



RESEARCH PAPER

Immersion of Bilingual Text on Pakistani Products: A
Sociolinguistic Study

Dr. Muhammad Farooq Alam^{1*} Dr. Zafar Ullah² Dr. Muhammad Uzair³

1. Assistant Professor, Department of English, National University of Modern Languages, Punjab, Rawalpindi, Punjab, Pakistan
2. Instructor, Department of English, Virtual University, Islamabad, Pakistan
3. Dean, Faculty of Arts and Humanities, National University of Modern Languages, Islamabad, Pakistan

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ABSTRACT

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***Corresponding**

Author

farooq.alam@numl.edu.pk

This study sets forth to find out the effectiveness and reasons behind the integration of bilingual text on the products sold in Pakistan. Based on Layder's (2005, 2014) theory of 'social domains' that demonstrates language and its contextual use can. The study finds out the effectiveness of immersion of bilingual text given on Pakistani products. This study is qualitative in nature as themes have been developed out of five Pakistani products. Thematic analysis has been used to supplement textual analysis. It was found that bilingual text reveals convenience in the process of communication, thus promoting their product in the large interest of the public in Pakistan. Future research works should analyze packages and digital ads to explore the narratology of bilingual texts.

Introduction

The role of language can be strictly followed among different speech communities with hybrid linguistic practices which show serious concern to construct social relations. At the advent of globalization, sociolinguistics realized the need to revisit research related to language, community, and identity free from self-governing structure and towards process and practice encompassing linguistic variation to shape new forms of social organization. Thus, it examines the transmission of unrestrained, emblematic, and fabric capital, as well as the trajectories of communal actors and discursive contexts. Therefore, the focus of sociolinguistics aims at the challenge of the convincing end as to how does it happen when social actors construct such flows and transformations thereby adding postulate to a social theory of globalization, transnationalism. In other words, sociolinguistics can be classified based on social theory to explore the bondage between speaker and prevailing linguistic system and the role of language in the sociolinguistic context. An increasing number of sociolinguistic studies are engaged in documenting the variation and patterns of language use in multiethnic and multilingual communities. Studies in European and North American cities have led the way here (Boyd et al. 2015; Cheshire, et al., 2011, Cheshire, Kerswill, Fox and

Torgersen 2011; Cornips 2014; Nagy 2014), and they have shown that, by and large, the methods of urban dialectology can be adapted for a focus on multilingual communities and ethnic minorities in modern cities. Issues of course do arise with making contacts and recording successfully in ethnic enclaves. Success has depended on using a team-based approach, which combines the expertise of professional sociolinguists with insider fieldworkers or other social scientists working with the target communities. Ideally, the process involves training community insiders and moving towards the participatory research model advocated by Cameron et al. (2018). The challenge was gaining access to parts of the speech community. Labov (1972a) showed that a research team that includes local field workers can be effective in gaining the trust and cooperation of speakers of urban minorities, and anthropology has a long tradition of dealing with the problem through participant observation and lengthy fieldwork. Similarly, the current study is set to find the effectiveness of bilingual text given on the local products in Pakistan through which certain well-defined objectives are achieved.

Literature Review

The sociolinguistic analysis of different speech communities, data on attitudes, linguistic security, domains of language use and the details of variation have all been analysed in the manner of the classic sociolinguistic field studies (Shuy, Wolfram, & Riley, 1967; Labov, 1972b; Trudgill, 1974; Cheshire, 1987; Milroy, 1987). But in addition to the challenges of sampling and access in such diverse communities, this research work has also raised questions about which language(s) is appropriate to record people's speech since many such communities are characterized by intense multilingualism, code-mixing and blended varieties (Mesthrie, 2008). The rewards associated with engaging with these challenges are potentially substantial. Cheshire et al.'s (2011) work in London has shown us that findings from the multilingual and multicultural inner city may turn sociolinguistic truisms on their heads. Their work has found younger boys from migrant families (not teenagers, and not young women) leading changes that are spreading through the rest of the community. Stanford's (2010) research found, however, that some wives are agentively challenging this traditional sociolinguistic expectation, along with other gendered traditions. Using dialect choices as a proxy, these women are negotiating new social positions for themselves and their daughters within Hmong American urban society, taking advantage of a liminal period of immigration and acute cross-cultural contact in large US cities. In this way, investigations of culturally diverse minority communities can lead to new perspectives on sociolinguistic behaviour. There is an obvious challenge for sociolinguists if we want to try and capture this diversity of experience and broaden our sense of what sociolinguistic knowledge can and should be.

A predominantly capable connection between sociolinguistics and social theory is the body of research done on the role of "status and solidarity" in language choice. Given that, the analogous concept has been invoked to comprehend bulky linguistic systems, be they social or regional dialects such as (Blom, & Gumperz, 1972; Labov, 1972a, 1972, p. 13; Milroy, 1980; Trudgill, 1972), or separate languages in bilingual situations (for instance, Carranza, & Ryan 1982; Gal, 1979; Hill & Hill, 1998; Woolard, 2004). Nonetheless, this notion is further embedded in the model introduced by Bourdieu (1982, p. 53) acknowledges this: "The sociology of language is logically incapable of dissociation from the sociology of education". In simple

words, the metaphor of price formation implies appropriate usage of standard language that escorts speakers to become reticent and distant in formal situations. In this regard, it never diverts the attention and thorough considerations of sociolinguistic veracity of newly emerging argot communities discussed in the studies including Labov (1972b), Gal (1979), Gumperz (1982) and Milroy (1980).

The paper is an attempt to posit the effectiveness of bilingual text on Pakistani products. Moreover, it also aims at finding the usage and effectiveness with certain reasons employed in the form of bilingual texts of English and Urdu languages simultaneously, thus creating an urge among sociolinguists. The researchers have analyzed the bilingual nature of languages i.e. English and Urdu written simultaneously on the Pakistani products. Although the purpose of the information written on the product packages has many purposes like providing information, marketing the products, usage of the products, and technical information. It is of utmost significance and calls for the attention of sociolinguists when the same information is provided in a foreign language and is also understandable too even to those who have little or no English literacy at all. For instance, the English names of roads, email addresses, and house numbers are written in Urdu text. The data collected for this study includes some interesting pictures which explain how the bilingual text has become part of Pakistani households and how we have become perfect bilinguals, at times, being unaware of the fact. Such information in particular has become a medium of expansion of English words in the rural areas too where otherwise there is no apparent source of exposure to the foreign language.

Material and Methods

This study is designed in a qualitative research paradigm. The data of this study were collected from 50 different products used by Pakistani households, especially those who are residing in Khyber Pakhtunkhwa. The usage of bilingual text was codified and categorized and later five main themes were derived from 15 sub-themes. The products were ranging from pharmaceutical products, washing powders, toothpaste, tablets, tissue box, Meiji (an infant feeding powder), vitamin tablets, Olay face whitening cream etc. The purposive sample was consisting of 50 different pictures of household items which were thoroughly codified and categorized and themes were derived from the bilingual texts given on the products. Data analysis was carried out qualitatively. Percentages were utilized to show how frequent English and Urdu elements are used on the products used by those households.

Theoretical Framework

The 'Social Domains Theory' (1997, 2006) was forwarded by Layder to demonstrate how abstract philosophical debates can be integrated within the domain of social sciences research. The theory considers the embarrassment of mutually dependent reality fragments or what is known as 'social domains' such as 'psychobiography', 'situated activity', 'social settings', and 'contextual resources'. It is further contended that the social activities of real life have drastically limited research in social science. Similarly, it was believed that a better understanding of the interaction between coinciding social segments will pave a new avenue for researchers to uncover the realities of social behaviour thereby leading to the development of a more efficiently working social policy. Moreover, the social domain

theory also posits a distinction and focuses on the enlargement of an individual's traits and social identity. On the other hand, situated activity spot out social interaction that takes place among the speakers in different contexts and exerts an influence on the way people perceive the role of language in social contexts. Likewise, social settings can influence different forms such as hospitals, families, gangs, schools or religious groups that are structured in terms of power and authority influence social activities. Lastly, contextual resources focus on the cultural influence and social behaviour is shaped and influenced by expectations and institutions, such as media, class, income, gender, ethnicity, politics and region. Thus, this theory unfolds the interconnections between these social domains regarding social behaviours. An apparent advantage of the application of this model is that the diverse domains are entangled and do not have a set chain of command. To sum up, these domains are not postulates or scales of analysis but rather independent aspects that can influence our social behaviour.

Results and Discussion

Throughout the study of bilingual analysis of Urdu-English text written on the different products under study, five types of messages were identified i.e. brand name, logo, the given instructions regarding the usage of the product, precautions and address. It was revealed that there was a frequent tendency to use bilingual text.

Theme 1: Use of bilingual text to create convenience in the communication process

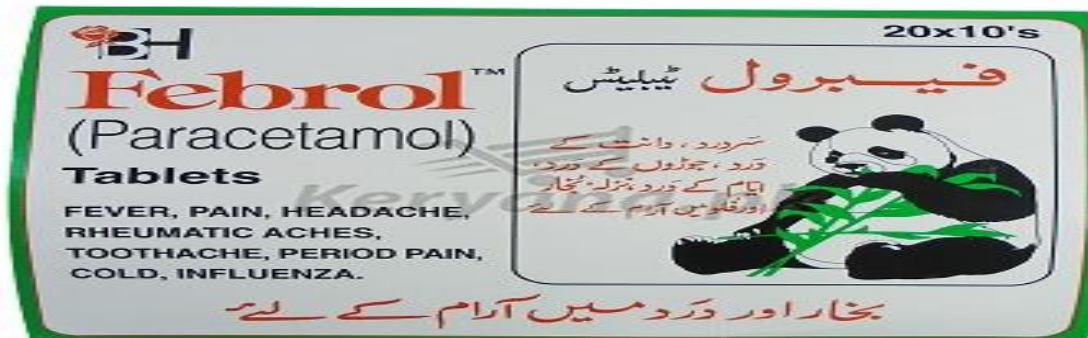


Figure 1 Febrol

The results indicated that the product shows English and Urdu simultaneously are a prerequisite for conveying a piece of information to their recipients. Further, it was highlighted that the use of dual language is done in terms of customer care rather than linguistic accommodation. It was observed that the information provided in both languages creates the ease to understand the context and usage of language. Figure 1 reflects the usage of both the languages used for communicating information with the exact translation of the English text into Urdu which is indicative of the fact that information is provided keeping in view the needs of the customers in the Pakistani Market. It is also indicative of the fact how the Pharmaceutical companies convey their messages to the common people through the integration of the Urdu language who are otherwise unaware of such information. To conclude, it can be assumed that immersion in bilingual text creates an ease to gain an access to the intent of interaction.

Theme 2: Language as a marker for socialization



Figure 2 Sharbat

The result shows that the dual language used can be seen in figure 2, it is founded that there is uniformity in the usage of both the languages. Moreover, it represents an ongoing process of socialization as the information provided in the English language because the general public does not have an access to understand the conveyed information in a foreign language as it is evident from the picture that the information is provided in both English and Urdu because highly educated people can infer its meaning while uneducated remain blunt about the message delivered by the company concerned. The customer-ship of these products always relies on doctors or pharmacists to explain the details about the product because it is utterly impossible for them to decipher it themselves. They need to ask someone else who has much more knowledge of the English language as compared to them because otherwise, they would not be able to use such a product. There is a snapshot of the 'LUDO' game is very interesting as it does not make any difference to the clients in which language the information is provided so much of the information is written down in Urdu getting status conscious but if we see the name of the manufacturer, it is provided in Urdu as it would add to the status of the person and in a way it would launch his brand which he can keep for further sale. Thus, language in its social context facilitates the speaker to celebrate linguistic solidarity away from any linguistic constraints. Thus, it can be inferred that immersion in two languages is to achieve certain objectives for socializing the act according to the prevailing social norms.

Theme 3: Bilingual Texts help to promote the product



Figure 3 Lays

The information is provided in both English and Urdu. As it could be seen in all the five pictures, almost all the information is replicated in both languages. On one hand, it shows that the manufacturer is so much concerned about the usage of the product and on the other, the importance of information that how vital it is to follow it. The product provides the requisite information along with other necessary instructions are provided in both Urdu and English and apparently nothing is upheld in the information. It also reflects the nature of the product which is made in Pakistan and is also meant for Pakistanis. That is why their understanding is given importance rather than keeping the information in one language which in most cases used to be English in Pakistan. If we look at this product, it seems that it is not manufactured for Pakistan because the information on the bottle is provided in English as well as Urdu. Although it is a common commodity which does not make a big difference in how it is used other than if it is eaten altogether; the instruction for an illiterate person in Pakistan is not intelligible at all. Those who can read and write Arabic and English can read the information but it would be very difficult for the literates in Urdu only. Furthermore, a lot of people in Pakistan can only read and write Urdu only and they cannot read English so it is very helpful for them if the information on products is provided in Urdu; on the other hand, the educated people like to read such information in English even though they understand the Urdu writing as some people consider it more appropriate to read scientific information in English rather than in Urdu. It is a continuous debate in the Pakistani setting as to which language we should adopt for reading science. Besides, this immersion of language helps a lot to promote the product overnight across the country. So, it demonstrates that immersion of bilingual text not only conveys meanings but also helps the national companies to promote their ideology through products. Moreover, some significant results were traced out during the analysis of this theme because convenience was developed through the use of bilingual text on the product to build up a positive image among the customers. Likewise, these national companies focus to convey a broader perspective thereby promoting their product, thus, leaving an effect on the thinking of the customers and awareness is created which not only promotes the related ideology in the form of meshing bilingual text but helps the companies to promote and win over the positive favour of customers. So, it is concluded here that immersion of bilingual text encompasses multiple purposes and creates convenience for customers.

Theme 4: Bilingual Text as a sign of solidarity mar



Figure 4 National Products

Now the manufacturer of this very important product has forgotten to write something on his bottle in Urdu. The irony of the fact is that it is manufactured within the country and has no relation to any foreign product at all. It seems as if the manufacturer is so status conscious that he has elevated the status of his product by also writing in the English language. By writing anything only in English might have given this product a downward response in the market. Otherwise impartially speaking it is very important to write all the information about this product in Urdu too as this is a bottle of acid which is very dangerous and should be kept away from the reach of children and should be used cautiously. In figure 4, we see that all the information is provided in Urdu as well as English probably keeping in view the importance and value of the information. This is how all the utmost required information is separately being provided in both languages. As it is a common day to day commodity and common people use it so it is very important to let them know about the usage and all the related information in both languages simultaneously used across the country. It manifests that language can also be seen as a sign of solidarity marker that negotiates and encourage the different linguistic practices.

Theme 5: Bilingual text develops an understanding at the customer's end



Figure 5 Safi

This is also a product of a multinational company and it is manufactured in Pakistan so for the ease of the Pakistani customers, the company has provided the vital information in Urdu as well as English but the much of the information is provided in English only as it is scientific in nature and maybe it is not necessary to let the consumer know about some of the information in Urdu. It is interesting to note that the name of the product is written in English as well as Urdu and the word capsules are also written in Urdu to avoid any confusion with tablets. When we look at the word 'iron and B complex', it is also written the same way in Urdu text without translation. Iron is in some other places translated in Urdu as 'Folad'. Now this product is also foreign and it is not made in Pakistan or intended for sale in Pakistan but as it is available here so it would provide a good comparison to the Urdu text. It is concluded that immersion of bilingual texts on the products builds a friendly interaction among the speaker to draw common meanings whenever encountering linguistic constraints.

Findings of the Study

The study unfolds significance but stands opposite to the findings of the studies conducted in the recent past. It was found after the analysis of the derived themes that bilingual texts not only create ease but also encourage avoiding linguist and social constraints. It was of utmost importance to find that the bilingual text is provided equally through the exact translation of the text given in a foreign language. Upon the effectiveness, it was found that national companies accommodate themselves according to the prevailing social norms, thus, winning the favour of the customers. It was evident that the usage of the bilingual text provides the customer with an opportunity to comprehend the conveyed message in local languages. Hence, it was asserted that bilingual text shows and accommodates itself as a true marker of socializing an individual. Thus, it can be concluded that advertisers use bilingual text not only to promote their products but also to build a social relationship with the speaker. Since reliance upon the use of two languages simultaneously creates a social space to negotiate different social positioning in diverse speech communities. It is likely to build a positive image of the company in the views of the customer and facilitate the customer at the doorstep. The immersion of bilingual text determines the scope, authenticity and validity of the product. To sum up, the findings illustrated that immersion of bilingual text carries out multiple purposes that are given on the product as it conveys some information in terms of manufacturing, language structure and the usage of the product that can be easily transmitted only with the immersion of bilingual text. However, it is beneficial for those who have less understanding of English thereby creating a convenience that reflects solidarity. Moreover, it is likely to build a positive opinion at the end of the customer to judge and go for the right decision. All of this indicates that the immersion of bilingual text on the product promotes the ideology of the company and the product itself, therefore, creating ease for the customer to understand the true nature of the text.

Discussion

So far an answer to the first question is concerned that stands in the same sequence as Malik (1994) who found in both written and spoken advertisements are used primarily as a call for the attention of the readers/listeners. It was also found in English newspapers when the readers come across Pakistani regional languages, the reader's attention is naturally inclined to rely on the existing linguistic resources. In collected data of fifty snapshots of different products, all of them were composed of bilingual text through written mode, thus, facilitating the customer and showing avoidance of miscommunication. It is pertinent to mention here that different bilingual texts create awareness about the contextual factors that maintain the effect of bilingualism on cognitive development stands in contrast (Green, & Abutalebi, 2013; Scaltritti et al., 2015; Laine, & Lehtonen, 2018). Further, the findings of this study argue that bilingualism text given on the products influences and increases the intensity of an urge and asserts that effects of bilingualism on the development of cognition are matched across diverse sociolinguistic settings, that is, acquiring a regional language (Costa et al., 2008, 2009; Hernández et al., 2013; Lauchlan et al., 2013; Garraffa et al., 2015; Antoniou et al., 2016; Bosma et al., 2017). The results also indicated the positive effect of bilingualism. Likewise, it goes in contrast with the findings that bilingualism affects inhibitory power because bilinguals incessantly need to restrain from the use of interfering language (Green, 1998; Bialystok et al., 2004). The present study revealed that the effectiveness of bilingualism can be seen

in the bilingual text whenever the speaker encounters exposure to the use of a vernacular or regional language, in addition to the national language. It can be asserted that bilingual experiences essentially influence the attention of the speaker to the environment h/she lives in.

Conclusion

From the illustrations taken from the findings of this study, the primary purpose behind the bilingual text is to provide information in both the important languages of the country. Even though it is considered in the educated circles of the country that more and more emphasis should be diverted to English but as it is not the language of the masses so it cannot and will never be a medium of communication for the large numbers of people living in Pakistan. The usage of Urdu by multinational companies is at least indicative of this fact. Although there is still a sense of regionalism among the mass populace of the country, yet the last six decades have to a certain extent inculcated a sense of unity among the varied people living in Pakistan. The usage of Urdu is one such indicator in this direction. There are a lot of gaps still present in the field but it depends on the future researchers how they utilize this opportunity. It is recommended to the teachers who can teach the content provided on the packing of the product for academic purposes and it would be a good practice for their students to link their language skills outside the classroom. Most of the information on products is, at times, the exact translation of the bilingual text so it could give the students a very good command of linking the concepts. For the researchers, the fields are as open as an ocean. New research works can be conducted on a lot of new aspects and come up with multiple solutions which can make life easier for everyone. Therefore, it is also recommended in the large interest of the customer to instruct the company's officials to enmesh other local languages to facilitate and accommodate the speakers of diverse speech communities.

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