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Pakistani English and Cultural Identity: A Critical Discourse Analysis of English-Urdu Code-Mixing in Social Media Advertisements

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Abstract

Critical Discourse Analysis (CDA) has been employed through qualitative study to investigate about use of English-Urdu code-mixing in Pakistani social media advertisements and how it builds cultural identity. 05 social media advertisements of JAZZ, a cellular company has been taken from its Facebook page by using purposive sampling technique to analyze textual features (types of insertions), discursive strategies, and ideology including modernity, National belonging, class aspiration. Results show that Urdu words create cultural identity while words from English lexicon represent tech-savvy and modernity advancement. They create a hybrid identity that is for youth, and ambitious. Inter-discursive blends of nationalism, consumerism, and digital youth culture have been deployed through 5 Jazz advertisements to accept bilingualism and market involvement as markers favorable for citizens. The current research contributes to knowledge of Pakistani bilingual advertising and Pakistani English by representing how linguistic hybridity purposes semiotic reserves for cultural identity construction in digital marketing.

Keywords: Pakistani English, Critical Discourse Analysis, English-Urdu Code-Mixing, Social Media Advertisement, Tech-savvy, National Belonging.



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1. Introduction

Advertisement agencies, in multilingual societies, use insertion of more than one language to culminate culture, and commerce. Urdu is national language while English is an official language in linguistic landscape of Pakistan. Both Urdu and English have been used in social media advertisements to identifies culture and modernity. Digital expansion has paved the way for marketing especially on social media. English-Urdu code-mixing in social media advertisements is making a significant site for understanding identity creations (Qureshi, 2023).

Cultural hybridity by using different colors and code-mixing of Urdu-English is increasing day by day in Digital marketing linguistic practices. This spectacle replicates wider sociolinguistic transformations in which Pakistani English is indigenized. (Asgher, 2023; Halo, 2024). Code-mixing on social media platform such as Facebook, Instagram, and Youtube is most common and intentional. It is engaging and enhancing relatability (Azhar, 2023). Urdu-English code-mixing facilitate audience and end users with flexibility and understanding of identities like modernity, youthful, aspirational (Nadeem, 2024; Khan, 2022).

Critical Discourse Analysis (CDA) is a platform which paved the way both micro-level and macro-level. CDA is investigating English-Urdu code-mixing function in advertising texts, and reveals about language construction of cultural identities. (Morrison, 2024). Fairclough's three-dimensional model of CDA has been used in current study to investigate bilingual advertising in Pakistan. Current empirical work on Urdu-English code-mixing motivates this inquiry in Pakistani digital contexts and suggests an immense need to trace the ideological work which hybrid language performs in advertising (Azhar, 2023; Nadeem, 2024).

1.1. Research Questions and Objectives

1.1.1 Research Questions

1. How Pakistani social media is using English-Urdu code-mixing to shape and construct cultural identity?
2. What discursive strategies characterize multilingual practices in these advertisements?
3. What ideological work do these mixed-language practices accomplish in relation to modernity, National belonging, youthfulness, and class aspiration?

1.1.2 Objectives

1. To investigate the textual patterns and functions of English-Urdu code-mixing across social media advertisements.
2. To identify discursive strategies advertisers, use to construct cultural identities.
3. To interpret the ideological implications of multilingual advertising using CDA.

2. Literature Review

2.1 Pakistani English and Indigenization

Numerous current studies stress that the indigenization of English in Pakistani English accommodates localized words, and pragmatic norms swayed by Urdu and English (Halo, 2024; Asgher, 2023). Recent studies show "Pakistani English" a dynamic, cultural identity variety rather than following a standard norm of British or American English.

2.2 Code-Mixing in Media and Digital Contexts

In Pakistani media and social media, code-mixing of Urdu English in different type of TV commercials, billboards, and social media is very common. (Nadeem, 2024; Imran, 2024). Code-mixing is creating identities of Pakistani culture has been reported by many Empirical recent researches (Azhar, 2023).

2.3 Discursive Strategies in Advertising: Persuasion, Inter-discursivity, and Multimodality

Social media advertisements intentionally use image, color, Urdu-English Code-Mixing, persuasion, inter-discursivity and multimodality framing to appeal youth. Critical Discourse Analysis through blending of various discourses like nationalism, consumerism, class aspiration demonstrates that interdiscursivity is a key strategy in building market identities. Code-Mixing with Urdu emotional lexis with English technical terms enhances and helps naturalize bilingual practices. Some recent studies of social media advertisements in Pakistan conclude that visual cues like smartphones, national colors, fashion, align with code-mixed text to create coherent cultural identity at urban youth.

2.4 Ideological Work: Modernity, National belonging, and Class Aspiration

Critical Discourse Analysis analyzes about use of bilingualism in social media advertisements which legitimize hidden ideologies. Many current empirical studies about Pakistani English reveal how code-mixing by using Urdu for cultural signifier and signifies class distinctions. Thus, code-mixing examines ideologies to promote a hybrid identity which can be called like a multilingual, tech-savvy, middle-class Pakistani who embrace foreign modernity with local identity, a mix hybrid and energetic youth.

2.5 Gaps and Rationale for the Present Study

The trend of code-mixing in advertisement in Pakistan is on rising trend. Yet, most of the focus is on television and print media and less in social media advertising and very less on CDA analysis and an explicitly identity-focused lens. Additionally, there is very limited research related to insertion of codes like alternation. The current study focuses to fill these gaps by using a three-dimensional CDA model on purposively sampled 5 Jazz Facebook page advertisements.

3. Research Methodology

3.1 Research Design

This research is Qualitative and explanatory in nature. Purposive sampling technique has been used by the researcher for the current study. Three dimensions' model by Fairclough (1995) was used for Critical Discourse Analysis.

3.2 Sampling

The sample comprises 04 social media advertisements from the official page of Facebook of Jazz were collected purposively by taking screenshots from January, 2025 to November 2025.

Selection Criteria was Advertisements with use of English-Urdu mixing in captions, slogans, etc.

3.3 CDA Three Dimensional Model (Applied Sequence)

With regard to the research questions and objectives, the following core features were analyzed.

RQ1: Textual Analysis: Exploring code-mixing occurrences (tagline, slogan, etc.), Type of

mixing (insertion, alternation, etc.), and script choice (Urdu vs English).

RQ2: Discursive Analysis: Identity construction and Persuasion techniques including Urdu-English mixing in slogans for attention, Urdu for emotional appeal and English for credibility.

RQ3: Ideology and Power: Language Ideology including English for modernity and prestige while Urdu for belonging, authenticity. Cultural Hybridity will answer two questions (How mixing creates an aspirational identity? and How youthfulness and “global local blend” are portrayed.

4. Findings and Analysis

Sample Advertisement No. 1.

Tagline: “Ab Har Call Par Milein Ge Perks!”

Figure: 4.1



- 1) **Code-Mixing:** Alternation code-mixing has been used in this advertisement tagline is totally in roman Urdu “Ab Har Call Par Mileein Ge Perks”. The word “Perks” is an English keyword which creates a hybrid slogan. Supporting line has code-mixing Urdu + English nouns, “Call Perk ke saath apnay favorite brand ka ad suno”. The pattern is Urdu structure with English lexical insertions (perks, favorite, brand)
- 2) **Lexical Choices:** In this section, key identity words were examined.
 - i. English words used in advertisement are: Perks, favorite, brand, sign up, rewarding, FREE

MBs, FREE Jazz minutes (These words indicate modernity, digital culture, reward economy, and global branding.)

- ii. Urdu words used in advertisement are: ab, har call, milein ge, saath, apnay, ka ad suno, banao (These words provide relate-ability, conversational tone, cultural intimacy).

3) Identity Construction: The advertisement of sample No. 1 constructs a young, urban, tech savvy Pakistani identity through language and visuals. The ad constructs a young, urban, tech-savvy Pakistani identity through

- i. **Language:** Roman Urdu represents youth digital culture and English language signifies modern, ambitious consumer identity
- ii. **Visuals:** A young energetic woman with smiling face and using smartphone represents youthfulness, digital fluency and energy.
- iii. **Psychological Positioning:** The expression of excitement indicates that “Youth is modern, tech-savvy, connected and getting rewards”.

The hidden identity lies as a young, motivated, technological advance Pakistani who earn rewards through everyday actions.

4) Persuasion Techniques: The sample advertisement No. 1 is intentionally using bilingualism i.e. Urdu-English code-mixing.

- i. **Reward Appeal:** Perks means rewards which enhance motivation and urgency with appeal in the phrases “Milen Ge Perks”, “Free MBs and Free Jazz Minutes”
- ii. **Conversational Tone:** Friendly and informal tone has been provided through Urdu tagline.
- iii. **English as symbolic clarity and authority:** English lexis such as, “sign up, brand, rewarding” add specialized trustworthiness.
- iv. **Visual Persuasion:** Emotional interaction has been created through using “Bright colors, Gift icons, and excited face”.

5) Language Ideology: The sample ad supports beliefs in Pakistan, “English = digital literacy & modern lifestyle” use of English tech terms (perks, rewarding, sign up) suggests (competence, progress, smart consumer behavior) while “Urdu = everyday communication & local belonging” simple Urdu words in the ad reinforces cultural closeness, inclusivity, and accessibility. Together, the advertisement promotes “a modern Pakistani” linguistic ideology, “Stay connected globally (English) and Staying relevant with local language (Urdu).

6) Cultural Hybridity: The sample advertisement No. 1 clearly promotes a middle class identity.

- i. **Class signaling:** English reward terms used for educated, smartphone audience having middle class background.
- ii. **Cultural Hybridity:** Urdu sentence structure and English reward vocabulary creates cultural hybridity as western concept of “earning reward/perks” was merged with a localized, informal Urdu tone.

Final message becomes “Be part of a global, modern lifestyle, but in a local, culturally comfortable way.”

The above hybrid identity is typical for Pakistani youth branding.

Sample Advertisement No. 2.

Tagline: “Jazz Tape Ball Clash, Waqt Hai Apni Superpower Dekhanay ka”

Figure 4.2



- 1) **Code-Mixing:** The sample advertisement No. 2 demonstrates code mixing of Urdu and English
 - “Waqt Hai Apni Superpower Dekhanay Ka” (Time is your own + English word “superpower”).
 - Event name “Jazz Tape Ball Clash” uses nouns engraved in cricket event.
- a) **Names of Brands in English** Through Sports Lens, Jazz, JFree, TSL, Tamasha, Sports are writing with Urdu taglines and showing digital marketing skills of Pakistan and on this platform, Urdu indexes national belongings while English indexes modernity and prestige.
- b) This type of Code-mixing is intentional and purpose oriented, and not random one. English signifies global sporting culture while, on the other hand, Urdu promotes cultural intimacy and emotional appeal.
- 2) **Lexical Choices:** In this section, key identity words were examined.
 - a. English lexis such as “Clash, Superpower, Free” produces a semantic frame which include high energy and competitive youth.
 - b. For urgency, Urdu word “Waqat” (time) has been used and this is very common in sports advertisements in Pakistan.
 - c. Lexis related to authorization “Superpower” calculates participants as capable, and skilled and this links cricket performance to personal strength.

3) Identity Construction: The advertisement of sample No. 2 is depicting following identities:

- i. Identities of local cricket heroes have been created through sports kit and these representing manliness, keenness, and powerfulness typical in Pakistani sports culture. Authority and competence signify through confident posture and direct gaze of cricket players.
- ii. Brands including Jazz, Tamasha, and TSL build an identity of digitally connected and modern Pakistani Youth.

The underline identity is built as an energetic, motivated, tech-savvy youth of Pakistan.

4) Persuasion Techniques: The sample ad No. 2 used the following persuasion techniques.

- i. **Framing Urgency:** 17th November” and a bold red box create time-based pressure.
- ii. **Empowerment:** Personalize capability through participation created in this phrase “Waqt hai apni superpower dekhane ka”
- iii. **Visual Persuasion:** Excitement has been created through bright colors, and stadium background reflects legitimacy, ambition while Uniforms shows professionalism and credibility.
- iv. **Brand stacking:** Brand stacking at the bottom leverage trust in corporate sponsors.

5) Language Ideology: The advertisement sample No. 2 reflects a prestige ideology where **English** symbolizes globalism, technology, and professionalism, while **Urdu** indexes emotional tone and cultural belonging. **Urdu** language words represent national identity and accessibility while **English** language words on Brand names take the event within modern digital capitalism. The ideology behind using code-mixing implicate that successful communication requires hybridity, not linguistic purity. Sports discourse is framed through famous westernized terms of English like “Clash, Superpower” and tied English with strength, competition, and modern entertainment industries in Pakistan.

6) Cultural Hybridity: The use of visual and linguistic elements in sample advertisement No. 2 clearly suggests aspiration toward middle class modernity.

- i. **Class signaling:** Professional looking kits signifies commercialize street cricket also known as tape ball which is playing in streets by working class.
- ii. **Cultural Hybridity:** Cultural hybridity reflects through local street sport (tape ball) with global aesthetics (stadium, brands names), Urdu emotive slogan with English corporate language and finally traditional male sports culture with contemporary marketing visuals.

Sample Advertisement No. 3.

Tagline: “Ab Har Recharge Par Payein, POORA BALANCE, Bina Kisi Katoti Ke”

Figure 4.3



1) Code-Mixing: The sample advertisement No. 3 shows intentional code-mixing of both Urdu and English:

a) Code-mixing in this advertisement tagline has been used in roman Urdu

“Ab har recharge par payein poora balance bina kisi katoti ke.”

b) Use of English words facilitate with technical terms and branding:

“Jazz,” “Superpower,” “use,” etc.

Cultural Hybridity by using Code-Mixing is very common in social media advertisements.

2) Lexical Selection: Key identity words to show hybridity of culture were examined in this section.

i. **Inspiration lexicon:** The hybrid words of Urdu and English like “Meri Superpower,” “poora balance,” “bina katoti” create positivity and fairness.

ii. **Numeric exactness:** “408#” and “30th November” communicates correctness and reliability.

iii. **Simplified Urdu vocabulary:** Urdu vocabulary concisely guarantee broad comprehension among social classes.

iv. **English technical Terms:** Technical terms from English lexis bring professionalism and digital smoothness.

3) Identity Construction: The advertisement for sample No. 3 is constructing following identities:

- i. The pictorial of charming woman invokes modernity, confidence, and tech-savvy as she is holding a smartphone with smile on face.
- ii. Her styles, nominal accessories, and gorgeous smile builds a traditional cultural identity of a professional middle-class Pakistani woman who is expert in digital spaces.
- iii. The advertisement resembles her identity with Jazz users, giving an idea that “smart,” inspired consumers belong to Jazz community.
- iv. The motto “Meri Superpower” (my Superpower) links Pakistani woman to her personal competence to the brand, outlining digital literateness as a form of inspiration.

4) Persuasion Techniques: The following persuasion techniques have been used in sample advertisement No. 3.

- i. **Guarantee of Benefit:** “Poora balance” (complete balance) without deductions convey that avail the offer without any loss.
- ii. **Urgency:** Urgency is included as the offer is limited till “till 30th November”, the validity date and it creates time pressure.
- iii. **Simple and Clear Call-To-Action:** The dialing code “*408#” is mentioned in boldface and highlighted. This directing on the spot or quick user behavior.
- iv. **Believe influence:** Relatability is created through a friendly, charming female pictorial and this softens the corporate message and builds credibility.
- v. **Naivety:** Concise, to the point lines lessen cognitive load, making the message stress-free to process.

5) Language Ideology:

- i. English language represents modernity, respect, and technology while Urdu signifies local culture and mass engagement.
- ii. The blend supposes that an ideal middle class Pakistani customer is multilingual, tech-savvy, and happy with hybrid-globalized marketing language.
- iii. The text composes Jazz as an apparent, fair, customer-friendly company by stressing “POORA BALANCE” and “BINA KISI KATOTI KE.”

6) Cultural Hybridity: The use of graphical and linguistic elements in sample advertisement No. 3 clearly indicates the following cultural hybridity.

- i. The advertisement blends global digital culture with local variety of English language i.e. Pakistani English and pictorial norms, creating a hybrid identity for the Pakistani consumer.
- ii. English key terms like “Superpower,” “offer,” “use,” and the USSD code “408#” indicate global telecom culture, alongside Urdu sentences provide local understanding and emotional contact with culture.
- iii. In the pictorial, a young woman with modern look, wearing black outfit, silky hair, cell phone indicates global middle-class generation, yet her sophisticated smile and reasonable styling

associate with South Asian cultural expectations.

- iv. The hybridity of culture standardizes the idea that consumers from Pakistan are culture lover and globally connected, participating in a world. However, mobile technology is a significant characteristic of everyday life.
- v. Overall, this blending is promoting the brand Jazz, a new materialistic cultural model. a user of Jazz who is technologically motivated, understand more than one language, and able to steer both local values and global lifestyles.

Sample Advertisement No. 4.

Tagline: “Meray Matlab Ke Package Ki Azadi”

Figure 4.4



1) Code-Mixing: Intra-sentential code-mixing has been used in the sample advertisement No. 4. “Meray Matlab ke Package Ki Azadi” (“Package” is a word same both Urdu and English) is a perfect example of intra-sentential code-mixing. The keyword “Azadi” (freedom) from Urdu language clubbed with English word “Package” to construct a hybrid expression. There are two types of code mixing insertional and hybrid phrasal mixing. This type of mixing is common in Pakistani advertising to make English terms sound local and socially acceptable.

2) Lexical Choices: In this heading, key symbolic words have been examined. **Urdu words** included “Meray Matlab Ke” (of my choice) represent personal freedom, individuality, and “Azadi” (freedom) highly charged national cultural term represents independence. **English words** included “Package”, “Starting from Rs. 70”. Here, package technical, modern and commercial vocabulary representation while starting from Rs. 70 is commercial numeric and value oriented

word. Symbolic value of English words as English represents affordability, modern telecom technology and a globalized product while symbolic value of Urdu words reinforces to emotion, cultural resonance, and national meaning making.

3) Identity Construction: Another phrase “Meray Matlab Ke” highlights individual personalized choice and a youth centered identity. The word “Azadi” reflect Pakistani identity and nationalist sentiment. Finally, use of Urdu English code-mixing is typical of urban, educated and middle class youth.

The model in the image, additionally, constructing identity as she appears urban, fashionable, confident, motivating middle class modernity. Her outfit mixes tradition and modernity (decorated sleeves with smartphone) emphasizes hybrid identity.

4) Persuasion Techniques: The following persuasion techniques have been employed in the advertisement sample No. 4.

i. Individuality or Choice: “Meray Matlab Ke” clearly addresses to the consumer personally choice of the package which customer can tailored and empowered as per his/her need.

ii. Patriotic Appeal: Using word “Azadi” (freedom) enforce into national pride, emotional patriotism, and feelings of control and independence

iii. Simplification: A simple direct call of action, “Dial 699# starting from Rs. 70 is easing mental load and motivate urgent compliance.

5) Language Ideology:

Visuals

- The woman in picture is holding a smartphone and reinforcing high-tech modernism.
- She wears a white outfit with traditional embroidery blending modernity and local tradition.
- Green nationalistic color accents (Pakistan’s color theme).
- The Jazz logo is modern and international in style.

Verbal Text

(“Azadi”) is used as emotional vocabulary combined Urdu with English technical vocabulary (“Package”).

Combination of Insights

The pictorial of a confident modern Pakistani woman alongside bilingual lexis choices reinforces the main idea that tech-savvy youth of Pakistan can be both modern and patriotic concurrently.

Ideology of Modernism

English and Urdu word like “Package,” & “Starting from,” with (“Dial *699#”) index the followings:

- Technological Advancement
- Global and Modern Lifestyles
- Connected Globally

Advertisement in sample no 4 suggested that, “Using advance telecommunication services are symbol of modernism and also a way to connect with global world and also engaging with English driven digital culture.

Ideology of National Belonging

The words and phrases of Urdu language like (“Meray Matlab Ke Azadi,”) and the Pakistan symbol (“Pakistan Meri Superpower”) imitate:

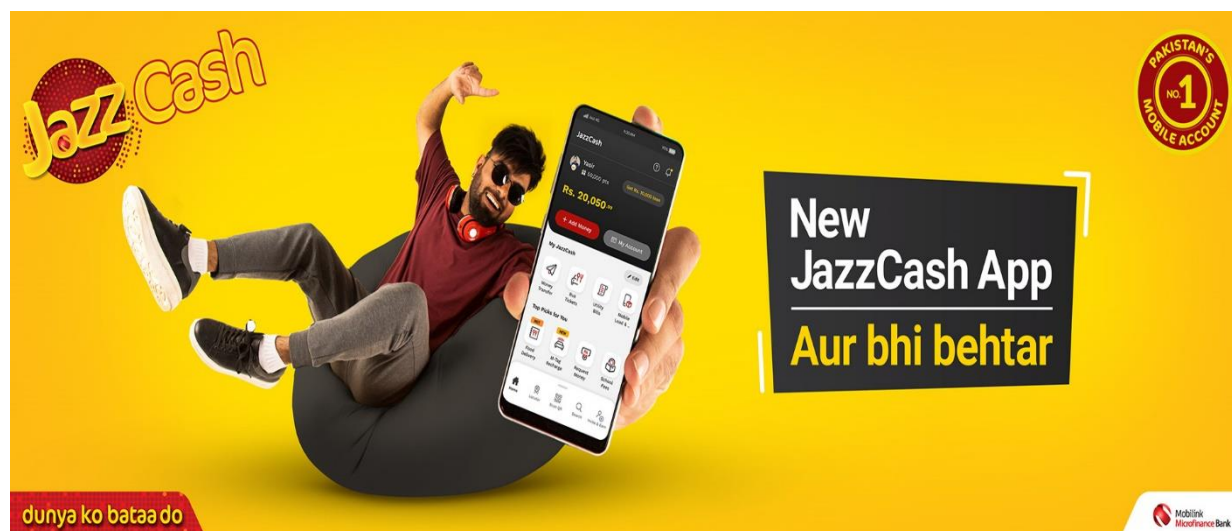
- National belonging
- Cultural Legitimacy
- Patriotic Feelings

The hidden ideology is:

Smartphone, and advance telecom services are not stranger or foreign, but they are embodiment of Pakistani Cultural identity due to their roots in Pakistani cultural.

Sample Advertisement No. 5

Tagline: “New JazzCash App, Aur Bhi Behtar”



1. Code-Mixing Patterns

In the sample advertisement No. 5, it has been observed that intra-sentential code-mixing is most blatantly used in the slogan, “Aur Bhi Behtar”. This amalgamates Urdu Lexis with English words and creates a promotional logic. Name of the product is “**JazzCash App**” but phrases like “**New**”, “**Mobile Account**”, and “**No. 1**” are in English language. However, Urdu language is smartly used to create expressive locality. This intentional code-mixing depicts a functional division of both Urdu and English languages. English illustrates modernity, tech-savvy, and credibility, while Urdu makes sure availability, and cultural identity. This type of mixing is not random but ideologically inspired, intentionally targeting bilingual urban users who happily circumnavigate both linguistic worlds effortlessly.

2. Lexical Choices English words such as “**Mobile Account**”, “**New**,” “**No. 1**,” and “**App**” convey solid insinuations of novelty, specialty, and digital supremacy. The Urdu lexis in phrase

“Aur bhi behtar” i.e. (even better) reflects that good service is already there, but now even better and improved services will be provided in future. Moreover, the informal tagline **“Duniya ko bata do”** means i.e. (tell the world) embraces an authoritative mood, inspiring public testimonial and social sharing. Overall, the lexicon is short, simple, ambitious, and creative by maintain mass appeal through carefully avoiding technical jargon.

3. Identity Construction

There will be no gain saying in this statement that combination of visual and linguistic elements creates young, technological advance and urban middle class Pakistani consumers. The male model dressed casually, and his posture is relaxed while having playful body orientation represent confidence, freedom, and ease with technology. As per the use of Linguistic devices, the cod-mixing of Urdu English and bilingual text shows the consumer as modern but culturally firm in local identity. Like, someone who is fluent in English-driven environment, but culturally emotional and aligned with Urdu. JazzCash product. It is, therefore, presents itself as a brand for “people like you” means common masses of Pakistan. They are digitally motivated middle class Pakistani who are modern, smartphone user, and also socially connected.

4. Persuasion Techniques

Numerous persuasive techniques have been used in the advertisement sample No. 5, and these are precisely explained below:

- i. **Credibility:** The emblem “Pakistan’s No. 1 Mobile Account” appeals influential trust and market dominance.
- ii. **Comparison in Positive way:** “Aur bhi behtar” delicately encourages consumers to upgrade for even better version or service without thinking or criticizing the previously provided services or version.
- iii. **Pictorial Statement:** The image of smartphone shown more than normal and it foregrounds the app’s significance in daily life.
- iv. **Emotional appeal:** Emotional appeal has been created through vivid yellow background and relaxed body language. It further evoke hopefulness, contentment, and easiness.

Overall, these techniques motivate audience to associate JazzCash with ease, convenience, and confidence.

5. Language Ideology

Language ideology of English symbolizes modernity, prestige and progress in the sample advertisement No. 5. Urdu language represents ideology through national identity and emotional resonance. This sample advertisement No. 5 standardizes elite bilingualism as the best communicative mode, rather than adapting only monolingual. This ideological stance supports the belief that advancement in technology and socioeconomic flexibility are facilitated through English. However, they should be localized through Urdu to gain legitimacy and trust among the masses in Pakistan.

6. Class Aspiration & Cultural Hybridity

With the lends of class aspiration and cultural hybridity, the sample advertisement No. 5 embodies hybridity of eastern and western culture by having simple design, lifestyle branding, casual

fashion with local linguistic and cultural cues. Appeal to aspirational lower-middle classes have been created through the bilingual slogan and informal Urdu, positioning digital finance as accessible, and not only to elite class, but also to middle class and lower middle class as well. The product of “JazzCash” is used as a tool of rising mobility, empowering users to contribute in modern financial practices without forsaking their cultural identity.

5. Discussion

Urdu-English code-mixing in social media advertisement of Pakistan has been examined in this study to construct cultural identity, analyze discursive strategies, and perform ideological work.

5.1 Code-Mixing and Cultural Identity Construction

Code-Mixing of Urdu and English construct hybrid cultural identity with its roots in digital world by employing similar pattern of Urdu and English in 5 social media advertisements of Jazz company. Most common domains associated with technology, rewards, telecommunications, using words like “package,” “perks,” “superpower,” “balance”). This Urdu-English blend constructs a hybrid Pakistani identity that is culturally rooted yet digitally global.

5.2 Discursive Strategies in Multilingual Advertising

Energy, authority, urgency and emotional framing is seen during observation of discursive strategies. Lexical choices like “*New*,” “*No. 1*,” and “*Mobile Account*” build authority and novelty, whereas Urdu phrases such as “*Aur bhi behtar*” and “*duniya ko bata do*” arouse positivity, and social authorization. Slogans such as “*Meray Matlab Ke Package Ki Azadi*,” “*Meri Superpower*,” and “*Poora Balance*” distinguish the artifact while concurrently appealing culturally resounding themes of agency, control, and freedom.

Modern, artistic, bright colors, and technological advance signs, and positive body language work collectively with hybrid linguistic choices to produce a convincing, youth-targeted marketing discourse.

5.3 Ideological Work of Code-Mixing

Code-mixing not only communicate information, but also naturalizes class aspirational and modern ideologies. English is an embodiment of modernist ideologies while Urdu ensures cultural identity and national belonging. These linguistic resources all together promote an ideology where an ideal Pakistani consumer is bilingual, modern, tech-savvy, and energetic.

Overall, the results show that code-mixing of English-Urdu in social media advertising is intentional and not merely only stylistic, but also it is ideological. It is also shaping how modern Pakistani identity is imagined, marketed, and normalized in digital spaces.

6. Conclusion

This study finds out about investigation of English-Urdu code-mixing in social media advertisements of Pakistan. It is also about the construction of cultural identity along with employing discursive strategies. The CDA of five Jazz Facebook advertisements revealed that code-mixing is a deliberately communicative which enables advertisers to appeal to hybrid cultural identities which blend global modernity with local authenticity.

Use of English words in bilingual advertisements on social media was characteristically linked with technological advancement, status, and culture of youth. However, Urdu lexis provides

cultural belongings, and emotional appeal. Expansively, these 5 advertisements used authorization pomposity, urgency, and interdiscursivity to strengthen these identity constructions. Hidden Ideology is highlighted in the advertisements used intentional code-mixing for desirable consumers. By using small purposive sampling, the current study highlights the significant role of linguistic hybridity in shaping contemporary Pakistani consumer identities.

Conflict of Interest

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