The Impact of Bangla-English Code-Switching
in Advertisement Posters

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Abstract

This study examines Bangla-English code-switching depicted on the advertisement posters in Bangladesh because of their widespread use where the role of language choice and language use carries a major significance in both socio-cultural and socio-economic contexts. A significant number of studies can be found on both code-switching and its impact on advertisement posters but the sociolinguistic impact of code-switching between Bangla and English in the advertisement posters of Bangladesh is yet to be explored. This prompted the researchers to explore the attitude of the stakeholders towards such application in order to define the impact of code-switching from the socio-cultural perspective. The study also investigates the influence of English embedded code-switching, where Bangla is a matrix language, in the relationship between language and economy. A total of 29 participants from all the stakeholders, i.e., the sellers, consumers, and producers, were chosen through judgment sampling to participate in this study. This study applies qualitative structure and introduces carefully designed open ended semi-structured questionnaires for interviewing all the stakeholders. After analyzing the data thematically on the basis of multiple perspectives, it was found that code-switching impacts the language, society, and economy of Bangladesh. Interestingly, a significant portion of the participants connected it with English language learning in both inside and outside of classroom contexts.

Keywords: Bangla-English Code-switching, Language Choice, Social Impact, Linguistic Impact, Language and Economy

Introduction

In an era of globalization and open market operations, advertisements play a very significant role in the landscape of trade and commerce. Poster advertisement culture, one of the oldest and most popular forms of advertising, has been developed in almost all communities including the local context. A poster

advertisement solely depends on its design and the limited portion of language depicted in it. Interestingly, the design and language have a common and prime objective of attracting the consumers to the services/products/announcements from their providers' perspective. Leung (2010) in Hong Kong, Ahn, La Ferle and Lee (2017) in Korea, Zhiganova (2016) in Germany, and many more researchers all over the world investigated the relationship and connection between the choices of language and advertising. Code-switching, which can exist in both monolingual and bilingual language communities, is one of the phenomena which is closely investigated by these researchers. In a monolingual situation, it should indicate diglossic and dialectal switching (Biswal, 2009). The code-switching in Bangladesh should follow this pattern as it is a monolingual country where, except Bangla, no other language has official status because of the history of the language movement in 1952 when the nation shed blood to uphold the status of Bangla as its mother tongue. The Bangla language is "an issue of both sensitivity and pride among Bangladeshis" (Alam 2006, p. 53). However, Bangladesh has moved from the frame of monolingualism as the presence and application of other languages can easily be identified in social and linguistic contexts (Rahman & Hossain, 2012). And, interestingly among those languages, English posits such a strong position that it enjoys the unofficial status of second language (Rahman & Hossain, 2012). The prevailing existence of English language in the daily life of the Bangladeshi people is visual because of the global fact and attitude towards the language. Several studies confirm that the people from Bangladesh consider the English language as one of the means to get "white collar jobs" (Alam, 2006), to raise their income (BBC, 2009), and to grab better jobs and hold important positions (Rahman & Hossain, 2012) in the country. It is utilized almost everywhere "for a considerable length of time and for various purposes and it is slowly turning out to be part of the socio-cultural framework" (Islam 2018, p. 125). In this regard, the presence of English beside Bangla is evident and the available code-switching in advertising, especially in advertisement posters (Appendix A), validates the statement where Bangla-English code-switching is referred to as a common act. These all set a strong background to study this linguistic form to identify its impact on the society, language and language users, and whether is it affecting or contributing in the economy or not.

The Impact of Code-switching: The Literature

English is the most widely used language in the world for code-mixing and switching nowadays (Rahman & Hossain, 2012). The use of code-switching is frequent in both oral and written discourse in Bangladesh. The frequency of such application is increasing day by day. Banu and Sussex (2001) identified the presence of such application in Bangladesh as they stated, "An extensive and varied example of code-switching between Bangla and English should be the English names and phrases often transcribed into Bengali script in business names and commercial signs" (p. 51). It has become a "natural part of the speakers' verbal repertoire in Bangladesh" (Rahman & Hossain, 2012, p. 246). In addition, English got the status of the

"most frequently used language" besides the local language in non-English speaking countries (Piller, 2003, p. 175). The language depicted in the advertisement posters in Bangladesh (Appendix A) acknowledges such statements.

According to McArthur (1998), widespread code-switching often indicates greater or lesser shift towards the more dominant language (cited in Rahman & Hossain, 2012). Advertisement posters in Bangladesh are great examples supporting McArthur's view as the statuses of *lingua franca* and *de facto* language have made English language a dominant one here. The positive attitude of the people towards the English language led the language to have an impact on the code-switched message (Luna & Peracchio, 2005). However, an interesting discovery has been developed by Islam (2018). His study on code-switching on the participants of Bangladesh found that though they (92% of the total participants who acknowledged that they frequently mix Bangla and English in their conversation) use code-switching in their daily life but they consider its negative influence on Bangla language and they also do not possess any positive attitude on the form (Islam, 2018).

Code-switched words not only activate the language schema and social meanings of that particular language but also elaborate the associations and "the valence of those associations [to] influence product evaluations" (Luna & Peracchio, 2005, p. 761). The English words have become apparent in the advertisement texts as different researchers around the world consider the English language as an enhancer of product image (Martin, 2002; Alm, 2003; Ustinova & Bhatia, 2005). Piller (2001) states that the advertisements which are partly or completely involved with English language have the attribution of globalization, internationalism, modernity, future orientation, success and elitism, progress, sophistication, fun, youth, and maleness (p 175). The strong relationship between the English language and globalization, internationalism, and modernism are optical in Bangladesh. Supporting such statements, Hamid (2009) states, "Since the 1990s, however, there seems to have been a renewed awareness of the importance of English … owing to globalization, satellite television, the growth of the IT industry and the Bangladeshi garment industry" (p. 31). It triggers the advertisers to think globally. They become more focused on the global advertising propagated by Levitt (1983).

Rahman & Hossain (2012) point out that "Code-switching can take on several forms including alteration of sentences, phrases from both languages, and switching in a long narrative" (p. 235). According to Olson (2016), "These language switches offer an opportunity to investigate both of a bilingual's two languages, as well as the interaction between those two languages, and serves to provide additional insight into language processing mechanisms that may be unavailable in monolingual populations" (p. 2). Gumperz (1996) defines code switching as "alternation among different speech varieties within the same event" (cited in Kelly-Holmes, 2005, p. 365). And this alternation can occur within a sentence, i.e., intrasentential code-switch, or the code-switch can take place at sentence boundary, i.e., extrasentential

code switch (D'Souza, 1992, p. 218). Similar types of code-mixing are identified by Alam (2006) as well. She isolates some common patterns of code-mixing. They are

i) Intra-word code-mixing, where a) English root word with Bangla suffix and b) Bangla root word with English suffix can be found;

ii) Inter-word code-mixing, where inserting English word or phrase in Bangla sentences or utterances are labeled; and

iii) Inter-sentential code mixing (p. 62)

And this is what can be seen in the Bangladeshi advertisement posters. The code-switching in the advertisement posters in Bangladesh possesses both intrasentential and extrasentential alternation between Bangla and English. So, somehow a new format is generating though "code-switching is an instantiation of change. It has to do with how change is effected" (Backus, 2005, p. 120). Interestingly, Islam (2018) also indicated the change of forming a new language structure as his participants mentioned and worried about "Banglish" (mixing of Bangla and English), and its emergence in Bangla language. He also identified that "frequent use of code-switching results in unusual accent of some Bangla words" (Islam, 2018). Code-switching has the ability to become an autonomous code in a bilingual context (Hamers & Blanc, 1989) and bilingualism is considered the important social factor which promotes changes because of its internal and external factors (Clyne, 2003). Grosjean (2008, cited in Olson, 2016) in a study also refers to a number of authors who consider language mode to have an impact on speech patterns in a bilingual context. This actually happened in Bangladesh as Ahmed, Nurullah, & Sarkar (2010, cited in Ahmed, 2011) acknowledged that "Djuice (one of the mobile network service providers of Bangladesh) has made a huge impact by bringing slang words and code mixing into advertising with their eye-catching captions" (p. 28). In a study by Rahman and Hossain (2012), participants, who were Bangladeshi students, discouraged the use of code-switching in classrooms with the belief that it corrupts the languages. This issue has become very sensitive as many intellectuals in Bangladesh also consider this very alarming as they apprehend that code-mixing might "eclipse Bangla, which is an essential part of Bangla culture" (Alam, 2006, p. 66).

Kotler (2003) refers to advertising as an important component of marketing. He finds a very close connection between advertising and the tasks of marketing, which has the aim of satisfying the customer regarding goods and services. The contents of the advertisements including the linguistic message serve to achieve that aim. The use of language also carries a significant part of such strategy. Luna & Peracchio (2005) consider the use of code-switched messages as one of the marketing strategies (p. 760). This intrigues the advertising agencies to produce code-switched texts. As the role of advertising is to inform and create the need for the product or service besides encouraging people to purchase, it will be better for the economy and the economic wellbeing of the society when more people will respond to the advertisement (Kotler,

2003). In order to incite such responses, language has always been considered as a tool as it "has economic characteristics, such as value, utility, costs, and benefits" (Marschak, 1965, cited in Zhang & Grenier, 2013). The organizations, especially the brands which have global identity, want to have economic benefit through the use of language. They "choose to use the same campaign or slogan worldwide in order to have a globally consistent marketing strategy and brand image. Some brands also choose to use the same advertisement in different countries in order to cut costs" (Kuppens, 2009, p. 116). Kuppens (2009) also mentions that English is their primary solution as it bears the status of the lingua franca. Global brands need to have a similar appeal for their products or services across the globe.

The increased portion of English language in the texts of the advertisements can influence consumers to come closer to the language and learn it. Ahmed, Nurullah, & Sarkar (2010) in their study on Bangladeshi students find that the students have a positive attitude towards learning new English words which were used during mixing of Bangla and English (p. 123). Forgaliana (2013) in her doctoral dissertation finds the "usefulness of bilingual advertisement for the progress of learning English" (p. 23). She mentions, "The use of code-switching in advertisement can help students to learn English" (p. 24). This motivation has a very close connection with the economy. Zhang (2008, cited in Zhang & Grenier, 2013) identifies that the desire and motivation for language learning take place under economic incentives. Gonzalez (2005) in his study explores the context of the United States where he finds that "the loss of wages and the difference in unemployment rate caused by the lack of English proficiency were estimated to be respectively between 3.8% and 38.6% and between 1% and 6.5%" (p. 207).

Methodology

Research Design
This study specifically focused on the impact of the Bangla-English code-switching in the advertisement posters. To explore effects in the lives of a particular language community, a qualitative research design was implemented to gather data from the focus group as this study is attentive to the social world of the participants and how they undertake, experience, or narrate the application of code-switching in their language community (Heller, Pietikäinen, & Pujolar, 2017). In order to explore the impact of code-switching, the researchers considered the producers of the advertisements, i.e., retailers, sellers, and distributors of those advertised products/ services and the patrons of those products/services as the participants of this study as their physiognomies, roles, knowledge, ideas, sentiments, and even experiences are relevant to the study (Gibson & Brown, 2009). This led the researchers to categorize the participants into three primary categories: i) Producers, ii) Sellers, and iii) Consumers. However, as this study is involved with examining the effects of code-switching in the language community, a qualitative experiment approach was adapted

to a comparatively small sample size (Gibson & Brown, 2009). Among those three categories of participants, 29 participants were chosen through judgment sampling to meet the objective of the study and to encourage participation (Hoffman, 2014). It is important to mention that the researchers also considered the popularity and availability of the advertisements, the reputation of those organizations and their affiliation, connection, and admissibility to the participants (Hoffman, 2014). In order to analyze the data in the end, 29 separate face to face semi-structured open-ended interviews were recorded with their consent.

Instrument
A detailed natural conversation was needed to measure the effects of code-switching in the language community. This led the researchers to choose sociolinguistic interview (Podesva & Sharma, 2018) as a tool to design the interview questions. Considering the different roles of the focus groups, three different sets of questions were designed and the questions in the interview (Appendix B) were adapted from the literature and the framework suggested by Gibson and Brown (2009).

Data Analysis
There were 29 face-to-face semi-structured interviews which were recorded for this study and transcribed by the researchers following the verbatim style as the transcriptions accurately reflect the empirical reality of the language users (Hadley, 2017). It is needed to mention that because of the nature and form of a sociolinguistic interview, the session continued over 45 minutes in some cases which generated a huge amount of data for this study. However, the researchers developed the themes following the four phases i.e., "'initialization', 'construction', 'rectification', and 'finalization' proposed by Vaismoradi, Jones, Turunen and Snelgrove (2016, p 103). Later, those themes were labeled based on participants' exact wording and phrasing and then those data were analyzed for multiple perspectives (Creswell, 2012). The analysis explored the impact of Bangla-English code-switching over society and the languages. It also reflected a glimpse of effects on the economy and language learning.

Effects of code-switching
In response to the application of Bangla-English code-switching in the advertisement posters, the participants identified the following effects. The data is represented in the bar chart (Figure 1):
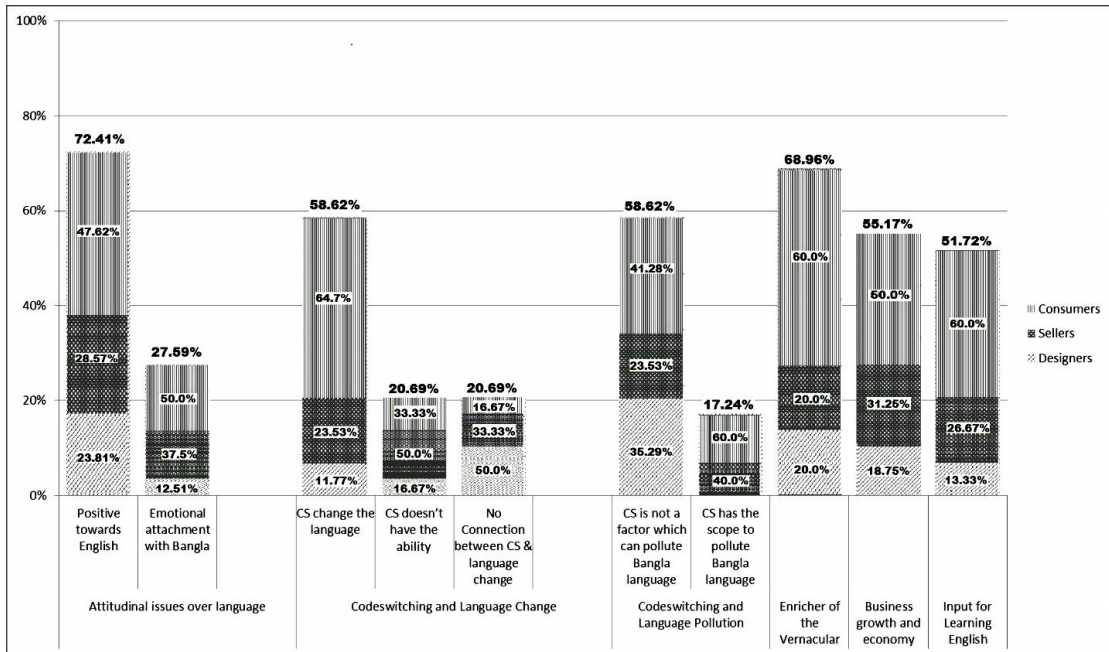
Figure 1: Effects of Code-switching

Attitudinal Issues over Language

Bangladesh is in the list of those few countries in the world where many people sacrificed their lives to save Bangla as the mother tongue during an agitation in 1952 against the then Pakistani rulers. So, glory, pride, and emotion can be found in every heart of Bangladesh. Though the number of participants (27.59%) who raised the issue is not a major portion but it can hardly be overlooked. Those participants recommended not to use code-switching and code-mixing broadly. Though they agreed about the limitations of Bangla language and exposed the need of merging with the contemporary world to enhance communication, they were also worried about the language. One of the participants became emotional and expressed his view in the following words:

> I don't support this. English should be English (with regard to use in advertisements) and Bangla should be Bangla (no mixing or switching).

The participants preferred Bangla in its original form. They were against mixing or switching languages to express feelings. Among those participants, consumers (50.0%) were more emotional than designers (12.51%) and sellers (37.5%). But a sense of emotion could be identified in all the participants. One of the sponsors said,

> I have to use technology to develop my skills. This is the time for self-development but during self-development we mustn't forget our roots.

However other participants (72.41%) did not bring this issue up. Rather, they showed a positive attitude towards the English language. Most of them refused to acknowledge that the English words were a foreign language. They wanted to consider it a part of the Bangla language. The sponsors showed their reluctance to mix this issue with emotion. They considered it from a professional point of view that the presence of English depicts modernization and globalization.

Code-switching and Language Change

The form and structure of a language is not a constant phenomenon. It is always changing for various reasons. Almost 60% of the participants of this study found code-switching as a possibility for language change. Though they were very aware that language change is not an overnight process, they were still worried about the integration of code-switching. The participants expressed that the use of code-switching could form a new dimension or structure in the Bangla language. Some of them referred to *Sadhu* and *Chalit* (varieties of the Bangla language) where *Sadhu* was used as both oral and written form at first. Then *Sadhu* remained only in the written form, like in the newspapers and books while *Chalit* became the norm for the oral. Later, *Chalit* became more commonly used in both oral and written form. Now, *Sadhu* is obsolete and the change is obvious. So, it might also be possible that use of code-switching can reach a standard of use in all forms of the Bangla language. One of the participants explained,

> Look at *The Daily Ittefaq* which was published in *Sadhu* language twenty years ago. Now it uses *Chalit*. But we can't guarantee that *Chalit* will remain in the newspaper because it can change after thirty years. Maybe, after mixing, it can reach another standard.

The participants were worried that with time, code-switching could trigger a new format in the Bangla language. However, it is important to mention that though the majority of the participants expressed their concern over code-switching as a language changer, they did not consider it as an immediate concern for the forseeable future. Among the rest of the participants, 20.69% did not find a connection between language change and code-switching. The other 20.69% expressed code-switching's inability to change the Bangla language because of the large number of native speakers.

Code-switching and Language Pollution

During data collection there was an interesting discovery. Though the participants expressed their concern over code-switching as a language change initiator of Bangla in the distant future, most of them (58.62%) thought that the use of code-switching in the advertisement posters in Bangladesh would not be a factor in polluting the language or deforming the words or meanings. They mentioned the presence of other code-switching in early Bangla literature and their zero effect on the Bangla language. One of the participants stated,

> For example, I heard one song by Nazrul, who created a song mixing Bangla and Urdu: Alga koro go khopar o badhon, dill wahi mera lutgaye. Code-switching was applied here a long time ago. My language has not become polluted … I don't think there is any need for concern about polluting the language.

Though some other participants (17.24%) had different arguments, the uncontrolled Bangla-English code-switching might deform or create new jargon in particular contexts. They also informed the researchers that the use of Bangla-English code-switching in the advertisement posters brought in a format in the written discourse that was limited only to oral discourse before. They referred to a term for this new format: *Banglish*.

Code-switching as Enricher of the Vernacular

Code-switching helps to develop languages and makes them more resourceful. This idea was developed by almost 70% of the total participants. According to them, use of Bangla-English code-switching had opened the resource store for Bangla language. New words, new diction, new phrases, new terms, new structures added a new dimension to the language. One of the participants responded very clearly on this issue. In his words,

> I think it becomes resourceful because more things are being included, more things are being communicated, new things have come, new words have come; complex words have come, so the aim of this is to communicate, and that broadened gradually.

This new vernacular helps copywriters in ad agencies describe their products and deliver the information about them more easily, smoothly, and clearly using more concise language. One of the participants said that the Bangla language became resourceful with the help of other foreign languages. To him,

> But what is the meaning of Bangla? Bangla means words taken from Sangskrit, French, Urdu, Hindi, English. If we list Bangla vocabulary, that (list) will be short. If we list foreign words, then it will be larger than (Bangla vocabulary) ten or twenty or thirty times. That means actually foreign words are many in the Bangla language. We not only have accepted them but also are using them in our everyday lives.

Business Growth and Economy

Consumers and sellers gave strong explanations about the growth of the business sector with a concentration of advertisements and use of code-switching in them. They considered code-switching successful in the advertisement industry as they attracted and influenced consumers to buy the product in its early days. 55.17% of the total participants depicted their views about the successful use of code-switching in the advertisement posters as well as the business sectors. According to them, as

the advertisement posters, containing code-switched texts, got more response, the manufacturers or the service providers became more interested to invest in this sector. One of the sellers acknowledged it as he said,

> Of course, it (application of code-switching) rose. As this type of application has risen, they are spending millions of dollars monthly for the ads. They are spending on the ad-makers and on the channels. They got some definite responses from those. That's why they are spending. Otherwise, they would not spend much.

The main goal of the manufacturer or service provider is to get the attention and responses of the consumers in order to increase the sale of their products or services. The consumers (50.0%) had the same belief as they admitted that code-switching successfully drew their attention which ultimately led them to become curious about the product or service.

Input for Learning English
Using code-switching in the advertisements, particularly in the advertisement posters in Bangladesh, had broadened the opportunity for learning English. At least 51.72% of the total participants explicitly or implicitly mentioned or agreed to such an idea. Some accepted its partial success in the context of learning vocabulary and their use in verbal and oral discourse. The use of English words in the advertisements became very common as the manufacturer or service provider needed to introduce the new terms, facilities, and features to the consumers. And this created a scope for people to become familiar with those words and their associative meanings. One of the participants elaborated his view on this issue:

> We did not know flexi or tab, laptop before. These words, like many words, we have learnt from advertisements. Actually we are not always conscious but I think we learn many words from advertisements.

On the other hand, some of the copywriters (25%) of the advertisement posters did not think in that way. They disagreed that there was any relation with teaching or learning. They explained that they were using words that were already familiar or had been previously introduced to the community. But a number of sellers (75%) accredited that the consumers referred to the same phrases or words displayed by the advertisements when buying those particular products or services. They added that though they did not know the Bangla meanings of those words or phrases but they could comprehend.

Results and Findings
The prime objective of an advertisement is to grab attention and attract consumers and English as a salient feature delivers that in the Bangladeshi advertisement posters through representation in Bangla-English code-switching (Sajib, 2020). Interestingly, the growth of such a linguistic form in the advertisement posters has influenced the lives of the language community, and that is reflected on the social, linguistic, and

economic sectors in Bangladesh. Bangla-English advertisements explicitly reflect the attitude of the language users towards language and culture as they are the "mirror of society" (Martin, 1998). It is a clear sign of adaptation according to the trend of globalization. Graddol (2006) believes that globalization and English supplement each other. The use of English in a Bangla text indicates that the product or service has attained the international standard. The manufacturers are very keen to retain the terminologies or names that originated in English-speaking countries. At the same time, it is taken for granted that those English words/phrases in the advertisements are understood. Besides the dominance of English and the attitude towards code-switching, advertisers' cultural sensitivity also has a major impact on the Bangla-English code-switching (Sajib, 2020). Especially in Bangladesh, the emotional attachment between the Bangla language and the people of Bangladesh cannot be ignored. Their judgment reflects their views, i.e., i) English sentences should consist of English words only and Bangla sentences should consist of Bangla ii) English words/phrases can only take the place of Bangla where Bangla words/ terminologies are absent. They believe that English will play the dislocational role and slowly displace Bangla (Kachru, 1986).

Bhatia (1992) says, "Advertisement authors do not hesitate to sacrifice grammaticality to achieve some high-level socio- and psycholinguistic effects" (p. 210). This is no different in the advertisements of Bangladesh. Still the language users in this community are least worried because of the change Bangla language has gone through over the years. Moreover, the possibility of enriching the Bangla vernacular is inevitable through the exploration of such linguistic forms. But the change in style, format, form, and structure of written and oral discourse can lead to a new genre or a variety like *Banglish.*

The connection between advertisements and selling products or services is undeniable. The popularity of Bangla-English code-switching encourages the manufacturers and sponsors to increase their investment as English-affiliated code-switched text can accelerate the brand image of the advertised services or products (Sajib, 2020). The consumers are accustomed to believing that advertised products associated with English are usually "more reliable and of superior quality" (Masavisut, Sukwiwat, & Wongmontha, 1986, cited in Martin, 1998, p. 162). Besides, code-switched advertisements not only help to grab the attention of the consumers but also shorten the length of a message in order to reach the consumers easily and smoothly; and this leads to an increased sale of the products/services and influence the sponsors or producers to invest more on such modes of linguistic application.

English has become the language of governments, education, advancement, jobs, and a symbol of self-improvement (Sindkhedkar, 2012). Especially in the South-Asian region, it is believed that one can be successful if he/she can use English outside the classroom as it has the ability to provide various choices in life (Rasheed, 2012). This led the community to involve themselves with anything related to English.

The dominance of English and the connection between the English language and economy motivates the inhabitants to learn English.

Discussion

Masavisut, Sukwiwat, and Wongmontha (1986, cited in Kachru, 1986) claim English as "the most potent instrument of social, political and linguistic change" (p. 136). The advertisements containing Bangla-English code-switching supports such a claim and direction to trigger changes in sociolinguistic, socio-cultural, and socio-economic contexts in Bangladesh. The involvement and the attitude towards English cannot be overlooked as the researchers observed that during interview sessions, the interviewees could not help applying code-switching in their speech and most of them went for Bangla-English code-switching. Interestingly, if we exclude from the participants the view of globalization and a strong presence of English in the advertised texts, it would be a problematic one which can be clearly comprehensible through the examples of Frolova (2014) who showed in her study how language could be a critical issue in advertisements. The examples are as follows,

> A well-known company General Motors had a fiasco, trying to bring to the markets of Latin America its new car Chevrolet Nova. Soon it became clear that "No va" in Spanish means "cannot move."

> In the U.S. in the advertising of the beer "Coors" then used the slogan "Turn It Loose!" (Be free). The literal translation of the slogan into Spanish has led to a masterpiece "Suffer from diarrhea."

> A perfume company Clairol has introduced in Germany its dry deodorants using the slogan "Mist Stick." In Germany it was found out that the word "Mist" in German slang means "manure."

> Pepsi has translated literally into Chinese its main advertising slogan "Come alive with the Pepsi generation." Chinese were shocked: the slogan has acquired an unexpected sounding "Pepsi makes your ancestors rise from their graves."

> Coca-Cola Company for a long time could not pick up their name for sale in China. The reason is that Chinese pronounce the name of this drink as "Kekukela" which means "Bite a waxy tadpole." The company was forced to move 40 thousand spellings of its brand before it was set to "Koka Kola," which means "Happiness in the mouth."

> The manufacturer of stationery Parker also tried to translate the slogan into Spanish. Its advertising of pens in English sounds: "It won't leak in your pocket and embarrass you." The translator made a mistake and mixed two Spanish words. As a result, Parker advertising campaign in Mexico was held under the slogan "It won't leak in your pocket and make you pregnant."

> American Airlines installed leather seats in their aircraft and decided to inform the Mexican consumers about it. The English slogan sounded perfect: "Fly in Leather." Literally translated, this expression has acquired a different meaning: "Fly Naked" (pp. 53-54).

However, these semantic and syntactic misinterpretations and misjudgments on Bangla-English code-switching were not observed in this study; so this could be marked as one of the limitations of this study. Besides, this study did not consider the government policy of using English in advertisements in Bangladesh which might have impacts on the political ground as in Thai television the use of foreign languages is restricted by the Thai communication policy (Masavisut, Sukwiwat, & Wongmontha, 1986). And of course, the addition of more participants covering more language communities would enrich the study. Interestingly, this study also developed a relationship between code-switching and economy as a handsome portion of participants accept the connection but an in-depth study would open the avenue not only to the researchers from the linguistics field but also to the researchers from other disciplines like business, sociology, economics, and so on.

Conclusion

The prime objective of this study was to show the effects of Bangla-English code-switching in the Bangla language community where the Bangla language not only enjoys the status of the mother tongue but also the status of the national as well as the official language. In addition, this study implicitly explores the power of the English language. Kachru (1986) refers to the view that "[T]he power of language is intimately connected with societal power of various types" (p. 122). He included the gaining of economic advantage to define the dimension of power. The findings clearly reflect an economic gain through the depiction of code-switching in the advertisement posters. However, the social impact of Bangla-English code-switching comes to the attitudinal issues which are definitely connected to the sentiment, emotion, and expectation of the consumers (Bhatia, 1992; Kachru, 1986). Some consumers made the copywriters and sponsors responsible for generating English-affiliated code-switched texts and suggested that they become more conscious and sensitive towards language choices. Interestingly, this study finds discomfort among the language users who lack a sufficient command of their mother tongue which led them to accept the code-switching form in their lexicon. Islam (2018) also comments,

> It is really a matter of discomfiture to switch codes due to the lack of sufficient command on our own language, Bangla. Consequently, everybody should enhance the knowledge on the Bangla vocabulary and should try to avoid conscious and frequent code switching. (p. 134)

These realizations might intrigue the policymakers to rethink the language policy to redefine the place of English because language does not only represent the economic

attachment but also bears the symbol of identity and culture of that language community (Holmes, 2001).

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Appendix A

Appendix B

Questionnaire for Advertisements producers/Copywriters:
1) How do you react when you see a text mixed with Bangla and English in an advertisement poster?
2) What response do you find after publishing an advertisement poster containing Bangla and English words in a same sentence or phrase?
3) How far do you think the texts with mixed codes have created an impact on commercial gain?
4) How far do the products/services advertised in a mixed language become successful to carry the tag of 'internationalization'?
5) Do you think the mixing of English and Bangla has the ability to change the Bangla language syntactically or semantically? Why?
6) Do you think that the mixing of Bangla and English in advertisement posters can form a threat to the Bangla language? Why do you think so?
7) How far is it possible to learn English from these mix-coded written texts? (Can the user generate meaning from such discourse? Why do you think so?)
8) Would you like to supplement/share any more opinion about the representation of Bangla and English in the advertisement posters?

Questionnaire for Sellers/ Service Providers:
1) How do you react when you see a text mixed with Bangla and English in an advertisement poster?
2) Do you support such form of language mixing in the advertisements? Why do you think so?
3) What is the reaction of the consumers when they see such mixture of Bangla and English words? Would you like to elaborate?
4) How far does this linguistic form influence the consumers to rush towards the products or services? Can you recall any incident where you can connect an advertisement containing the mix of Bangla and English languages relating to selling a product or providing a service? Can you explain it?
5) Does the mixture of English and Bangla words used in the advertisement posters make you interested in using English in your daily life? Why do you think so?
6) How far do you think the mixture of Bangla and English words in the advertisement posters affects the use of Bangla language?
7) Do you think the linguistic form generated in the advertisement posters has the ability to create a new language in the future? Why do you think so?
8) Would you like to supplement/share any more opinion about the representation of Bangla and English in the advertisement posters?

Questionnaire for Consumers:
1) How do you react when you see a text mixed with Bangla and English in an advertisement poster?
2) Do you support such form of language mixing in the advertisements? Why do you think so?
3) Do you think that the application of code-switching (mixing of Bangla and English languages) in the advertisement posters has anything to do with the real-life conversation? / How far

will you evaluate the use of Bangla-English mixed language in a same linguistic context? Is it anyway connected to the advertisement posters in Bangladesh?

4) Do these English words in the advertisement posters help people/you to learn English? / How far is it possible to learn English from such linguistic application applied in the advertisement posters?

5) Do you think that the mix of English and Bangla words in the advertisement posters encourages people to use in their daily conversations? Why do you think so?

6) Do you think the mixing of English and Bangla can restructure the Bangla language in a new form? Why do you think so?

7) How far do you consider the application of Bangla-English mixed narration in the written form of an advertisement poster as a threat to the Bangla Language?

8) Would you like to supplement/share any more opinion about the representation of Bangla and English in the advertisement posters?