CHAPTER II
REVIEW OF THE RELATED LITERATURE

A. Code Switching

1. Definition of Code Switching

A speaker may similiarly switch to another language as a signal of group membership and shared ethnicity with an addressee. Even speakers who are not very proficient in a second language may use brief phrase and words for this purpose. Switches motivated by the identity and relationship between participants often express amove along the solidarity or social distance dimension. A switch may also reflect a change in the other dimension, such as the status relations between people or the formality of their interaction.[1]

For instance, Hymes as cited by Ayeomoni, M.O. defines only code switching as a common term for alternative use of two or more languages, varieties of a language or even speech styles.[2] While Bokamba defines "Code-switching is the mixing of words, phrases and sentences from two distinct grammatical (sub) systems across sentence boundaries within the same speech event."[3]

Code switching is potentially the most creative aspect of bilingual speech[4]. He further adds that the feature of bilingual speech such as interference, code mixing and code switching are normal phenomenon because bilinguals often find it easier to discuss a particular topic in one language rather than another.[5] Mackey as quoted by Hoffman states that

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[1] Janet Holmes, *An Introduction to Sociolinguistics,* (London: Longman :2000), p.35

[2] Ayeomoni, M.O, *Nordic Journal of African Studies Obafemi Awololo University, Code-Switching and Code-Mixing: Style of Language Use in Childhood in Yoruba Speech Communityy,* (Nigeria: 2009)

[3] Ayeomoni, M.O*, Code-Switching and Code-Mixing: Style of Language Use in Childhood in Yoruba Speech Communityy*

[4] Charlotte Hoffman, *An Introduction to Bilingualism*, (New York: Longman:1991) ,p.109

[5] Janet Holmes, *An Introduction to Sociolinguistics,* p.44.

interference is the use of features belonging to one language while speaking or writing another.[6] Grosjean as quoted by Hoffman uses the term 'language borrowing' to refer to the terms that have passed from one language to another and have come to be used even by monolinguals. Hoffman says that the most general description of code switching is that it involves the alternate use of two languages or linguistic varieties within the same utterance or during the same conversation

Language switch is of course, a form of code switching. Gumperz as quoted by Romaine, defines code switching as the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical system or sub systems.[7] Code switching refers to the use of two languages in the same time of sentences or utterances. Thus, a speaker can be called doing a code switching if he could not say a certain word in the target language then change it to another language he knows. The switch here might be a word and phrase within a single sentence or utterance in a whole conversations or communication.[8] Hudson says that code switching is kind of situation in which a single speaker uses different variety at anytime. The use of two languages by single speaker makes it is little bit difficult to be distinguished with code mixing. [9]

In this line, Marasigan says that code switching refers to the use of two languages in the same sentence or discourse. Moreover, Marasigan explains that code switching indicates imperfect knowledge of the grammatical system. It is true that code switching was motivated by the speakers' inability to find word to express what s/he wanted to say in

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[6] Charlotte Hoffman, *An Introduction to Bilingualism*, p.111
[7] Romaine, Suzanne, 2000, *Language in Society*, (New York: Oxford University Press)

[8] Elizabeth Marasigan, *Code Switching and Code Mixing in Multilingual Societies*, (Singapore: UN Press: 1983), p.7

[9] Richard Anthony, Hudson, *Sociolinguistics*, (Cambridge: 1987), p. 56

one of the other codes.[10] In addition, code switching seems to have a function to facilitate and support thinking in communication no matter how the outward information may appear. When speaker uses language switched, it does not mean the message obscure but that is an effort to make the message understandable. Code switching also encompasses switches by one person across more than one participant in an exchange.

With respect to all definition above, it can be concluded that code switching is generally the use of at least two languages or varieties of language utterance in conversation during a speech in bilingual or multilingual society.

2. Types of Code Switching

Blom and Gumperz as quoted by Marasigan, classify code switching into two dimensions. There are two types of code switching based on the distinction which applies to the style shifting, namely situational and metaphorical code switching.

The first type is situational code switching. He states that situational code switching occurs when the languages used change according to the situation in which the conversant find them.[11] They speak one language in one situation and another in different one. No topic change is involved. When a change topic requires a change in language used, we have metaphorical code switching.

A metaphorical code switching, however concerns the various communicative effects to the speaker intends to convey. For example, teachers deliver formal lectures in the official standard form of Norwegian, but lectures shift to regional Norwegian dialect when they

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[10] Elizabeth, Marasigan, *Code Switching and Code Mixing in Multilingual Societies*, p.45

[11] Elizabeth Marasigan, *Code Switching and Code Mixing in Multilingual Societies*, p.123

want to encourage discussion among the students. Thus while the components of the speech event such as speaker, topic, listener, setting have not changed, the tone of the interaction has been altered by a switch in language. [12]

Bilinguals that code switch metaphorically perhaps try to change the participants' feeling towards the situation. The following example illustrates how some Indonesian students jokingly switch from English to Indonesian to affect a serious dialogue to be a bit humorous.[13]

> Made : "We want to take it, to where … Ya, itu tempat kita biasa mancing (fishing), and we are drinking, singing, having fun, ok"
>
> Ali   : "And, there we are surfing, swimming,… terus, kita jadi pusing-pusing (feeling dizzy) dah…ha, ha"
>
> Made: "Are you joining, Jim?"
>
> Jim   : "Okay, then."

Saville-Troike in Gumperz define metaphorical code switching as a code switching occurring within a single situation but adding some meaning to such components.[14] The example of situational code switching is that in some universities a ritual shift occurs at the end of a successful dissertation defense, when professors address the (former) student as Doctor and invite first names in return. While, the example of metaphorical code switching is when a German girl shifts from du to Sie with a boy to indicate the relationship has cooled, or when a wife calls her husband Mr (Smith) to indicate her displeasure.

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[12] Romaine, Suzanne, *Language in Society*, p. 59

[13] Made, I, Jendra, *Sociolinguistics: The Study of Societies' Language* (Graha Ilmu: Yogyakarta:2010), p. 77

[14] Peter Auer, *On The Meaning of Conversational Code Switching*, (German:1984), p. 90

The second classification is based on the scope of switching or the nature of the juncture which language takes place. The basic distinction in its scope is usually between inter sentential switching, or change which occurs between sentences or speech acts, and intra sentential switching, or change which occurs within a single sentence.[15]

Hoffman shows many types of code switching based on the juncture or the scope of switching where language takes place, Intra-sentential switching, inter-sentential switching, emblematic switching. [16]

1) **Intra sentential Switching**

Intra sentential is code switching within the clause or sentence. In this case, the speaker may switch parts of clauses, lexical items, or even morphemes.[17] Intra sentential is code switching in which switches occur between a clause or sentence boundary.[18]

An example is from an English native speaker who speaks Spanish and has resided in Spain for many years: "**I was speak**ando **with Steve the other day**". In this case the speaker uses the Spanish progressing morpheme 'ando' rather than the English 'ing'. The grammatical boundaries for this are similar in English and Spanish and so the code switching 'works'.

2) **Inter sentential Switching**

Inter sentential switching is code switching that happens between clause or sentence boundary. In this case, an entire clause or sentence is in one language, but the speaker switches to another language for a subsequent clause or sentence. Indirectly this

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[15] Peter Auer, *On The Meaning of Conversational Code Switching,* p. 90

[16] Charlotte Hoffman, *An Introduction to Bilingualism*, p.112

[17] Christine, M. Goh, *Language Acquisition and Development,* (NTU, Pearson Ed: 1986), p.63

[18] Romaine, Suzanne, *Language in Society*, p.57

switching is concerned with the situation and the atmosphere of the conversation.[19] Different from the previous type, this switching is not limited to the insertion of one or two words. In addition, this switching should take place between at least two clauses, which also can be mean two sentences. A considerable number of codes switching under this type can be found below:

"… **Last week** aku **shopping** dengan **sister**ku. **That's why** aku inda di rumah"

The classic example is from Poplack's article title, "**Sometimes I will start a sentence in English** y terminó in español." (Sometimes I'll start a sentence in English and finish in Spanish)[20].

In intra sentential code-switching, the shift is done in the middle of a sentence, with no interruptions, hesitations, or pauses indicating a shift. It often happens within one sentence or even a one phrase. The speaker is usually unaware of the switch, until after the fact, and for example, "**You have to find a** kalo pedi **(good guy) and marry him.** (English-Greek).

3) **Tag Switching**

Kind of switching is sometimes called emblematic switching or tag switching. The switch is simply an interjection, a tag, or a sentence filler in the other language which serves as an ethnic identity marker.[21]

Tag switching is code switching with sentence tags that they precede or follow a sentence. This involves the insertion of a tag in one language into an utterance that is otherwise entirely in the other

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[19] Janet Holmes, *An Introduction to Sociolinguistics,* p. 38

[20] Christine, M. Goh, *Language Acquisition and Development*, p. 63

[21] Janet Holmes, *An Introduction to Sociolinguistics*, p. 35

language. Examples of common tags in English include 'you know', 'I mean', and 'right'.[22] A Japanese-English example might be: "I'm a good friend, neh?" Where the Japanese particle, 'neh'('no? or isn't that right?') is added to give a teasing tone to the sentence.

> X: "*Engari* [so] **now we turn to more important matters**." (Switch between Maori and English)

> Ming: "**Confiscated by Customs**, *dà gài* [probably]" (switch between English and Cantonese Chinese)[23]

3. Reasons for Using Code Switching

There are a number of possible reasons to code switch from one language to another and these how will be considered.

The reasons for using code switching happens in community are because the switcher recognizes that the use of either of two languages has its value in the term of the rewards and costs which accrue the user. The switcher chooses a "middle road" in the term of possible rewards and decides to use both languages in the single conversation.[24]

According to Scotton there are four reasons for code switching to occur:[25]

Firstly lack of knowledge of one language or lack of facility in that language on a certain subject.

The second reason for the code switching is its use including certain person presents from apportion of conversations. It is known that those persons do not know the language used for switching.

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[22] Christine, M. Goh, *Language Acquisition and Development*, p. 63

[23] Janet Holmes, *An Introduction to Sociolinguistics,* p. 38

[24] Mesthrie Rajend, *Introducing Sociolinguistics*, (Edinburgh: Edinburgh Universi:2000), p.16

[25] Myers Scotton, *Social Motivation for Code Switching* (Oxford: Clarendon:1993), p. 96

While the third reason uses code switching is also used as stylistic device to indicate a change in the tone of his conversation, at a certain point or to signal the introduction of subject more or less formal than what had been under discussion.

The fourth reason is an attempt to impress another with his virtuosity in one language or at least in one prestige language.

Besides those reasons there are also a number of reasons for the code switching from one language to another by Hoffman (1991) as cited by Dias Anindya. There are seven reasons for bilinguals to switch their languages. The seven reasons are as follows[26]:

(1) Talking about a particular topic

People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express his/her emotional feelings in a language that is not his/her everyday language.

The case can be found in Singapore, in which English language is used to discuss trade or a business matter, Mandarin for international "Chinese" language, Malay as the language of the region, and Tamil as the language of one of the important ethnic groups in the republic.

(2) Quoting somebody else

A speaker switches code to quote a famous expression, proverb, or saying of some well-known figures. The switch involves just the words that the speaker is claiming the quoted person said. The switch like a set of quotation marks. In Indonesian, those well- known figures are mostly from some English-speaking countries. Then,

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[26] Dias A. Cakrawati, *Analysis of Code Switching and Code Mixing in the Teenlit Canting Cantiq,* Faculty of Humanities, Diponegoro University, 2011

because many of the Indonesian people nowadays are good in English, those famous expressions or sayings can be quoted intact in their original language. For example:

A: Bolehkah saya tahu nama anda, Pak? (May I know your name, Sir?)
B: What is a name.

In this conversation, B answers the question from A with the famous proverb 'what is a name.

(3) Being emphatic about something (express solidarity)

As usual, when someone who is talking using a language that is not his native language suddenly wants to be emphatic about something, he either intentionally or unintentionally, will switch from his second language to his first language. Or, on the other hand, he switches from his second language to his first language because he feels more convenient to be emphatic in his second language rather that in his first language.

(4) Interjection

Interjection is words or expressions, which are inserted into a sentence to convey surprise, strong emotion, or to gain attention. Interjection is a short exclamation like: Darn!, Hey!, Well!, Look!, etc.

They have no grammatical value, but speaker uses them quite often, usually more in speaking than in writing. Language switching and language mixing among bilingual or multilingual people can sometimes mark an interjection or sentence connector. It may happen

unintentionally.[27] The following are examples of the usage of interjection in sentences:

Dompetku ketinggalan di taksi! **Shit!** (My wallet was left in the taxi!) [Indonesian-English]

Chicano professionals saying goodbye, and after having been introduced by a third speaker, talking briefly:

A : Well, I'm glad to meet you.

B: Andale pues (OK Swell) and do come again. (Spanish-English)[28]

(5) Repetition used for clarification

When a bilingual or multilingual person wants to clarify his speech so that it will be understood better by listener, he can sometimes use both of the languages (codes) that he masters to say the same message. Frequently, a message in one code is repeated in the other code literally. A repetition is not only served to clarify what is said, but also to amplify or emphasize a message.

For example : English-Hindi (Gumperz, 1982:78) Father calling his small so while walking through a train compartment, "Keep straight. *Sidha jao*" (keep straight).

"The three old one spoke nothing but Spanish nothing Spanish but Spanish. *No hablaban ingles*" (They did not speak English)

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[27] Janet Holmes, *An Introduction to Sociolinguistics,* p. 39
[28] Janet Holmes, *An Introduction to Sociolinguistics,* p. 39

(6) Intention of clarifying the speech content for the interlocutor

When bilingual or multilingual person talks to another bilingual/ multilingual, there will be lots of code switching and code mixing occurs. It means to make the content of his speech runs smoothly and can be understood by the listener. A message in one code is repeated in the other code in somewhat modified form.

(7) Expressing group identity

Code switching and code mixing can also be used to express group identity. The way of communication of academic people in their disciplinary groupings, are obviously different from the other groups. In other words, the way of communication of one community is different from the people who are out of the community.

Saville-Troike also gives some additional reasons for bilingual and multilingual person to switch or mix their languages, these are[29]:

(8) To soften or strengthen request or command

For Indonesian people, mixing and switching Indonesian into English can also function as a request because English is not their native tongue, so it does not sound as direct as Indonesian. However, code mixing and code switching can also strengthen a command since the speaker can feel more powerful than the listener because he can use a language that everybody cannot.

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[29] Peter Trudgill, *Sociolinguistics: An Introduction to Language and Society*, p. 352

(9) Because of real lexical need

The most common reason for bilingual/multilingual person to switch or mix their languages is due to the lack of equivalent lexicon in the languages. When an English- Indonesian bilingual has a word that is lacking in English, he will find it easier to say it in Indonesian. And vice versa, when he has a word that is lacking in Indonesian, he will use the English term. If it put into Indonesian, the meaning will be hazy / vague, and sometime it would not be used. For example, in Indonesia, the technical topics are firmly associated with English and the topic itself can trigger a switch or mix to/with English.

(10) To exclude other people when a comment is intended for only a limited audience

Sometimes people want to communicate only to certain people or community they belong to. To avoid the other community or interference objected to their communication by people, they may try to exclude those people by using the language that no everybody knows.

4. Functions of Code Switching

In many instances, Gumperz as quoted by Marasigan argued that code switch passages are clearly identifiable either as direct / reported speech. It also serves to direct messages to one of the several possible addresses (addressee specification). Code switching serves to mark an interjection, to repeat a message either in literal or modified form, quality construction as sentences and verb complements or as predicates following a copula (message qualification). Another category serves to relate such things as the distinctions talk about action and talk as an action; the degree of speaker involvement in, or distances from, a message; whether the statements reflected to a personal opinion or

knowledge, or referred to specific instances, or whether it has the authority of a generally known fact (personalization or objectification).[30] Meanwhile, the last category is intended to facilitate the speaker when he faces difficulty in finding the right word at the time of speaking. Thus, the functions of code switching are:

a. Quotation

In many instances, the subject code switched to quote themselves and others directly or indirectly, or simply to state a slogan or a maxim. Subjects quoted themselves and others directly or indirectly to sound more credible to the addressees. Seemingly, a quotation served as a proof that what they were saying were facts and that the addresses had to believe them.

b. Addressee Specification

In the second set of examples the switch serves to direct the message to a specific person. This type of code switching recognizes not only the interacting members of the speech events but it also recognizes that their language behavior may be more than merely a matter of individual preference or facility, but also a matter of role relation.[31]

c. Repetition

Sometimes a message is repeated in the other code, either literally or in somewhat modified form. Repetition may serve to clarify what is said, amplify or emphasize the massage, or mark a joke.[32]

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[30] Elizabeth Marasigan, *Code Switching and Code Mixing in Multilingual Societies*, p.39

[31] Elizabeth Marasigan, *Code Switching and Code Mixing in Multilingual Societies*, p.76

[32] Elizabeth Marasigan, *Code Switching and Code Mixing in Multilingual Societies*, p.79

d. Interjections

Other cases of code switching are also marked by an interjection or sentence filler. Normally the subject uses Philipino when they uttered interjections. This can be ascribed to the fact interjections express strong feelings and emotions.[33]

e. Message Qualification

Another large of group of switches consists of qualifying construction such as clauses, sentences and phrases (verb and noun compliment). A considerable amount of switching under this category is meant to express the time concept. The subject generally switched Philipino to English whenever they specified the time.[34]

f. Personalization and Objectifization

In a very large group o instances function is somewhat more difficult to specify in purely descriptive terms. The code contrast here seems to relate to such things as: the degree of speaker involvement in, or distance form, a message or an addressee; whether a statement reflect a personal opinion, feeling or knowledge; whether it refers to specify instances, or whether it has status of generally known fact.[35]

g. Facility of Expression

The subject switches the code whenever there are difficulties in finding the new words in the time of speaking or writing or merely as a sign of the subject's lack of familiarity with the style he is using.[36]

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[33] Elizabeth Marasigan, *Code Switching and Code Mixing in Multilingual Societies*, p.81

[34] Elizabeth Marasigan, *Code Switching and Code Mixing in Multilingual Societies*, p.81

[35] Elizabeth Marasigan, *Code Switching and Code Mixing in Multilingual Societies*, p.85

[36] Elizabeth Marasigan, *Code Switching and Code Mixing in Multilingual Societies*, p.90

B. Code Mixing

1. Definition of Code Mixing

Speaking about code switching is frequently followed by code mixing. Code mixing is also called as rapid switching. While linguists who are primarily interested in the structure or form of code-mixing may have relatively little interest to separate code-mixing from code-switching, some sociolinguists have gone to great lengths to differentiate the two phenomena. For these scholars, code-switching is associated with particular pragmatic effects, discourse functions, or associations with group identity. In this tradition, the terms code-mixing or language alternation are used to describe more stable situations in which multiple languages are used without such pragmatic effects. [37]

While Bokamba defines code-mixing is the embedding of various linguistic units such as affixes (bound morphemes), words (unbound morphemes), phrases and clauses from a co-operative activity where the participants, in order to infer what is intended, must reconcile what they hear with what they understand.[38]

In studies of bilingual language acquisition, code-mixing refers to a developmental stage during which children mix elements of more than one language. Nearly all bilingual children go through a period in which they move from one language to another without apparent discrimination. This differs from code-switching, which is understood as the socially and grammatically appropriate use of multiple varieties.[39]

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[37] Peter Mysken, *Bilingual Speech*: *A Typology of Code-Mixing*, (Cambridge: Cambridge University Press)

[38]Ayeomoni, M.O, *Code-Switching and Code-Mixing: Style of Language Use in Childhood in Yoruba Speech Community, Nigeria*

[39] Christine, M. Goh, *Language Acquisition and Development*, p. 70

Myers–Scotton give example mixing between English and Swahili. "Lakini ni-ko **SURE** u-ki-end-a." (But I'm sure if you go).

They explain that the matrix language is Swahili. SURE is an embedded English language on it. Otherwise if one clause in which obviously has grammatical structure of one language and in the following clause is arranged based on its grammatical structure of other language, so s/he has switched the code. In short, the code which involves in code mixing is on the form of pieces (word or phrases). The code does not have automatic function of one language.

Code mixing is a part of code switching which can be included in the type of code switching: "Involving a word within a sentence" because according to Poplack, Apple and Musket, code mixing is switches occurring at the lexical level within a sentence.[40]

Code mixing occurs when a conversant uses both languages together to the extent that they change from one language to the other in the course of single utterance.[41]

While many linguists tend to take code-mixing in a foreign language blending with base language, a broader perspective has been adopted by Hymes. He defined code switching as a common term for alternate use of two or more languages, varieties of a language, or even speech styles.[42] Therefore even when people employ what is recognized as a single language, shifts in style, register and voice, whether in spoken or written language, can then be included in a broad definition of code-mixing. The study of code-mixing is meaningful

[40] Peter Mysken, *Bilingual Speech*: *A Typology of Code-Mixing,* p. 5

[41] Ronald Wardaugh, *An Introduction to Sociolinguistic Second Edition*, p. 106

[42] Dell Hymes, *Foundation in Sociolinguistic: An Ethnographic Approach*, (London: Longman:1977), p.103

because "bilingualism and bidialectalism are important, and because such work necessarily breaks with an image of the notions of language and speech community as identical".[43]

Code-mixing is one of the major kinds of language choice which is subtler than 'code switching', as stated by Fasold. In code- mixed sentences, pieces of the one language are used while a speaker is basically using another language.[44]

According to Hammers and Blanc, code mixing is a strategy of communication used by speakers of a language who transfer elements or rules from other language to their own language. These transferred elements are mostly in the form of function words, articles, prepositions, conjunctions, and adverbs.[45] McLaughlin, as quoted by Hoffman, emphasizes the difference between code switching and code mixing in the sense that "code mixing takes place within sentences and usually involves single lexical item while code switching is a language change occurring across phrase or sentence boundaries." [46]

From the state above, the researcher points out two important things which are the conversant of single utterance and the use pieces of languages, but in her sentence or utterance, she inserts a word or a phrase of another language.

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[43] Dell Hymes, p. 104

[44] Ping Liu, *Code Switching and Code Mixing*, (GRIN:Uni-Stuttgart:2006)

[45] Charlotte Hoffman, *An Introduction to Bilingualism*, p.106

[46] Charlotte Hoffman, *An Introduction to Bilingualism,* p.111

2. Reasons of Using Code Mixing

Code mixing may occur for a number of reasons. Hoffman said that there are some reasons to code mix such as:[47]

a) If an item has been acquired in one language but not yet in the other, the child may use the one device s/he has available to express a certain lexical or grammatical meaning.

b) If an item temporarily unavailable, the subject is likely to resort to an equivalent form in the other language or what s/he thinks one.

c) If an item is more complex, or less silent, in one language, the young bilingual may make use of the corresponding one from other.

d) If the child exposed to mixed input, s/he will often respond with mixed production.

3. Types of Code Mixing

Hoffman as cited by Dias Anindya shows many types of code mixing based on the juncture or the scope of switching where language takes place, Intra sentential mixing, Intra lexical code mixing, involving a change of pronunciation (the switching occurs at the phonological level).[48]

1) Intra-sentential switching / code mixing

This kind of code mixing occurs within a phrase, a clause or a sentence boundary, as when a French-English bilingual says: "I started going like this. Y luego decla (and then he said), look at the smoke coming out my fingers." Another example is from Wardaugh "Estaba training para pelar" : "He was training to fight."

2) Intra-lexical code mixing

This kind of code mixing which occurs within a word boundary, such as in shoppã (English shop with the Panjabi plural

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[47] Charlotte Hoffman, *An Introduction to Bilingualism*, p.107

[48] Dias A. Cakrawati, *Analysis of Code Switching and Code Mixing in the Teenlit Canting Cantiq*

ending) or kuenjoy. (English enjoy with the Swahili prefix ku, meaning 'to').

3) Involving a change of pronunciation

This kind of code mixing occurs at the phonological level, as when Indonesian people say an English word, but modify it to Indonesian phonological structure. For instance, the word 'strawberry' is said to be 'stroberi' by Indonesian people.

While Musket explains that there are three distinct types in code-mixing operant in different bilingual speech communities: [49]

1. Insertion: the insertion of well defined chunks of language B into a sentence that otherwise belongs to language A

Chay-pi-qa nuqayku-qa **catch-as-can** bati-yku-yku That LO TO 1pl-TO beat-INT-1pl sonso ind-itu-s-wan-qa. Stupid Indian-DIM-PL-with-TO `There we played catch-as-can with the stupid little Indians.' (Quechua / Spanish: Transcriptions Quechuas)

2. Alternation: the succession of fragments in language A and B in a sentence, which is overall not identifiable as belonging to either A, or B. 'Andale pues, *and do come again'* `That's all right then, and do come again.' (Spanish / English)

3. Congruent lexicalization: the use of elements from either language in a structure that is wholly or partly shared by languages A and B. Això *a el* a ell no li i(m)porta. This to him to him not him matters `This he, he doesn't care.' (Catalan / Spanish)

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[49] Peter Mysken, *Bilingual Speech*: *A Typology of Code-Mixing*

C. Advertisement

1. Definition of Advertisement

The words of advertising derived from Greek language which are more than less means 'driving people into the idea'. In its simplest sense the word advertising means drawing attention to do something, or notifying or informing somebody of something.[50]

According to Wikipedia, advertisement is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respects to products, ideas, or services. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common.[51]

While Jefkins defines advertising as the most persuasive selling message and service which is directed as the most potential buyers of certain goods with the cheapest price. From the definition, the point of advertising is to persuade, notify, and inform.[52]

Advertising is a communication process aimed to persuade or lead people to benefit their product. The purpose of advertising is to influence the consumer's feeling, knowledge, trust, behaviour, and image of a product or brand. This purpose is pointed out in attempting to influence consumer's behavior in purchasing.

Although it is difficult to concretely define the complex concept, there are some widely quoted definitions of advertising that can suggest some limits. At the turn of the 20th century a well-know advertising copywriter named John E. Kennedy remarked that advertising was "salesmanship in print". This often-repeated saying indicates that the ultimate objective of advertising is to sell. In 1948, the Definitions Committee of the American Marketing Association developed what is, to

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[50] Wilbur Nesbit, *First Principle of Advertising*(Gregg Publishing:California:1922), p.12

[51] www.wikipedia.com/definition of advertisement retrieved in February, 23rd 2012

[52] Jefkins, *Advertising*, (Plymouth: Macdonald& Evans Ltd:1985), p. 5

this day, the most widely quoted definition of advertising: "Advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor."[53]

Most advertising is paid by sponsors. A company's sponsors do advertising in order to convince people that their product will bring benefit consumers. Most advertising try to be persuasive, to win convert of a product, service or idea but some of them just inform. And increasingly advertising is used to sell economic, political, religious and social ideas. Moreover, the most basic function of all is to identify products and differentiate them from other.

2. Media of Advertisement

The term media in advertisement is used to denote the various ways in which an advertiser can present his advertising message to people or audiences such as through newspaper, magazine, television, and radio. The media of advertisement is broadly divided into two categories, they are:

- Print media, including newspaper, magazine, e-mail, etc, which deliver their messages their messages through words or by written advertisement.
- Electronic media including television, radio, etc, which deliver their messages through visual and audio on the senses.

3. The Objective of Television Advertisement

According to Suyanto, there are objective of television advertisements: [54]

1) Informative Advertisement

This kind of advertisement gives information to the public about the detail of a product. Usually, informative advertisment is done greatly in the launching step of a product. It is aimed to build

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[53] www.wikipedia.com/definition-of advertisement retrieved in February, 23rd 2012

[54] Suyanto, *Perkenalan pada Televisi*, (Yogyakarta: Media Cipta: 2005),p.54-57

first demand. Informative avertising is done by a brand that is on the introduction stage.

2) Persuasive Advertisement

It is done in the competitive stage. The aim is to build selective demand on certain brand. Persuasive advertisement gives positive value and advantage which is not possessed by other brands of the product. It also gives comparison to other brands of the product.

3) Reminding Advertisement

It is aimed to refresh about information which has been got by audiences. This advertisement is important for certain settle brand.

4. Language of Advertisement

Advertising language is perceived to be creative, complex, and attention grabbing. Advertisement is usually packed with various distinguished elements like repetition, strategic word order, neologisms, superlatives, hyperbole and other creative non-standard use of language. Advertising language is highly stylized. Yet it has to work within a fixed set of restrictions such as legal matters and other what is deemed as more trivial issues such as space. With such limitations in mind, advertising language has to be so carefully crafted with the intention to manipulate and persuade consumers on lexical level with the combination of visual image. The language of advertising is therefore quite a restricted genre.[55]

According to Leech's in Jefkins classic treatise, the language of advertising is characterized by a number of preferred linguistic patterns and techniques:

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[55] Hu Zhiwei and Wu Keming, An Anthology of Selected English Advertisements. Beijing University Press, 1999出处: http://www.lforums.com/html/11/1121/587.htm

(1) Unorthodoxies of spelling and syntax, and semantic oddities are common to attract attention.

(2) Simple, personal, and colloquial style and a familiar vocabulary are employed to sustain attention.

(3) Phonological devices of rhyme and alliteration and sheer repetition are utilized to enhance memorability and amusement. Repetition is usually of two types: intra-textual and inter-textual. In the former, the product's name and certain highlighted features are repeated several times. In the latter, a single slogan is consistently used in different ads for a single product or manufacturer.

(4) An intimate, interactive addressing of the audience and a conversational mode is employed.

(5) Abundant use is made of superlatives and hyperbole in characterizing the product, with often indirect reference to rival products.[56]

An advertisement that is published both in press media or broadcast media basically has structure. It is not standard structure but it is more general structure which copywriter likes to use them.[57]

A complete written advertisement (newspaper, magazine) is usually composed of headline, body copy, slogan, illustrations and colors, trademark, and brand name. These elements are named as visual elements. Another kind of elements—audio elements are advertising commentary, advertising music and advertising sounds. In these elements, headline, body copy and slogan are the most important elements in an advertisement.

[56] Jefkins Frank, *Advertising*, p. 220
[57] Jefkins Frank, *Advertising*, p. 223

a. Headline

Headline is an important part in advertisement. It is not always in the beginning can trust but it must be the first part is read by people. The headline can be in the form of statement, command, and testimony or prohibition sentence. In this part what advertisers want to reveal must be delivered in detail. This part is red string of advertisement where advertiser's message.[58]

b. Sub Headline

Headline must reveal something important for the consumers, no matter how long the sentence is. But if the sentence is quite long, advertisement is normally followed by sub headline.[59]

c. Body Text

In this part what advertisers want to reveal must be delivered in detail. This part is red string of advertisement where advertiser's message.[60]

d. Signature slogan or strap line

This is the pay off line where it can create an image of company.[61] An example of signature slogan in Indonesian TV advertisement lately is 'Speed that you can trust' by Telkom Speedy.

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[58] Jefkins Frank, *Advertising*, p. 226

[59] Jefkins Frank, *Advertising*, p. 227

[60] Jefkins Frank, *Advertising*, p. 229

[61] Jefkins Frank, *Advertising*, p. 231

D. Code Switching and Code Mixing in Language Teaching

The phenomenon of code switching is consequently also present in second language classroom. For instance, during an English lesson in a school, English and the first language which also called frequently switched.

Many teachers of English code switching as a communicative strategy for learners with insufficient vocabulary resources and thus as a source of concern. Consequently, these teachers may be intolerant of switching to the native language. At the same time, recent studies suggest that code switching is a part of the process of acquiring a second language and that may be an important competence in itself in the way the speaker is able to alternate between the two languages and employ each language for specific purposes.[62]

The native language is (in most cases) a common code of communication which makes it possible to level off the linguistic advantage held by the teacher. Thus, in spite of the existing but unwritten pedagogical rule to speak the target language, the second language learners are aware of the possibility to retreat to the native language if necessary.

Code switching and code mixing is a widely observed phenomenon especially seen in multilingual and multicultural communities. In ELT classrooms, code switching and code mixing come into use either in the teachers' or the students' discourse. Although it is not favoured by many educators, one should have at least an understanding of the functions of switching between the native language and the target language.[63]

Teaching in bilingual education is a challenging activity since bilingual teachers have to make learners comprehend the lesson which is taught in bilingual. They do not only have to be able to teach in English very well, but they also have to be able to make lesson understood by the students because of his instructions.

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[62] Sandra Lee McKay, *Sociolinguistics and Language Teaching* (Cambridge:1996)

[63] Ronald Wardaugh, *An Introduction to Sociolinguistic Second Edition*, p. 86

In classroom learning activities, one thing that can drive teachers wild is when their students are apparently unwilling to use English in the classroom especially during communication activities. This often seems as an example of students or teacher failure. After all if the students are not using English everyone is wasting time. However, there are many understandable reasons why students revert to their own language in certain activities.

E. Previous Research

Many researchers have conducted the research about code switching. Related to this study, the researcher chooses some literature about previous researches which are relevant to the research.

1. *Code Switching in Students Conversation (A Case Study of Students in English Course BBC ETS The Academic 2009/2010)* written by Iin Kurniawati (220405585) from Language and Arts Faculty, Semarang State University, 2010. The conclusion of her final project is only a starting point in the functions of code switching in student conversation. It is hoped that give benefit to English Course or anyone interested in the practice of code switching and improve their speaking.[64]

2. *Code Switching Used by the Participants of English Conversation Madrasah Aliyah Walisongo Pecangaan Jepara* written by Nurunnikmah (2201404539) from Language and Arts Faculty, Semarang State University, 2008. The conclusion of her final project is there are some functions of code switching, those were tag switching, intra sentential switching, and inter sentential switching. There were 108 instances of code switching used by the participants of English Conversation (ECC) MAWAS Jepara. All of those switches served those functional and types. There were 6 instances of quotation, 5 instances of addressee specification, 15 instances of repetition, 26 instances of interjection, 9 instances of message qualification, 10 instances of personalization and

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[64] Iin Kurniawati (2201405585) , *Code Switching in Students Conversation (A Case Study of Students in English Course BBC ETS The Academic 2009/2010)*, Semarang State University, 2010.

objectification, and 37 instances of facility of expression. In addition, for the types of code switching, she found 33 instances of tag switching, 21 instances of intra sentential switching, and 54 instances of inter sentential switching.[65]

3. *Code Switching and Code Mixing in the Classroom (The Case of Teachers of International Standars School of SMP N 2 Semarang in the academic year of 2008/2009)* written by Muhammad Asror (2201404879), from Language and Art of Semarang State University. The findings of his final projet are generally teachers do more code switch in their teaching learning process. They code switch and code mix into Javanese or other language. The highest number of utterances of code switching and code mixing is in the form of sentences. Total numbers of utterances are 148 utterances. The utterances are classified into two classifications. The first is 105 or 70, 95% utterances of code switching and 43 or 29,05% utterances of code mixing.[66] Based on interview, teachers code switch and code mix because of neither their weakness nor the deficit to speak English continously. On the other hand, the teachers code switch and code mix because of their skill to make their students understand easily.

The difference between those research and this study is the researcher identifies code switching and code mixing of television advertisement and classifies each type of it and give the explanation of the contribution to language teaching.

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[65]Nurunnikmah (2201404539), *Code Switching Used by the Participants of English Conversation Madrasah Aliyah Walisongo Pecangaan Jepara* , FBS, Semarang State University, 2008.

[66] Muhammad Asror (2201404879), *Code Switching and Code Mixing in the Classroom (The Case of Teachers of International Standars School of SMP N 2 Semarang in the academic year of 2008/2009)* Semarang State University, 2009.