

Code-Switching in Television Advertisements

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Abstract

Students' preferences are being shaped by what they view in advertisements. Hence, this study examined the occurrence of code-switching in Philippine TV advertisements. Particularly, it analyzed syntactic patterns of code-switching, pragmatic/discourse functions and motivations present in the code-switched ads aired from the country's giant TV networks: GMA and ABS-CBN. The lexical and syntactical patterns of code-switching were analyzed following Poplack's three types of code-switching. The discourse functions of the ads were identified following Dayag's (1999) modified version of Searle's (1979). The same data were matched to the six motivations for code-switching identified by Lin (2000). Results show that intrasentential switches are more extensively used at the syntactic level, with a typical combination of Filipino-with-English. Functionally, code-switched ads are used for advising/prescribing, describing, explaining, and illustrating. Motivations in code-switching are generally anchored on language facility, language economy, euphemism, stylistic purposes in communication and expression of multiple identities. Relative to constructing identities, audience and consumers are persuaded, convinced and influenced to attain the image the products convey with emphasis on the longing of the consumers to achieve their image of being hygienic, presentable and attractive young men, knowledgeable, equipped and mature individuals, healthy, active, educated and lifestyle-conscious persons and gentle, chivalrous, and respectful young men.

Keywords: Philippine television advertisements, code-switched ads, syntactic patterns, discourse function, motivations

Introduction

Philippine Educational System with its goal to produce globally competitive graduates opened its horizon for learning a second language thus incorporating English specifically in the curriculum which is not just a second language rather it is also used as a medium of instruction. With this event, hence the rise of bilingualism and bilingual education is evident, which is enacted in the 1987 Philippine Constitution under the Language Policy Article XIV Sections 6 and 7. Bilingual communities, like Philippines, use certain phenomena to make communication more effective and meaningful. One of these phenomena is code-switching which speakers can observe mostly in second or foreign language classrooms. It refers to the use of two languages within a sentence or discourse. It is a natural process that often occurs between multilingual speakers who share two or more languages in common. It is from this exposure that interlocutors mix first language with the terms of the second language which is seen by researchers as a part of being bilingual. In this sense, code-switching is broadly discussed and used in linguistics and in a variety of related fields.

Observably, code switching dominates different media in the Philippines. One of which is the television advertisements. Students' preferences are being shaped by what they view in these advertisements. Premised on this view, the Grade 8 K-12 Curriculum offers avenues for the use of propaganda techniques under viewing competency which enables learners not only in watching or be entertained with the varied television advertisements but also in identifying the types of propaganda technique/s employed in the TV ads. This also allows learners to be critical thinkers and wise consumers considering the purpose, mode and context of the

situation.

Code-switching Defined

Communication is a process of information exchange in varied forms. In oral communication, speakers use words which can either be from more than one language. This is referred to as code-switching. This is defined as the use of the first language and other language/s, kind or locution within statements or conversations by different participants in any condition (Romaine, 1992 in Nilep, 2006). Accordingly, bilinguals or multilinguals have such competency during communication. This shows that code-switching between languages is a communicative necessity for bilinguals/ multilinguals in a speech community to effectively and efficiently reach out what they wish to express without inhibitions.

Poplack (2001) also defines code-switching as the integration of more than two languages in discourse by bilinguals or multilinguals between and among persons involved in a particular conversation, within a particular group of people or even in a specific subject or theme. This particular feature of code-switching enthralled researchers and linguist for its prominent feature that switching may occur within words elements or even sentences.

Crystal (1987, cited in Nilep, 2006) provided grounds for the use of code-switching. First, it is for effective expression of a speaker who is not yet proficient in the other language or languages. Second, it is used by an individual to be able to fit in with certain group in the society. As Skiba (1997) comments, due to one's inability to express continuously in one language, code-switching is used to augment speech and not to impede expression. Lastly, it is utilized to underscore degrees or levels of people within a conversation in different cases.

Television is also dominated by codeswitching which is seen from commercials or advertisements being played regularly. Television advertisements purport to: a) solicit or persuade consumers to purchase the products or services of a company or organization, b) advance the purpose or image of individual, entities or program and c) increase the level of awareness, educate and inform the public about diverse concerns. With such purposes, code-switching is used in order to reach out consumers of varied status, backgrounds and orientations. TV reaches a much larger audience than local newspapers and radio stations, and it does with a short period of time. It reaches viewers when they are the most attentive. It allows conveying message with sight, sound, and motion, which is a n avenue for business, product, or service instant integrity. Likewise, creativity is also at its best giving more opportunities for small enterprises to expand due to promotional styles.

Syntactic Patterns of Code-switching

Abuhakema (2013) in his study Code switching and code mixing in Arabic written advertisements: Patterns, aspects, and the question of prestige and standardization found out that in the pattern of code switching, Standard Arabic is used throughout the ad and the name of the product is written in a foreign language, mainly English. He determined that English is used due to lack of equivalence or either these are brand names. Therefore, the use of another language is a linguistic demand to fill a lexical gap for meeting pragmatic requirements. Also, he found out the dominance of the use of intersentential code-switching wherein Standard Arabic is the dominant language. His study also shows that copywriters are required to use such pattern due to considerations in type of goods advertised, target audience and familiarity with products and services.

Billones (2012, p. 68) examined identifiable patterns of code-switched lexical items from Tagalog/Cebuano, two of the largest spoken languages in the Philippines, in English news articles from Philippines' printed newspapers. He concluded that the presence of code-switching is not just confined to function as "bilingual substitutional tool but as a creative linguistic process that reinforces a growing global language identity out of multiple language speakers in a world of shifting nationalities and boundaries."

Looking into the types of code-switching, according to Abdeli (2016) the frequency of occurrence of code-switching was high as there was at least one instance of CS in every conversation when he looked into Types and Functions of Code-Switching in the English Language used by Iraqi Doctors in formal settings. However, such vary considerably in terms of frequency of occurrence wherein intra-sentential CS was the most frequent type recorded in the data analyzed, intersentential was the second and tag-switching was the least frequent.

Pragmatic/Discourse Functions of Code-switching

Dayag (1999) modified Searle's (1979) version of pragmatic or discourse functions and came up with ten (10) classification of functions viz: (1) advising/naming, (2) describing/explaining, (3) illustrating, (4) informing, (5) promising/ assuring, (6) asserting, (7) naming/identifying, (8) thanking, (9) asking rhetorical question, and (10) exemplifying.

Tajolosa (2013) in her study *Motivations for Code-switching in Advertising and the Construction of Consumers' Multiple Identities: The Case of Philippine TV Commercials*, found out that the ads may perform any of the eight discourse functions of ads namely: (1) advising, (2) describing, (3) illustrating, (4) informing, (5) promising, (6) asserting, (7) naming, (8) thanking and (9) asking rhetorical question. Whatever discourse function or functions an ad may perform, this function is deliberately chosen by the advertiser to achieve desirable outcomes in favour of the products.

Chens' (2006) investigation revealed that the people's reaction toward the use of English- Chinese magazine advertisement is positive in Taiwanese ads. The result supports the idea that basic English words should be chosen carefully and regularly by copywriters for intelligible conveyance of intended message. This also brings into the main motivation of advertisers to attract readers' attention. Bulakwa (2006) in his study on linguistic properties of code-mixing drawn from Polish magazine advertising conveyed that the inclusion of English in promotional text is mainly because of its pragmatic functions as the global language of advertising and the social and attitudinal motives underlying Westernization and Internationalization among Polish. She further espoused that "the visible similarity in structure and promotional techniques used to create interest in advertised commodity points to a growing influence of the Western discourse on the rhetoric of Polish advertising" (p. 39) and noted "the important position of English as the most widely used language in the non-anglophone code-mixed advertising" (p.3) based on the results of studies previously conducted.

Dayag (1999) examined print ads with code-switching and found that Filipino has greater dominance in broadcast media while English dominated the print media. His analysis in 2002 involving the syntactic-pragmatic feature of code-switching in print ads with particularly three national newspapers, showed that: (i) ads for the product category such as food, drinks, and condiments contain much code-switching; (ii) code-switched ads are dominant in the lifestyle section of the Philippine newspaper; (iii) intrasentential code-switching is prevalently used in ads, Tagalog-with-English-elements and the distinctive blend; (iv) assertion is the primary discourse function played by code-switching in the Philippine print ads, followed by description/ illustration and identification/ naming/referring.

Code-switching Motivations

In related studies by Lin 2000 in Chen 2006 and Bishop 2006, there are six motivations for code-switching in naturally-occurring conversations identified. These are (1) language facility, (2) language economy, (3) euphemisms/ communication distance, (4) stylistic purposes in communication, (5) making requests and (6) construction/ expression of multiple identities. Language facility insinuates that code-switching is used for ease of expression than just sticking with one language (Bishop, 2006). There are terms for specific purposes which are in the second language and by which there is no equivalent in the first language therefore it is better expressed in the second language

Language economy refers to a word or phrase that is able to be expressed more succinctly in another language than in one's native tongue (Bishop, 2006, p. 18). Euphemism is the use of English equivalent to maintain politeness in speech to infer to the same referent so as to give a mild or pleasant word avoiding embarrassing ideas. As to the stylistic purposes in communication "bilinguals use code-switching as a way to emphasize a particular message by creating situations that force the addressee to interpret their language switch" (Becker 1997, p. 12). Becker also intensifies that code-switching may be utilized purposefully by bilinguals to "indicate a shift in discourse modes, e.g. from narration to comment or from assertion to question" (p. 13). As to the fifth motivation, making requests, Becker (1997) asserts that code-switching is used to try to gain something from the person they are in contact with which is a controlling mechanism to make either direct or indirect requests.

The sixth motivation is construction or expression of multiple identities which presumes that the consumer has the features such facts, attitudes, dreams, profits, lifestyle, or belongings, or suggesting that one

should have these. According to Becker (1997), “by consciously switching from one language to another, the bilingual sends a signal to the addressee to search for additional meaning beyond the content of the message” (p.15). Through code-switching, such additional linguistic information may consist of an indicative of prominence, education and influence by conveying compound identities.

Thompson (2003) analyzed 292 Philippine television commercials in 1997 and found that English was the prime language in TV commercials. He further noted that code-switching to English upheld good character and fortune as well as items such as cigarettes, drinks and gambling events. The other study was performed by Gaerlan (2008, in Goheco, 2013) who found that code-switched advertisements were predominant over those which are solely in English or in Filipino. He also posted three important points. First, code-switching is a strategy of advertisers to attain a high level of information retention through memorability. Second, in code-switching a pair of languages is involved which is the first language of the speech community and English, the global language. Last, code-switching in ads forms a strategy which creates social identities which the audience can relate with or can discover with. When this is achieved, advertisers may easily drive the audience or consumer to act on it such as to visit somewhere, purchase something, agree with an idea, use the highlighted word from the ad to one’s terminology and link an affirmative figure with such word.

Conceptual Framework

The study draws on the communicative competence approach that involves knowing not only the language but also what to say to whom, and how to say it appropriately in a given situation. Further, it involves the “social and cultural knowledge speakers are presumed to have which enables them to use and interpret linguistic forms” (Saville-Troike, 2002, p. 18). Therefore, communicative competence includes linguistic knowledge, interaction skills, and cultural knowledge. In order to attain effective communication, copywriters should have the ability to select appropriate language code and level to satisfy the vital goal of advertising such as promoting goods or services to the target audience.

The kinds of syntactic boundaries which occur in the languages used in code-switching is favoured. In here, the equivalence constraint by Poplack (1980) is also another approach in this study which states that switched sentences are made up of concatenated fragments of alternating languages, each of which is grammatical in the language of its derivation. It also ensures linear coherence of sentence structure in both languages since there is the same word order without neglecting or repeating lexical content.

Another functional model for code-switching which is also a basis is proposed by Appel and Muysken (2006) which states that code-switching is used to attain diverse functions in interactions. As Hoffamn (1991) suggested, code-switching is used for effective communication between interlocutors. Code-switching from one language to another is based on the purpose of certain situation.

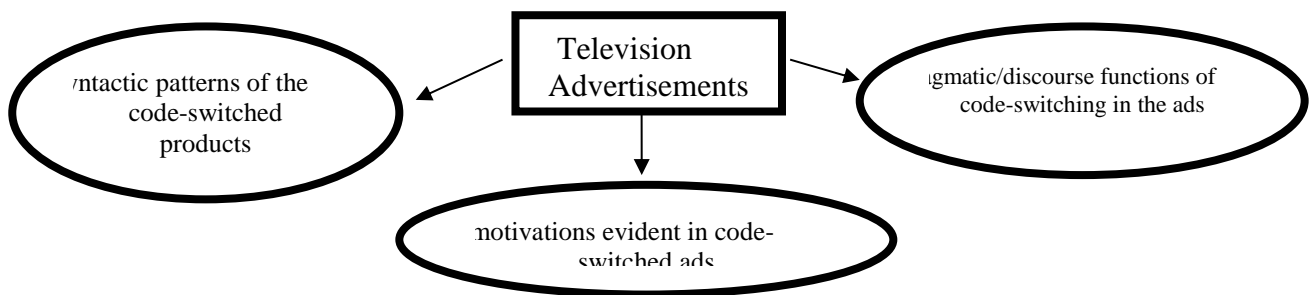


Figure 1. A paradigm showing the conceptual model of the study.

Objectives of the Study

This study analyzed code-switched TV ads aired from both GMA and ABS-CBN, the two giant networks in the Philippine setting and looked into how motivations for code-switching in authentic bilingual conversations fit the television ads. Specifically, it answered the following questions: (1) What are the syntactic patterns of the code-switched products? (2) What are the pragmatic/discourse functions of code-switching in the ads? and (3) What motivations are evident in code-switched ads?

Methodology

Corpus

The study looked into four (4) commercials. These were taken from the country's giant TV networks: GMA and ABS-CBN. The ads were recorded during the prime time which is at 8:00 pm- 10:00 pm which is said to be the moment wherein most people are concentrated in watching their awaited prime time shows. If most people then are focused watching during this time, advertisements are also taking their opportunity to convince viewers to support varied products that come in different propaganda techniques.

Data Analysis

Firstly, ads were classified into the following types: 1) Food 2) Medicine 3) Household supply and 4) Drink. The same data were analyzed for their pattern of code-switching insertions, pragmatic functions and motivations for code-switching.

The study was anchored on Poplack (1988) and Dayag's (2002) frameworks. The lexical and syntactical patterns of code-switching was analyzed following Poplack's three types of code-switching. The types of conversational code-switching are categorized into three: tag switching, intrasentential, and intersentential switching. After the categorization, language experts in both Filipino and English were tapped to help in the translation of the code-switched ads. This is to ensure that the meanings in the original TV ads remain even in the translated versions.

In the analysis of the discourse functions of the ads, Dayag's modified version of Searle's (1979, cited by Dayag 1999) was employed. Data was compared to Dayag's ten (10) classification of functions namely: (1) advising/naming, (2) describing/explaining, (3) illustrating, (4) informing, (5) promising/ assuring, (6) asserting, (7) naming/identifying, (8) thanking, (9) asking rhetorical question, and (10) exemplifying.

Under code-switching motivations, the six motivations for code-switching in naturally-occurring conversations identified in related studies (Lin 2000 in Chen 2006, Becker 1997, Bishop 2006) were matched with the ads collected. The six motivations are the following: (1) language facility, (2) language economy, (3) euphemisms/ communication distance, (4) making requests, (5) stylistic purposes in communication and (6) construction/ expression of multiple identities. Code-switches were classified under such motivations.

Results and Discussion

This section presents the analyses of the data according to syntactic patterns of code-switched ads in TV ads, the pragmatic functions of the ads, and motivations for code-switching.

Syntactic Structures of Code-switches in Television Advertisements

With the 4 advertisements taken, 100% or all of these ads used code-switching. This suggests that code-switching is dominant in Philippine advertisements. This is due to the fact that Filipino and English are the official languages of the country thus these languages are used either within the sentences or in another form. From the TV commercials analyzed, only two of the three types of code-switching identified by Poplack (1988) which are intersentential and intrasentential types occurred. 3 out of 4 (75%) used intrasentential and 1 out of 4 (25%) used intersentential code-switching. This is similar with Dayag's findings of the types found in print ads.

- (1) *Spray*, dapat mag-*spray spray*, mag*perfume everyday*
Spray, dapat mag-*spray spray*,

Magperfume para araw-araw mabango

[You need to spray, spray, put on perfume everyday
You need to spray, spray
Put on perfume so that you will smell fragrant everyday]

(2) K4: Masarap

K5: *Cruch gives me Tender Juicy. Thank you.*

K3: *Movie Time is TJ time.*

K6: Masarap

[K4: Delicious
K5: Cruch gives me Tender Juicy. Thank you.
K3: Movie Time is TJ time.
K6: Delicious]

In excerpt 1, notice the use of intrasentential code-switching which is from English to Filipino type (e.g. *dapat*) on the first two lines and the use of Filipino to English type (e.g. perfume) in the last line. In excerpt 2, intersentential code-switching occurs wherein it is a switch from Filipino to English in the first two lines then English to Filipino switch in the succeeding lines.

(3) Anne: Ikaw, sinong gusto mong maging happy? Bigyan mo siya ng free Enervon by visiting www.enervon.com.ph. Let's spread happy.

[Anne: You, who would you like to make happy. Give him/her free Enervon by visiting www.enervon.com.ph. Let's spread happy.]

(4) B1: Sana masabi ko na, I love you Yassy.

Parrot: I love you Yassy

S2: Huh? Dude, turuan mo ng iba

In excerpt 3, notice the use of intrasentential code-switching twice which is a switch from Filipino to English (e.g. happy). Excerpt 4 also uses intersentential code switching wherein in the first line, it is from Filipino to English and in the last line, a switch from English (dude) to Filipino.

The findings show that TV ads make use of different types of code-switching and even more than one form of the intrasentential type. This is due to the fact that the heterogeneity of the audience is being taken into account since TV ads do not require specificity in terms of age, sex, religion, educational attainment and the for accessibility of these commercials. This coincides with Abdeli's (2016) findings when he looked into Types And Functions of Code-Switching in the English Language used by Iraqi Doctors in formal settings that Intra-sentential CS was the most frequent type, intersentential was the second and the tag-switching was the least frequent though in the present study, it was not seen used in the Filipino advertisements.

The results also prove that there should be equality in terms of services offered by manufacturers wherein copywriters employ code-switching to efficiently and effectively reach people of varied orientations. Likewise the use of code-switching verifies that it is not a fashion but it is a technique for audience to gain more information and to weigh information about varied products to be critical consumers. This proves Skiba's (1997) comments that code switching code-switching is used to augment speech and not to impede expression.

The results also prove Poplack's (2001) definition of Code-switching (CS) as the integration of more than two languages in discourse by bilinguals or multilinguals between and among persons involved in a particular conversation, within a particular group of people or even in a specific subject or theme. Bautista (1999) supports such result when he found out that education and communicative competence were important factors in code-switching when he analyzed code-switching in email messages of educated bilinguals. Wherein in the present

study, it is evident that copywriters should consider the audience of the ads and must secure communication thus communicative competence should be highly considered since there is no instant and direct interaction that take place. Therefore, to be able to communicate, vocabulary is an important factor to reach the audience and consumers.

Pragmatic/Discourse Functions of Code-switching

Advertisements play a vital role in the business industry and give great impact among the audience and consumers. These reasons call to identify the pragmatic or discourse functions of the code-switched advertisements. Dayag (2002) modified Searle's (1979) version and identified 10 pragmatic functions. Below is the table showing the discourse function of the 4 advertisements analyzed.

ADVERTISEMENT	DISCOURSE FUNCTION
Food (Tender Juicy)	Naming/Identifying
Medicine (Enervon)	Advising/Prescribing
Household Supply (Tide)	Informing
Drink (San Miguel Flavored Beer)	Promising/ Assuring

Below are excerpts and explanations from the advertisements analyzed on the discourse functions employed.

- (1) K1: Masarap
 K2: 100 million sarap points
 K3: Favoritest ko kaya yun
 K4: Masarap
 K5: Cruch gives me Tender Juicy. Thank you.
 K3: Movie Time is TJ time.
 K6: Masarap
 K7: Sobrang juicy
 K1: Mmmm, I can Eat 100 million times a day
 K8: Laging busog
 K9: Masarap
 K5: Me and crush we share
 K9: I can eat TJ with anything
 K10: Most masarap that mommy cooks! Kaya rin laging finished.

*[K1: Delicious
 K2: 100 million yummy points
 K3: That's my most favorite
 K4: Delicious
 K5: Cruch gives me Tender Juicy. Thank you.
 K3: Movie Time is TJ time.
 K6: Delicious
 K7: So juicy
 K1: Mmmm, I can Eat 100 million times a day
 K8: Always full
 K9: Delicious
 K5: Me and crush we share
 K9: I can eat TJ with anything
 K10: Most delicious when mommy cooks. That's why always finished.]*

The above excerpt shows the use of naming or identifying. This is illustrated through the use of the words “*masarap and yummy*” which refer to the product and also with the use of “*favoritest and most delicious*” which exemplify that it is the no. 1 delicious hotdog. The product is also identified due to the use of the line, “Movie Time is TJ time.” This suggests that the product name is already considered or identified as an important part of the speaker’s schedule. Further, it also shows the authenticity of the function due to the fact that the advertisement made used of children in endorsing the product which verifies the appeal of the product among target age group to establish the name of the product for children and for mothers. With the discourse function used, it also tries to make consumers easily identify a brand to be enjoyed most by the consumers.

- (2) Anne: Ikaw, sinong gusto mong maging happy? Bigyan mo siya ng free enervon by visiting www.enervon.com.ph. Let’s spread happy.

[Anne: You, who would you like to make happy. Give him/her free enervon by visiting www.enervon.com.ph. Let’s spread happy.]

Advising/prescribing is one of the effective discourse functions in TV advertisements. In the excerpt above, it started with a question which launches the problem, whereas the next part gives a solution to the problem raised by the ad through mentioning the product’s name. Also, this function is achieved through the use of the word “bigyan” which drives the audience or consumers to ask someone to try it. It is also observed that only one word is used to give emphasis on the said function. This implies that in advising or prescribing, only few words are needed to be able to illustrate the intention of the advertisement. As to the effectiveness of the function in terms of the endorsers used, the function is even convincing due to the nature of their work thus it is more realistic for them to utilize such function. In this manner, more people will try the product due to the verisimilitude of the experience.

- (3) *Voice Over*: Hmmm, gulat ka no? Bagong Tide with Downy perfume. Pag nag-spray sa Tide parang nakaperfume everyday. Bagong Tide with Downy perfume.

[*Voice Over*: Hmmm, surprised? New tide with Downy perfume. No more spray, with Tide it’s like you’re wearing perfume everyday. New tide with Downy perfume.]

Informing is another discourse function used in excerpt 3. This is done when a product has been established in the market yet it contains new features which the audience or consumers should know. In the excerpt above, the use of the phrase “*bagong Tide*” wherein the adjective precedes the noun, illustrates that the brand has a new feature which is shown through the use of the words “*with Downy perfume*.” Notice also the line “*Pag nag-spray sa Tide parang nakaperfume everyday*,” which shows that the new product wants to inform that the new feature of the product is economical in form for if you use the product, there is no need for you to spray perfume for it is implied that it has a dual feature, to clean and to scent clothes.

- (4) *Voice Over*: You’ll love San Miguel Flavored Beer’s refreshingly delicious burst of apple and lemon falavors with a light beer buzz.

Yassy: Sinong nagturo? Ay, ang galing naman.

S2: Uuuyyy... He loves you Yassy.

Parrot: Sweet

Voice Over: San Miguel flavoured Beer, the seriously fun beer.

[*Voice Over*: You’ll love San Miguel Flavored Beer’s refreshingly delicious burst of apple and lemon falavors with a light beer buzz.]

Yassy: Who taught it? How wonderful.

S2: Uuuyyy... He loves you Yassy.

Parrot: Sweet

Voice Over: San Miguel flavoured Beer, the seriously fun beer.]

Promising is another function performed by the ads which is illustrated in excerpt 4. In the excerpt, it started with the positive description of the product which shows a promise of the good things it will bring upon using it. This is illustrated through the words “*refreshingly delicious and with a light beer buzz.*” This indicates the promise that the product is not strong enough rather it is bearable for the consumers to drink. Aside from this, the last line which is “*San Miguel flavoured Beer, the seriously fun beer*” indicates another promise about the good it will bring the consumers. This is amplified through the use of the adverb “seriously” and the adjective “fun” which are antonymous though they take different parts of speech.

As observed in the excerpts, the English terms used are familiar terms among the audience/ consumers which lead to easy comprehension or understanding of the ads. Such result agrees with Chens’ (2006) investigation which revealed that the people’s reaction toward the use of English- Chinese magazine advertisement is positive in Taiwanese ads. It is also proven that basic English words should be chosen carefully and regularly by copywriters for intelligible conveyance of intended message. Bulakwa (2006) also supports such result since he concluded that English is used since it is the global language of advertising.

With the result of the ads analyzed, Naming/Identifying, Advising/Prescribing, Informing and Promising/ Assuring are the pragmatic or discourse functions played by the ads. Such result agrees with Tajolosa’s (2013) finding that the ads may perform any of the eight discourse functions of ads namely: (1) advising, (2) describing, (3) illustrating, (4) informing, (5) promising, (6) asserting, (7) naming, (8) thanking and (9) asking rhetorical question wherein whatever discourse function or functions an ad may perform, such function is deliberately chosen by the advertiser to achieve desirable outcomes in favour of the products. Along this view, Borlongan (2009) studied instances of code-switching in classes and though the instances of code-switching could be claimed to be significant, one’s tendency to codeswitch is more of an individual-specific trait. Tagalog-English code-switching in the data are most in the form of – or strategy – smooth-code-switching, at almost four-fifth of the total number of code-switches in the data.

Dayag (1999) also supports the result when he examined print ads with code-switching and found that Filipino has greater dominance in broadcast media while English dominated the print media. In terms of discourse function, assertion is the primary discourse function played by code-switching in the Philippine print ads, followed by description/ illustration and identification/ naming/referring.

Motivations for Code-switching in TV Commercials

1. LANGUAGE FACILITY

Words such as *flavored, buzz, chrush, juicy, spray, and work-out* lack or either do not have exact word equivalence in Filipino so these words are used in the ads. These words facilitate better understanding of the message the ads would like to convey. This implies that it is easier to express oneself using code-switching rather than to stick with one language.

2. LANGUAGE ECONOMY

- (1) Pag nag-spray sa Tide parang nakaperfume everyday
[with Tide it’s like you’re wearing perfume everyday]

Excerpt 1 shows that the words *perfume* and *everyday* are used though these words have exact Filipino counterparts. There are probable reasons in using these terms instead of the counterparts. First, the word *perfume* is more appealing since the term connotes expensiveness and creates the economical effect to the consumers since they will not spend much on expensive perfumes. Second, the term *everyday* is used to convey a more positive impact since this is already an everyday language and it is terse due to its shorter number of syllables making it easier to pronounce than the Filipino counterpart.

- (2) K2: 100 million sarap points
[100 million yummy points]

In the above excerpt, notice the use of the terms *100 million* and *points*. These terms are into the principle of economy since these are everyday terms. Also, people from different age groups tend to use 100 million instead of the Filipino counterpart since they are already used to it and it is more comfortable to use such due to the fact

that it is familiar to all. The word points is also an everyday term and it is widely used in different situations rather than the word “*puntos*” as its Filipino counterpart. However, notice that the word “*sarap*” is preferred in the excerpt than its English counterpart. The term is used to illustrate exactly the taste which is understood by all and it is a usual term for food. Most people use “*masarap or sarap*” than “delicious or yummy.”

(3) Anne: Naalala mo nung first time nating magwork- out together? Napansin ko na ang bilis mo kayang mapagod...

Anne: Ikaw, sinong gusto mong maging happy? Bigyan mo siya ng free enervon by visiting www.enervon.com.ph...

The words *work out together* and *free* are used in the above excerpt which are illustrates the familiarity of the terms. The word work-out is also used since it does not have an exact counterpart in the Filipino language and it is understood by all. The word free appeals to the public since it creates a positive connotation to everyone for it is economical for consumers to buy more of the product. The term also adheres to the principle of economy since it is also terse unlike its Filipino counterpart.

(4) B1: Sana masabi ko na, I love you Yassy...

Voice Over: San Miguel flavoured Beer. The seriously fun beer.

Excerpt 4 illustrates the use of familiar terms such as “*I love you and beer*”. These terms have Filipino equivalence yet preferred like I love you which is generally understood by all people due to the universality of the term and it is preferred since the Filipino counterpart “*mahal kita*” seems old-fashioned and poetic. The word beer has the Filipino counterpart “*serbetsa*” yet it is not preferred due to its peculiarity in the Filipino language and also because it is made up of more syllables.

3. EUPHEMISM/COMMUNICATION DISTANCE

(5) Spray, dapat mag-spray spray

Magperfume everyday

The above excerpt used the word *magperfume* instead of the Filipino counterpart “*magpabango*” due to the values we have as Filipinos. The implication of the Filipino term is embarrassing for us since it creates the idea that if a person tells this to you, it means that you smell bad or a fowl smell. But if the word perfume is used, it implies that you already smell good but you need to smell better and the term perfume indicates sophistication and satisfaction. The word choice shows that Filipinos are sensitive of the words they use to maintain respect and politeness. It is also an important issue for Filipinos to talk about hygiene since cleanliness is an important aspect of the everyday life despite.

4. STYLISTIC PURPOSES IN COMMUNICATION

(6) Anne: Ikaw, sinong gusto mong maging happy? Bigyan mo siya ng free enervon by visiting www.enervon.com.ph. Let’s spread happy.

Excerpt 6 shows different discourse modes. Notice its shift from questioning to advising to asserting. The excerpt also shows a shift on the use of the intrasentential code-switching in the second sentence. This suggests that discourse modes are used depending on the intended message to be conveyed by the ad considering the use of effective communication strategy.

(7) **Voice Over:** Hmmm, gulat ka no?

Bagong Tide with Downy perfume

Pag nag-spray sa Tide parang nakaperfume everyday

Bagong Tide with Downy perfume

In excerpt 7, there is a regular recurrence of the use of intrasentential code-switching. Likewise, the excerpt shows a shift from questioning to informing.

5. EXPRESSION OF MULTIPLE IDENTITIES

a. Hygienic, presentable and attractive young men

(1) Spray, dapat mag-spray spray

Magperfume everyday
Spray, dapat mag-spray spray
Magperfume para araw-araw mabango

Voice Over:

Hmmm, gulat ka no?
Bagong Tide with Downy perfume
Pag nag-spray sa Tide parang nakaperfume everyday
Bagong Tide with Downy perfume

[You need to spray, spray
Put on perfume everyday
You need to spray, spray
Put on perfume so that you will smell fragrant everyday

Voice Over:

Hmmm, surprised?
With new tide with Downy perfume
No more spray, with Tide it's like you're wearing perfume everyday
New tide with Downy perfume]

The above excerpt contains expressions that show hygienic, presentable and attractive young men. As to its setting, the ad establishes the target audience between 18- 25 years old who are conscious of their smell since they are trying to hitch the attention of the ladies they want. These young men who are still earning their education are exposed to an environment with a lot of pollutants that cause them to smell awful immediately so they need to something for them to smell good. Notice also the use of intrasentential code-switching throughout the ad which indicates that it does not only cater to those who have means in life yet it also tries to establish that the product can be used by anyone. The use of the expression “*pag nag-spray sa Tide parang nakaperfume everyday*” indicates that everyone can be hygienic, presentable and attractive without spending much and can stay fitting despite the uncontrollable environment one is with.

b. knowledgeable, equipped and mature individuals

(2) K1: Masarap
K2: 100 million sarap points
K3: Favoritest ko kaya yun
K4: Masarap
K5: Cruch gives me Tender Juicy. Thank you.
K3: Movie Time is TJ time.
K6: Masarap
K7: Sobrang juicy
K1: Mmmm, I can Eat 100 million times a day
K8: Laging busog
K9: Masarap
K5: Me and crush we share
K9: I can eat TJ with anything
K10: Most masarap that mommy cooks! Kaya rin laging finished.

[K1: Delicious
K2: 100 million yummy points
K3: That's my most favorite

K4: Delicious
 K5: Cruch gives me Tender Juicy. Thank you.
 K3: Movie Time is TJ time.
 K6: Delicious
 K7: So juicy
 K1: Mmmm, I can Eat 100 million times a day
 K8: Always full
 K9: Delicious
 K5: Me and crush we share
 K9: I can eat TJ with anything
 K10: Most delicious when mommy cooks. That's why always finished.]

The above excerpt shows that the endorsers are knowledgeable of the product specially its taste. They show that despite the very young age, they are already equipped with proper awareness of the things in their surroundings specially in the food they love. Their answers or their lines show how mature the endorsers are in terms of their reaction towards the product. The ad tries to convey that kids who will eat such product will definitely enjoy every moment of their childhood years since hotdog is primarily enjoyed by them. This also tries to get mothers attention to be able to realize that in making their children happy, providing them with the food they enjoy much is of primary consideration. In such case, it is through the product that they can be assured of their children's good appetite. The words used such as "*masarap, favoritest, sobrang juicy, laging busog, and laging finished* indicates the satisfaction of the children endorsing the product and through this, they show that the satisfaction they get from the product can also be enjoyed by them with the condition that they should patronize such. The use of intersentential code- switching holds the idea that children from varied backgrounds can enjoy the product likewise the availability of the product for everyone at a reasonable price.

c. healthy, active, educated and lifestyle-conscious persons

Anne: Enervon asked me kung sino sa mga loved ones ko and gusto kong matulungan n a hindi lagging napapagod at magkakasakit at ikaw yun.

Luis:Me?

Anne: Naalala mo nung first time nating magwork- out together? Napansin ko na ang bilis mo kanyang mapagod.

Luis: Sssss

Anne: And Enervon kasi helps me live an exciting life and I wanted to help you.

Luis: Thank you Best Anne

Anne: Ikaw, sinong gusto mong maging happy? Bigyan mo siya ng free evrvon by visiting www.enervon.com.ph. Let's spread happy.

[Anne: Enervon asked me who among my loved ones I'd like to help avoid fatigue and sickness and that's you

Luis:Me?

Anne: Remember the first time we had work- out together? I noticed you easily get tired.

Luis: Sssss

Anne: And Enervon helps me live an exciting life and I wanted to help you.

Luis: Thank you Best Anne

Anne: You, who would you like to make happy. Give him/her free enervon by visiting www.enervon.com.ph. Let's spread happy.]

The excerpt above shows healthy, active, educated and lifestyle-conscious persons. It is a fact that whatever job is connected with someone, fatigue and sickness come even to those who are famous and rich. The

ad above is endorsed by two famous artists who are informing at the beginning the intention of the ad which is to look for someone special who needs the product most. At the end of the ad, one of the endorsers advised the prospective audience, people who are active, to give someone the product to avoid the problems mentioned which are “*laging napapagod*” and “*magkakasakit*.” The ad gives the idea that no matter how busy one is, he/she should often consider health as important in life. The ad also made mention of the effect of the product through the line, “*And Enervon kasi helps me live an exciting life.*” This supports the proposition that in a fast-paced world where everyone is busy with survival, enjoyment should not be taken for granted so one should be healthy. Such identity leads to the other since if one is healthy one will definitely be active and to attain such, being lifestyle-conscious is a must as projected in the ad. The ad also creates an educated identity for it brings out awareness of the most important factor in life which is the good condition of the whole being. The intrasentential code-switching used in the ad caters to the fact that the communication is not only effective through the use of the Filipino language instead English is also acknowledged to effectively convey ideas better.

d. gentle, chivalrous, and respectful young men

B1: Sana masabi ko na, I love you Yassy

Parrot: I love you Yassy

S2: Huh? Dude, turuan mo ng iba

S1: I love you lemon.

Parrot: I love you Yassy

S2: I love you apple

Parrot: I love you Yassy

Yassy: Hey guys! I'm here na.

S1 & S2: Si Yassy

Yassy: Oh, what's up?

Parrot: I love you Yassy

Voice Over: You'll love San Miguel Flavored Beer's refreshingly delicious burst of apple and lemon falavors with a light beer buzz.

Yassy: Sinong nagturo? Ayy... ang galing naman.

S2: Uuuyyy... He loves you Yassy.

Parrot: Sweet

Voice Over: San Miguel flavoured Beer. The seriously fun beer.

[B1: I hope I can say, I love you Yassy

Parrot: I love you Yassy

S2: Huh? Dude, teach another

S1: I love you lemon.

Parrot: I love you Yassy

S2: I love you apple

Parrot: I love you Yassy

Yassy: Hey guys! I'm already here.

S1 & S2: Si Yassy

Yassy: Oh, what's up?

Parrot: I love you Yassy

Voice Over: You'll love San Miguel Flavored Beer's refreshingly delicious burst of apple and lemon falavors with a light beer buzz.

Yassy: Who taught it?? How wonderful.

S2: Uuuyyy... He loves you Yassy.

Parrot: Sweet

Voice Over: San Miguel flavoured Beer. The seriously fun beer.]

The ad conveys the Filipino values specially in courtship wherein Filipino men are not aggressive in showing or telling their feelings to a woman. Filipino men should take much courage to do this and before such, they should show that they deserve the woman's love. In the first line, it is seen that the man has difficulty confiding his feelings because he knows that in doing this follows a great responsibility specially in having a family. In this sense, he needs to be gentle and it should not be said in any condition or in any instances which is seen by exerting their effort in teaching the parrot another line so as not to spoil his chance to say what he feels. Yet in the concluding lines, the parrot was not taught easily of another line which intensifies the idea that Filipino men are one-woman men and likewise the idea that you should be truthful in what you feel. In turn, the line of the parrot, "*I love you Yassy,*" impressed the woman as shown by her line "*Sinong nagturo? Ayy... ang galing naman*". This satisfies the fact that Filipino women are not easy-to-get and showing them that you deserve their love matters the most. At the end of the ad, the woman embraced the man due to her appreciation of what she heard from the parrot and upon knowing that the man taught the said line to it. However, the man did not take advantage of the woman by embracing her back. This shows that a true Filipino man should respect a woman in all instances. The word "seriously" also drives the idea that courtship among Filipinos should not be taken for granted.

The results revealed under motivations suggest the important points by Gaerlan (2008, in Goheco, 2013) who found that code-switched advertisements were predominant over those which are solely in English or in Filipino. First, code-switching is a strategy of advertisers to attain a high level of information retention through memorability. Second, in code-switching a pair of languages is involved which is the first language of the speech community and English, the global language. Last, code-switching in ads forms a strategy which creates social identities which the audience can relate with or can discover with. When this is achieved, advertisers may easily drive the audience or consumer to act on it such as to visit somewhere, purchase something, agree with an idea, use the highlighted word from the ad to one's terminology and link an affirmative figure with such word.

Overall, the present study ventured on 4 code-switched ads in Philippine advertisements. Syntactic patterns, Pragmatic/Discourse Functions and Motivations were analyzed from the ads. Code-switching is dominant among the ads analyzed. Syntactically, intrasentential switches are more extensively used. The typical combination is Tagalog-with-English type. The predominant functions played by code-switched ads are advising/prescribing, describing, explaining, and illustrating.

As to motivations in code-switching, the present study found that code-switching is motivated by the following purposes namely, (1) language facility, (2) language economy, (3) euphemism, (4) stylistic purposes in communication and (5) expression of multiple identities. More specifically, code-switching is used due to the lack or either do not have exact word equivalence in Filipino so these words are used in the ads. Language economy as a motivation is employed to fit not only the current status of the speech community yet preferred due to the fact that time limit is given to advertisements' air time. Values has also been carried in order to reduce embarrassment among the audience for greater acceptability of the product so English term is preferred than its Filipino counterpart. Shifting in discourse modes is also evident wherein there is a shift from questioning to advising to asserting and questioning to informing.

The study also found out that as regards constructing identities, audience and consumers are persuaded, convinced and influenced to attain the image the products convey. The ads convey the longing of the consumers to achieve the following identities: Hygienic, presentable and attractive young men, knowledgeable, equipped and mature individuals, healthy, active, educated and lifestyle-conscious persons and gentle, chivalrous, and respectful young men. In totality, the said constructed identities reflect the desire of the Filipinos in this modern time. It shows the need for social inclusion and acceptance, a peculiar status in the society and value-laden member of the society.

Conclusion

The present study confirms the occurrence of code switching in Philippine advertisements as seen from previous findings as one of the characteristics of television advertisements. This study also proved that Syntactic Structures of Code-switches in Television Advertisements are effective way to persuade the audience as its foremost function. Thus, the syntactic structures also prove the acceptability of the English language as one of the official

languages of the country. Copywriters capitalized on the existence of such projecting their creativity on language use for communicative competence since English is used as the second language. Code-switching becomes a strategy wherein it is a vehicle for persuasive purpose.

The Pragmatic/Discourse functions of code-switching prove that advertisements directly address the audience to be able to examine themselves on the action to take after watching the advertisements. Since advertisements do not require an immediate answer or action, these Pragmatic/Discourse Functions enable communication with the audience for purpose of persuasion. In line with Motivations for code-switching in TV commercials, it proves that effective language use by the copywriters is important since there are underlying reasons (e.g. air time, audience) which are considered and code-switching is an effective way to reach the consumers with the presence of these. These motivations also prove that TV advertisements make a connection with the audience in order to persuade.

Pedagogical Implications

The study serves as a reminder that TV advertisements are natural part of TV programming. Through these products, network stations continue to provide the viewers with entertainment. However, these advertisements shape the consumers' views through what they see in the TV. Yet, it is noted that even though these advertisements provide them with information about the products to be convinced on the strengths of such, the decision lies on the audience. They still have the control over their preferences since being rational is expected from the audience also to be wise consumers. Consequently, advertisements should not only be seen as a part of business but it should also be seen as an important material in language teaching. It is an effective material for teaching critical thinking which is a higher order thinking skill. The students are also consumers of varied products so these advertisements play crucial role in creating a wiser consumer in them through a more critical approach in integrating this for the teaching of junior high school students especially on the use of propaganda techniques under viewing competency.

Recommendations

The study reflects the current form, function and motivation of television advertisements. Analyzing such requires much time and space. Since the study only made use of limited advertisements, one for each of the four categories, it is recommended that further study should make use of more samples for more analysis.

The findings of the study must be used as a take-off point in the Grade 8 curriculum for the topic Propaganda Techniques in order to show students that advertisements are not only made to sell products or services. It should also be noted that there are factors to be considered in analyzing television advertisements which should be included in the curriculum. Thus, these television advertisements shape our students outlook in life, the effects of these ads to should be looked into.

In addition, there should be more product types to be analyzed to achieve comprehensiveness. Structural characteristics of the code-switches should also be analyzed so with the formed consumer's identities from the code-switched ads.

Finally, to assess the contribution of code-switching in the expressiveness of television advertisements, viewers attitudes and thoughts towards these TV ads should also be examined.

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