <i>bed, order, sheet etc.</i>	9	7
	Intra-word	Bedsheet +এর		

Table- 29: Name of the Commercial Site/Company: Ajkerdeal.com

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
বিকাশ পেমেণ্টে ৫০০ টাকা পর্যন্ত ক্যাশব্যাক	Intra-sentential	Words like <i>payment, cashback</i>	2	2
	Intra-word	payment +এ		

Table- 30: Name of the Commercial Site/Company: Daraz Online Shopping

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
এই লিংক থেকে : http://bit.ly/2Ofcqxh দারাজ অ্যাপে প্রবেশ করে স্পিন করেই থাকছে গিফট জিতে নেয়ার সযোগ!	Intra-sentential	Words like <i>link, app, spin, gift</i>	9	4
	Intra-word	app +এ		

Table- 31: Name of the Commercial Site/Company: AmaderSamogri

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
REVOFLEX XTREME - এখন ঘরে বসেই এক্সারসাইস করুন!!	Intra-sentential	Words like <i>exercise etc.</i>	4	3

Table- 32: Name of the Commercial Site/Company: Grameenphone

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English

৭ দিন মেয়াদে 3GB ইন্টারনেট মাত্র ১০৮ টাকায়। প্যাকটি নিন MyGP অ্যাপে অথবা ডায়াল *121*3344# বিস্তারিতঃ gpoffers.co/3_GB	Intra-sentential	Words like <i>pack, app</i> etc.	7	5
	Intra-word	app +এ pack +টি		

Table- 33: Name of the Commercial Site/Company: Power Back

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
বাসার এলোমেলো কাপড় আপনার পার্সোনালিটিকে করে দুর্বল, বাসার এলোমেলো কাপড় কে গুছিয়ে রাখতে অর্ডার করুন, অর্ডার করতে SHOP NOW তে ক্লিক করুন	Intra-sentential	Words like <i>click,</i> <i>personality, order</i>	13	5
	Intra-word	Personality +কে		

Table- 34: Name of the Commercial Site/Company: Customised Notebook

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
This week discount offer Discounted price 625/= tk ভালোবাসার প্রিয় মুহূর্তটি খোদাই হয়ে থাকুক কাঠের ডায়েরীর উপর।আপনি চাইলে ডায়েরীর উপরে	Inter-sentential	Bangla+English	11	6

Table- 35: Name of the Commercial Site/Company: Woodcarve

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
Super ! Duper ! Bumper ! Discount Offer কাঠে খোদাই এখন নিজস্ব কারখানায়। তাই দাম কমলো...	Inter-sentential	English +Bangla	8	6

Table- 36: Name of the Commercial Site/Company: Winter Honey

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
সন্মানিত ভাইয়ারা /আপুরা/ও বাবুজী রা, (কাস্টমারগন)... সবার উদ্দেশ্য কিছু কথা....😊 Attention please.... আমরা আগেও বলেছি এখনও বলছি আর ভবিষ্যৎ এ ও যদি বলার দরকার হয় তাহলে বলবো ইন শা আল্লাহ,	Inter-sentential	Bangla+English	21	3
	Intra-word	Customer +গণ		

Table-37: Name of the Commercial Site/Company: Grameenphone


Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
 স্পীডে ফাস্টেস্ট	Intra-word	Speed +এ	1	2

Table-38: Name of the Commercial Site/Company: Prottasha Shop

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
👍👍 অফার!! গোডাউন খালি স্পেশাল অফার👍👍	Intra-sentential	Words like <i>offer, special</i>	1	3

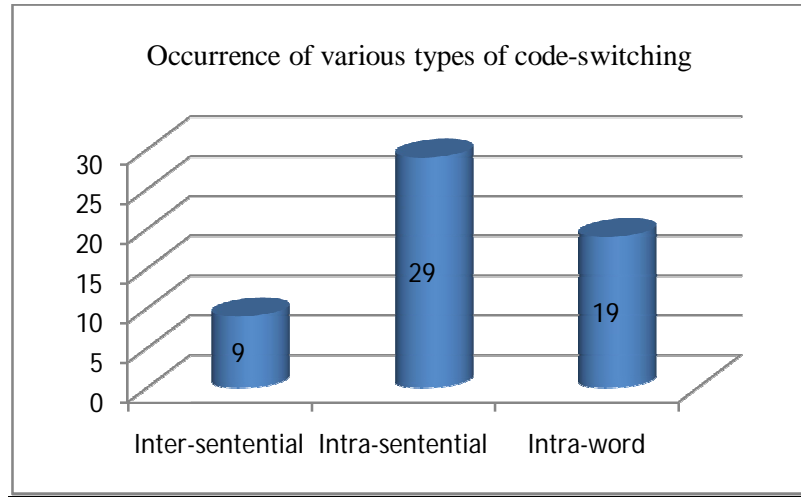
Table-39: Name of the Commercial Site/Company: Priyomarket.com

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
রান্নাঘরের কাটাকুটির টোটাল সল্যুশন! "নাইসার ডাইসার প্লাস, চাকু-ছুরির দিন শেষ!	Intra-sentential	Words like <i>total, solution</i> etc.	6	6

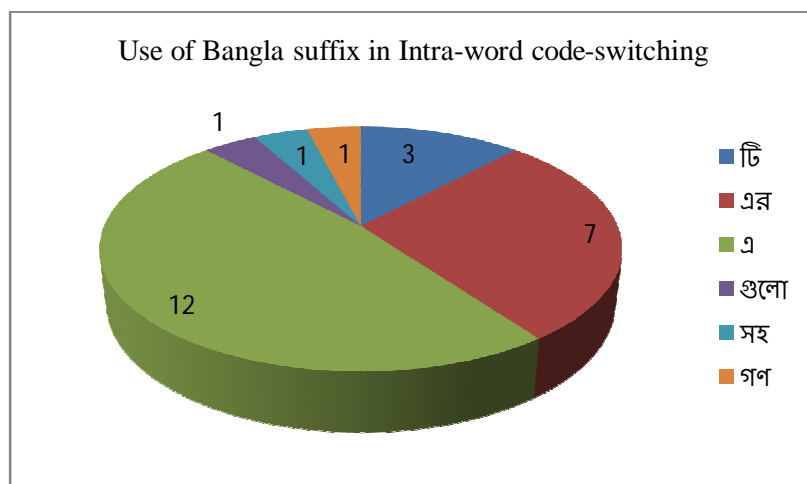
Table-40: Name of the Commercial Site/Company: Amader Samogri

Screenshot of the Original Text(segment)	Type of Code-switching	Brief Analysis	Words & suffixes	
			Bangla	English
Intex Inflatable Baby play swimming kids Pool আর নয় বাচ্চাদের গোসল করানোর ঝামেলা	Inter-sentential	Bangla+English	6	7

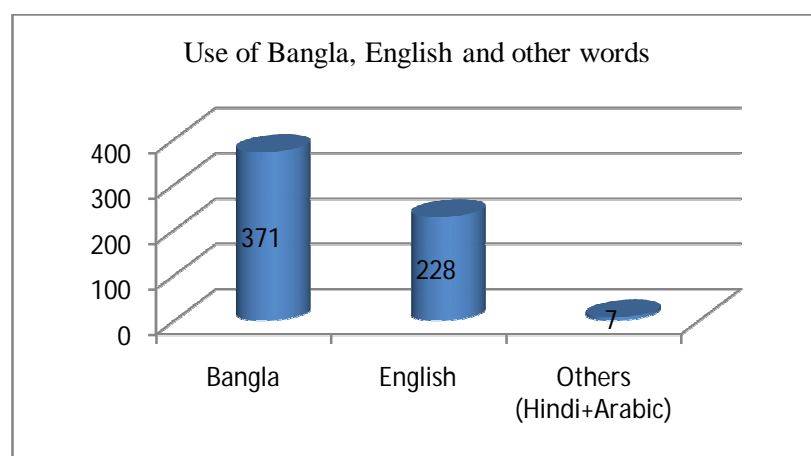
10.2. Graphical presentation of the results



Graph-1: Occurrence of various types of code-switching.



Graph-2: Use of Bangla suffixes in intra-word code-switching



Graph-3: Use of Bangla, English and other words

11. Pedagogical Implication

The findings of the research will contribute to the field of linguistics by revealing the reality of the use of Bangla and English in Facebook advertisements. The findings reveal how mixed the choice of language in Facebook advertisements is, how insensitive the use of *Banglish* (Bangla + English) is there. The learners/experts in this field will also discover/re-discover Facebook to see how uncertain, unbalanced, muddled the standing of the Bangla and the English languages is, that will ultimately lead to a better and greater point of research for solving this language hazard.

12. Limitations of the Study

This paper is not beyond limitations. It would be more resourceful if the researcher could go to the people behind the advertisements to talk about various issues of code-switching. The

number of samples could have been increased to show more validity of the findings, though the area was done confined due to maintain a standard size of a research article.

13. Conclusion

In this age of globalization where people cannot but being connected to the wider communities, code-switching is a reality and inevitable grip of the diverse nature of post-modernity and an unavoidable linguistic behavior of the individual. As projected in the present study, *Facebook* has added acceleration to the scopes for the occurrence of code-switching as it (*Facebook*) is now the most used platform among other types of social media. Besides, code-switching occurs more in the advertisements of *Facebook* because the sellers have to target the buyer communities by using any required and convenient linguistic means. Thus, the language of advertisements, especially in *Facebook*, is vulnerable to losing originality, standers and even national boundaries.

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