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## **Linguistic Glocalization and Language Trends in Pakistani Linguistic Landscape**

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### **Abstract**

This study aims to analyze the impact of the global language in marketing language in public spaces. The study highlights the status of both English and Urdu, reflecting their status as the displayed language of business, educational, and marketing fields. It also focuses to explore how the Urdu language is going into a shift through the inclusiveness of English lexical incorporation. The research is qualitative as it analyzes the phenomenon of language inclusiveness and linguistic glocalization on the landscape. For this purpose, the study employs purposive sampling, adopting photo documentation for analyzing linguistic impact and interviews to bring forth the perceptions of people about the choice of publicly displayed languages. The data include selected public writing from shops' display boards, food shops, and wall banners. The data have been analyzed by employing a model of the Linguistic landscape presented by Bourhis 2012. The results of the study indicate that Pakistani landscapes reflect domination English language inclusion either through code mixing or through transliteration form. The place of Urdu in marketing is far less as compared to the English while in overall public writing it has inclusiveness of English language.

### **Keywords:**

**GLOCALIZATION, TRANSLITERATION, LANGUAGE TRENDS, LANDSCAPES**

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**1. Introduction:**

As language is one of the important factors of national representation. National language serves as a means of expression of a nation's cultural identity, values, and traditions. A shared language is essential for social cohesion and national integration. However, when a national language goes under the impact of a foreign language as a result of colonialism or due to the integration of global language, it divides society into linguistic sectors. For instance, high-status languages, such as the English language, impact society, creating a complex relationship between a global and national language. Although Pakistan is a nation with a lot of language diversity, the impact of linguistic glocalization is creating language trends through glocal strategies, making less representation even exclusion of national language from public display. This is considered one of the unfortunate realities of bilingualism. Moreover, in recent years, under the influence of 'hyper-globalization' and 'diversity marketing,' English has become the most favored language of global advertising (Bhatia, 2006). Along with other aspects of globalization, the inevitable global spread of English has resulted in an increase in the degree of linguistic glocalization, creating a society more homogeneous blurring the cultural and linguistic boundaries. While globalization is referred to as the "international connectivity of the world," it then gives rise to the notion of "glocalization," which is the fusion of "local" and global." The idea of glocalization was first presented by Robert Ronald in 1980; it is defined as the integration and adaptation of global phenomena at the local level to meet the social needs of that particular area. Glocalization manifests the idea of thinking globally and acting locally. Consequently, glocalization is getting hype because the glocal strategy marks a country's language, culture, and social events. Glocalization of language is the process of integration of global languages to meet local needs and preferences. Regarding the globalization of the English language, the term has been redesigned and adapted to language studies, targeting the representation of language trends in public spaces. English has been globally accepted due to imperialism history, the Industrial Revolution, and intensified flows of capital, goods, and information-driven by globalization. The extensive influence of the global language not only gained a prestigious status around the globe, widening its spread in non-

native countries, but also affected local and national languages and cultures of many countries, raising concerns about the heritages and declining linguistic diversity.

### **1.1 Purpose of Study:**

This research focuses on the impact of English as a global language on public writing in marketing areas as well as the attitudes of people about the choice of displayed languages in order to know the cause of not using their national and local languages. The study is meant to highlight the problem that the inclusion of the English language into the national language of Pakistan is becoming more and more local, replacing it from public spaces mainly in marketing and business fields. The linguistic landscape study of an area is the primary source and main tool for measuring the extent of change in language and measuring the language trends in public spaces. The study also highlights the perspective of how this global influence is adapted at the local level, causing the exclusion of the Urdu language. The current study focuses on language trends and the influence of global language causing a language replacement through transliteration and hybridization as a glocal strategy of English localization in the Pakistani linguistic landscape.

### **1.2 Problem Statement**

Apart from the fact that linguistic evolution is an unavoidable process in every living and natural language. This study aims to explore the impact of linguistic glocalization on the Pakistani national language through language trends in marketing fields. As the marketing strategies are influenced by English dominance, the study aims to fill the gap in this perspective by highlighting how glocalization is impacting Pakistani society by analyzing public linguistic landscapes. The present study focuses on glocalization in Pakistan's context is the primary concern of this study, as a lot of English diction has been incorporated into the national language, making it excluded from public spaces.

### **1.3 Significance of the Research:**

This study aims to explore the localization of English words inclusiveness that has been incorporated into the national language. It aims to identify the patterns of language observed and presented through the linguistic landscape. It also helps by paving the way for pedagogical and linguists to discover the ways in which glocalization is impacting national and indigenous languages to prevent the loss of linguistic diversity and cultural identity. The research focuses on how trends have been shifting due to technology and globalization. Moreover, the absence of a clear language policy in Pakistan for implementing the national language has marginalized the majority of Pakistanis in many ways, impacting their identity and adaptation to the national language.

### **1.4 Research Objectives**

The research would help to achieve the following objectives.

1. To explore the linguistic hybridization and rapid change through language trends in Pakistani public spaces.
2. To analyze the rapid replacement of Urdu words with English inclusiveness in marketing fields.
3. To bring forth the attitudes and perceptions of people towards English glocalization and its impacts on the status of Urdu.

### **1.5 Research Questions**

1. How does the use of the English language create a linguistic exclusion of the national language by advertising under glocal strategies?
2. How is the Pakistani linguistic landscape being affected by the localization of the English language?

## **2. Literature Review:**

### **2.1 Theoretical Framework:**

#### **2.1.1 Linguistic Landscape Theory**

The research employs the framework of linguistic landscape study, which was first conceptualized by (Bourhis et al., 2012). Linguistic landscape study is a research that examines the presence, use, and

visibility of written language in public spaces within a specific geographical area. As we are surrounded by language all the time hence, the study analyzes different linguistic elements that contribute to the visual representation of language as well as the culture of a community. Linguistic landscape is a fundamental concept in sociolinguistics used for the description of language situations in an area. The languages displayed in public signs represent what languages are locally used in the area (Shohamy et al., 2010). Thus, it helps examine how power dynamics and identity are reflected in the linguistic landscape. This could involve analyzing which languages are granted visibility and prominence and how this relates to societal hierarchies. LLS Explores the historical and sociolinguistic context of the study area.

### **2.1.2 Rehman's Language and power**

The research is also grounded on the theory of Tariq Rahman about Language use and power (Rahman, 2006). His book, "Language and Politics in Pakistan," delves into the intricate relationship between language, power dynamics, and political ideologies in Pakistan. In comprehensive study of major issues regarding the language and language policy in British as well as in Pakistan, which focuses on the role of English in Pakistan and issues regarding political controversy during British rule over the people of South Asia. Rahman's work is rooted in critical sociolinguistics, which seeks to understand how language intersects with power structures, politics, and ideology. In the context of Pakistan, this approach is particularly pertinent given the country's linguistic diversity and complex socio-political history. He discusses the segregation among Pakistani people, the elite class that promotes the English language, and others promoting the Punjabi or Urdu language. He comprehensively talks about private medium and power that continues to promote English as a language of prestige and power (Abbas, 1993). The theoretical framework proposed by Rahman likely encompasses several key concepts:

**2.1.2.1 Language as a Site of Power:**

Language Power refers to the various applications of language as a tool to exert power, control, and influence in various social contexts. This perspective posits that language is not merely a neutral communication means but a site of power where social, political, and economic hierarchies are negotiated and maintained.

**2.1.2.2 Language Policy and Ideology:**

Rahman is likely to explore how political ideologies have influenced language policies in Pakistan. This includes examining how language choices have been used to assert dominance, control narratives, and shape national identity.

**2.1.2.3 Linguistic Hegemony:**

This concept signify the prevailing influence of one language over others in a multilingual context. Rahman may discuss how English, as a legacy of British colonialism and a global lingua franca, has been privileged over indigenous languages in various domains of Pakistani society.

**2.1.2.4 Language and Nation-Building:**

Rahman may analyze how language has been utilized in Pakistan's nation-building efforts. This involves understanding how linguistic choices have been employed to foster a sense of national unity or, conversely, to highlight cultural and regional differences.

**2.1.2.5 Language and Education:**

Given Rahman's expertise, he is likely to examine the position of English in the Pakistani education. This includes discussions on the accessibility of English-medium education, its implications for socio-economic mobility, and the potential reinforcement of social hierarchies(Rahman, 2004).

**2.1.2.6 Language and Social Stratification:**

Rahman may explore how proficiency in English can be a marker of social status and privilege. He might discuss how access to English education and fluency in the language can confer advantages in terms of employment opportunities and social mobility.

**2.1.2.7 Language and Political Discourse:**

This aspect may involve an analysis of how political rhetoric and discourse in Pakistan are influenced by linguistic choices. Rahman might investigate how language is used to mobilize or marginalize certain social groups.

**2.1.2.8 Language and Globalization:**

Considering the global significance of English, Rahman discusses how its prominence in Pakistan reflects broader globalization trends. This could involve examining the impact of English on economic sectors such as business, technology, and media.

The priority given to English is linked to its English-speaking countries, particularly the United States, which have significantly impacted global popular culture. This cultural influence further reinforces the association between English and power.

**2.2 Related Researches**

The influence of English as a language of dominant is seen in the study of (Sharifian, 2016) mainly in TESOL. The study shows the influence of glocalization in the perspective of how the nativization of English is impacting the cultural blending and cultural conceptualization blurring the traditional dichotomies. Because the English language is the central focus of globalization, therefore it is reshaping identities worldwide, known as a "killer language," creating a socio-political and linguistic shift. Scholars (Skutnabb-Kangas, 2022) pointed out the impact of English spread negatively on the local languages.

Manan et al.,( 2017) conduct research on English linguistic glocalization in the Pakistani context which is a study of variations of localized English. The study focuses on how the spread of the English language outside its native sphere causes a change in patterns of the language due to the localization effect of the local language on the English language in that particular area or country. The study focuses on the English variety in Pakistan, which is known as Urdunized English, because of the impact of the Urdu language on it.

The study by (Noor & Yasir, 2022) states that glocalization is a global strategy commonly used by multinational companies to promote their businesses. Global products and services are promoted through the implementation of cultural, religious, and regional languages according to the preferences and needs of local people. Such as McDonald, KFC, and Pizza Hut brands use cultural events and local languages of Pakistan to promote their marketing. In the study, the glocal strategy is highlighted as a marketing strategy, applying linguistic modification, specifically in relation to the globalization of English.

While in the field of display languages in Pakistan, the case study of the Linguistic landscape was done in the Pakistani district of Nowshera KPK (Mahmood et al., 2021). The study highlights the language policy and its actual implementation by analyzing the language engraved in public spaces. The study is useful in multilingual studies as it compares the writings as well as examines writing techniques in multilingual, the language positions as top-bottom or bottom top in landscapes. The study also highlights the number of languages in the sense of how many languages are engraved on a single signboard displayed in public. Also, the study highlights the role that the linguistic landscape plays in establishing English as a powerful linguistic tool and exposing different types of embedded identities.

Similarly, (Jiang, 2022) focuses on reviewing the previous research and contextualizes those researches for knowing the developments done in the field of the linguistic landscape. The study helps in indicating how previous researches have been done, what new gaps are unfilled, and how it should be done by adopting suitable methodologies paving the way for future exploration.



While the status of English in Pakistan, many studies have been conducted from many perspectives; one of the research by Shahzad (2020) proposes a study explaining the status of the English language in the socio-political scenario. The study explores the role of English in Pakistani society, mainly in political and social class stratification on the basis of social backgrounds. The researchers point out the key factors for prevailing and its popularity as one of the most important considerations for being successful. Other highlighted factors are the historical context of English, the imperialism perspective, and the language of business. Ramzan and Khan (2019) have said that identity is a power issue. Ramzan et al. (2023) have expressed that motivation is triggered by the sustainable developments' goals. Ramzan et al (2023) confirm that the style of the author is a core element in ESL writing. Chen and Ramzan (2024) have expressed that motivation is found in ESL learning from social media usage. Ramzan and Alahmadi (2024) have elucidated the use of cultural relevancy is required for suitable ESL syntax writings.

Moreover, Mansoor (2004) states that there is no doubt that the status of English as a globally accepted cannot be avoided. He argued that the dominant status of English should be a point of acceptance but national and local languages should not be ignored, neither should be subtracted. He suggested that the basic education in Pakistan must be in the national language to create a balance among the languages. At the same time, at a higher level of education, English can be the medium of instruction. Although the potential benefits of English in economic, trade, and technological development are unavoidable while keeping national languages side by side, nor should it create a division among languages.

### **3. METHODOLOGY**

The study is based on a qualitative research methodology as it is about the social phenomenon of how global language is being incorporated as a result of linguistic globalization. Thus, to understand how global language is integrated in to local language and ways language is impacted interpretivism

qualitative paradigm has been best choice for the study. Also the public writings are social phenomenon contains socio-demographic contexts that demand a descriptive analysis.

### **3.1 Data collection**

Thus, to analyze the language trends in public writing, primary data have been collected through observation, photographic documentation of public writing, and interviews with people to understand their perceptions of public language representation. Data from the public writings for this research has been taken selectively from shops' signboards, advertisements, food shops, and wall chalking that has the inclusion of English words. The researchers took attention and care in selecting areas so that the inclusion of words and the impact of glocalization from different categories could be reflected and analyzed.

### **3.2 Population and Sampling**

All objects and entities from selective fields representing public writings have been included. A total of 500 photographs from all categories have been taken for the study, along with 10 interviews have been included as a sample for better interpretation and data analysis.

The researchers selected purposive sampling to pursue the research systematically. Purposive sampling is a type of non-probability sampling conducted as per the requirements of this study. As the study involves observation and data from selective fields and areas, purposive sampling has been the best option and helpful in identifying and selecting the data.

## **4. Data Presentation and Analysis**

The data collected and the study's research questions have been analyzed by employing the model of linguistic landscape study by (Bourhis et al., 2012) to understand the ways how linguistic glocalization integrated into the public writings that reflect the society of a particular area. The study is important in understanding how language trends of society are reflected through public writings. The analysis addresses the problem and provides an in-depth analysis through the description of the content, answering

how the impact of glocalization is affecting people's attitudes and perceptions towards a language of power and their national language. The data for analysis have been analyzed by making categories as glocalization through code-mixing and hybridization, which further sub-divided as single word substitution; glocalization through English-Urdu Inclusiveness as Fragmentary Languages; and Glocalization through transliterated form, which further sub-categorized as English and its transliteration scripts and totally transliterated scripts.

#### **4.1 Language Glocalization through Hybridization and Code-Mixing**

Along with the other factors of globalization, the unprecedented global spread of English has created a localization into to the areas away from the native boundaries particularly in field of language and marketing. While becoming a language of globally accepted, the glocalization has created a society that is more homogenous and bilingual through global strategies such as hybridization, code-mixing, fragmentary bilingualism, complementary, and transliteration. The present study thus focuses on areas of linguistic glocalization through hybridization, code-mixing, and mainly through transliteration. Language hybridization resulted mainly from frequent code-mixing. Language hybridization, as the term 'hybrid' justifies, to the process of fusion of two languages. Code mixing, on the other hand, refers to the inclusion of linguistic elements from one language into the other language. Linguistic choice and frequency of language mixing fluctuate at various levels and vary from language to language.

##### **4.1.1 Hybridity through Single Word Insertion as Word Substitute:**

Insertion is a process by which lexical items are transferred from one language into another. The concept of insertion, is justified as "transference" or the idea of "embedding. The single-word insertion means the insertion of word, embedded in the national language as a replacement or word substitution. This word substitution represents the impact localization of the words as a result of being used for so long that the words has lost translational form or meanings in the local language, replacing them with the English diction. Moreover, this single-word insertion enumerate that people used those substitute words from English language because of the suitability of the words. Also it specifies the idea that some words may

have been incorporated in daily usage that has now become a possession of the national language. Here, single-word insertion means people incorporate single word in public writing mainly in their shops signboards, while keeping Urdu as primary language. For instance, the words, *traders*, *solar*, *store*, *corner*, *bar*, *steel*, *marbles*, *tiles*, etc., are examples of single word substitution.



Fig.1

The data in figure no.1 included pictures from shops and wall chalking where single-word substitution has been done. Such as, in the first photograph, the word *fabric* along with the main title in Urdu script, suggests that *fabric* is commonly used in the textile industry. Similarly, the word cloth in the second photograph represents the same phenomenon of common English words in marketing. The other example included from the wall chalking field represents that English word inclusiveness is not limited to marketing but the social reflection and writings on wall chalking too represent that many words have been localized that they lost their translational meaning in the Urdu language. For instance, the photograph.03 shows the word *solar*, despite having a proper meaning in the national language, its localization can be

seen in the figure. As all the descriptions have been written in the Urdu language, but the word *solar* has been used because of the glocal impact on the English language. The picture.04 is another example in wall chalking, which shows the word *design*, a most common word for innovation and creativity. It seems that this word has no proper diction in the Urdu language so it is used as it is in the national language.



Figure.02

The above example of single-world insertion has been taken from food shops to highlight the impact of glocalization in representing edibles. The restaurant and food items representation suggests that the inclusiveness of English words is commonly used for discussing recipes, menus, and overall edibles because Urdu diction probably lacks the exact and efficient vocabulary for representing food items. Such as the words *special*, *VIP*, and *tasty* are some examples of global language integration into the local level in the Pakistani context. The word ‘VIP’ is in bold highlighted way, which in its literal term means ‘very important person’ but in the Pakistani local language, it is the term used for something ‘special.’ Likewise, the words *cafe*, *house*, *shop*, *foods*, and *point* have been noted as examples of word substitute in the data.

Moreover, other common words used as single word replacement incorporated in the national language seen in public writings are, '*and, sons, brothers, company, wholesale, works, services, sale*, and many others can be seen in the majority of shops across the Pakistani linguistic signboards, these are as "*shop, center, corner, ladies, solar, point, juice, milk, bar, sons, brothers, company, service and station*, etc.

The word substitution is one of the dominated phenomenon seen in Pakistani linguistic landscape and mainly in marketing areas such as from the shops' signboard and in wall walking. This phenomenon states that how words incorporation replace the translational meaning in national language and is normalized.

#### **4.2 Urdu-English Inclusion as Fragmentary Languages:**

The other phenomenon through which the impact of glocalization is seen is through fragmentary languages. Also known as fragmentary bilingualism, a strategy in which only selected portions or some words are translated into another language while the entire sign is in one language known as fragmentary multilingualism. This phenomenon suggests that this strategy of glocalization has made multilingualism so embedded into the Pakistani landscape that the readers for this strategy are not selected customers or audiences. This is due to the reason that all those fragmentary words incorporated are part of daily conversation and understood by all the people equally. As a result, information is offered in English to some extent, with Urdu serving as the main language. However, some data stated the reversible as Urdu in the form of fragmentary language while the English language dominates.

In the data below, the words '*brother, folding tent, and house*' are embedded as fragmentary form because these have been used in Pakistani marketing fields for so long and now they are now common among all people, whether they are literate or illiterate; this landscape reflects the choice of language people own in their society. All the photographs reflect the inclusiveness of English using local and global lexical side-by-side in embedded form.



Figure. 03

The power of the English language is strikingly found in Pakistani advertisements, where people turned from Urdu to English to create a remarkable, prestigious effect.



Figure.04

The above examples are from wall chalking and other from food shop mainly a local restaurant stating the words *delivery, services, ultrasound, free* and the word *and* in the second photograph along with phrase *juice corner* representing best example of Urdu-English inclusion.

### **4.3 Language glocalization through Transliterated form**

Urdu script as is a process of representing or intending to represent a word, phrase, or text in a different script or writing system. This is done by mapping English phonemes or graphemes into Urdu script characters. As transliterations do not change the pronunciation of the word and thus the impact of the English language is seen majorly in the Transliterated form. The data in this category deals with the presentation and analysis of different public writing that have English and its transliterated form in Urdu/Persian script. In Pakistan, transliteration script is used for the purpose of effectively communicating to local people for better understanding.

#### **4.3.1 English and its Transliterated Script:**

There is the presence of the English language along with its transliterated script, this indicates that owners/service provider preferred English diction to present their services, but the script chosen for this is in Urdu. The fundamental reason behind writing English in Persian script is that it is easier for the customers and buyers to read the text and intelligible because written English seems alien to number of population. The data indicates that although the signboards' main headings are in English and are transliterated from the description below or elaborative sub-headings, there is an inclusive Urdu-English script. The reason that the linguistic landscape uses more English words is because it is considered to be modern and a symbol of honor, which raises their social status and is taken as a civilized language in Urdu ads. Another reason for this strategy suggests that the Urdu language is the expression of emotions while the English language represents logical ideas. Therefore, people use Urdu-English as a mixed language to attract consumers.





**Figure. 05**

This language representation reflects the common usage in the society. Although the billboards are in bilingual script, it mainly indicates the overlapping of the English language dominating and reflecting the prevalence of its status. For example fig.05 is a shop related to engineering work the signboard has script in English as well as its transliterated script similarly the figure.06 indicates.

The data suggests that advertisers used both scripts in parallel; one script is English, and the second is transliterated form. These types of linguistic advertisements can be categorized as bilingual scripts or overlapping multilingualism rather than bilingual because one language used in two different scripts.

#### **4.3.2 Totally Transliterated Scripts**

The use of English transliterated script in the Pakistani linguistic landscape reflects a complex interplay between English and Urdu language. English, despite being a foreign language to most Pakistanis, manifests extensively in signage in public places through the blending of English and Urdu, where Englishized Urdu and Urduized English predominate. Although the transliterated scripts have been visualized in Urdu/Persian script, it strongly shows that adopting global language at its local level as a medium for better understanding of local people. This strategy is known as glocal strategy, and it promotes through adopting global idea at local level by modifying according to need and desire.



Figure.06

The above data suggests that the Pakistani Landscape is abundant in usage of totally transliterated script. The data under the category of “transliterated scripts” indicated that how glocal strategy effected the linguistic landscape of Pakistani society such as the totally transliterated version of signboards and display writings reflect people choice of language usage and the standard of the English language. One reason for totally transliterated script usage can be the better understanding for the people about products/services but the script are mainly tough in understanding without presence of original English language. Even the vendor’s signboards writings persuade the power of the global language. Hence, the totally transliterated script proved the high impact of linguistic glocalization on Pakistani landscape making a greater exclusion of the national language.

**4.4 Perception of People about Language Choice and Use:**

To check people's perception of language choice, about 20 random people from business and shop owners were asked questions about the language they used on the signboards and why they used particular titles for the shop's signboards. The interviews were recorded, and transcribed in the research. The questions were more opinion-based, specifically taken from shop owners, as wall chalking was excluded from this section because of anonymity and not knowing much about those writings. The answers by the people provided ideas about the perception and attitude towards their choice of language. Out of the 20 people, five did not answer because they were not the owners of the shop /restaurant. They were working in those shops, so they answered that we do not know about the signboard's writing and why this specific name was given to that shop. These shops included signboards for mechanics, puncture shops, electronics, and auto-related services. Other than these, five people responded that they had no specific reason for choosing the specific words for their signboards and whether they knew the reason or had concerns about the usage of the language's influence or impact. Their responses seem as if they have no serious concerns, or they do not bother to give a second thought over the usage of a language displayed on the signboard. This represents how people take language for granted. Other interviewees, especially the restaurant owners, responded in an opinion-based tone that there are various reasons for including the English language, as *"it is a market trend as well as attract an audience and looks fashionable"*. Some of the responses were also like, *'We do not know, ' or' it is because of reason that most shops copy each other's work, and hence, this practice is ongoing.*

While other responses suggested that they asked the painter about their services, and the painter himself engraved the writing. One of the shopkeepers replied that *'the words 'house, center, quality, shop' are used in the marketing field and seem strange and unknown in the local language to people; hence, we used these words in the English language for more suitability.*

Such responses were higher in numbers as every other shop owner says that they just asked the painter to write a name for this type of service/product. Similarly, they said that it is a traditional kind of practice as we copy other shops in the market related to their business, and hence, this goes so on. Two of the concerned responses were from owners, one from a clothing shop owner who says that as the clothes business is mainly related to fashion and variety, they used to be well aware of the usage of the inclusive language where the English language has a major influence. So the response from the cloth's business owner was like, *'Baji! We have to deal with fashion and modern variety on a daily basis to run our business, and our customers belong to different backgrounds, so due to this reason, we are more exposed to English words to some extent; therefore, these words become part of our dealings.'*

The other response was from the restaurant owner who responded, *'As many people come here to stay or to eat, so presenting new recipes to our customers and standing out in the market, we deal professionally using English words in our dealings consciously as it makes us somehow more educated and people seem impressed.'*

Another respondent explicitly argues that due to the widespread adaptation of English terminologies in businesses and usage for products or services. The status of English as a localized language cannot be denied. All those words used as colloquial sounds have become like words of our own language, and *we do not even know how to translate them because of the lack of terminology translation in the native language.* A respondent dealing in an electronic business (mobile shops and technological terms of computers, electronic accessories, and other related things) responded that they are bound in a sphere with no other diction except English diction. The reason is that the local languages lack advancement and upgradation as well as are not sophisticated in terms of providing a suitable vocabulary for technological devices and electronic-related items. The respondent states in these words, *'I am not fluent in the English language, nor do I do it for fashion, but the reality is that Without English diction and using technological words, I cannot run my business. There is no word for mobile, computer, charger, etc., in*

*Urdu or other local languages.* The same answers were by the autos and electronics shops whose vocabulary is based on English, such as software, casing, spare parts, wires, etc.

## **5. Results and Discussion:**

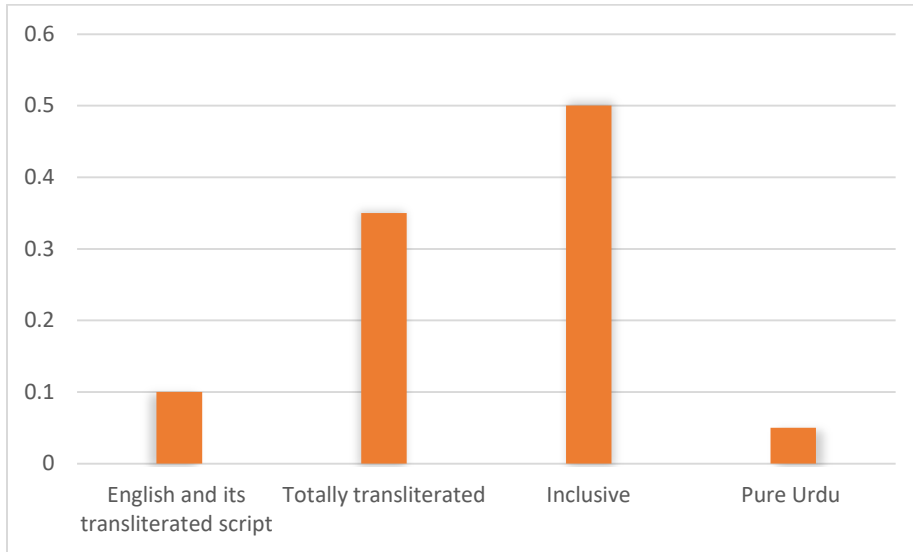
### **5.1 Findings**

#### **Q.1: How does the use of the English language create a linguistic exclusion of the national language by advertising under glocal strategies?**

The use of the English language creates a linguistic exclusion of the national language under glocal strategies such as the strategy of MacDonalidization at a business level and characteristics of fast food chains at the linguistic level. This strategy uses the local language to promote global products. Glocal strategies are the ones that contribute to impacting the English language in a linguistic field other than its native speaker boundary

The majority of data representation (50% of the collected samples) bears both English-Urdu inclusive forms in word substitution or phrase form. The second major prevalence trend has been totally transliterated form of English language in transliterated script. Transliterated script has been a tradition practice in Pakistan from the start of its history till now and it bears 35% of data, while the third trend from results indicates a trend of data that bears both English and its transliterated versions. While collecting data, the study finding and observation suggest that less than 5% of data was found in complete Urdu language that was too related to culture or completely represents the nativity of people from backward and unprivileged backgrounds. The data collected for this study indicates that dominance trend is form of inclusiveness as an impact of glocalization but categorically it reveals that the shops' signboards dominated written in totally transliterated script. The second dominant category is inclusive of Urdu-English usage that is seen in food shops as the food recipes and restaurants use in their menu as well. Wall chalking and wall banners are in both categories where the inclusion of English words is seen extensively. While the thematic representation reveals that English is a language of market trend, modern,

having sufficient vocabulary as well as a symbol for modernity is incorporated as a leading impact of globalization. Hence, it can be stated that findings show the impact of linguistic glocalization is spreading through the category of transliteration form, which uses script like the national language but is originally in English. The other categories are code-mixing and hybrid language, which are more prevalent in Pakistani society.



### **Language Trends in linguistic Landscape**

Addressing the second question, the findings show that the Pakistani linguistic landscape is being affected by the localization of the English language, as the data reflected the results of public writings from different fields that have a major impact on the global language. Despite Urdu being the national language and spoken by all Pakistanis, the linguistic landscape in the Urdu language was less than 5% for the sake of cultural representation or represented by people who seem to have an uneducated background. Apart from this, every other writing has the inclusion of the English language in hybrid form or in fragmentary form. Thus, the findings reflected that the language of Pakistani landscapes is more in the English language, mainly in transliteration script rather than in any other language.

Therefore, the outcome of English being used and getting acceptance in specific areas along with widespread adaptation in public settings resultant convergence towards glocal English. The phenomenon

of glocalization aptly describes the situation as it is obvious that English permeates deeply into public discourses, albeit in localized form. The landscape emphasizes the use of glocalization to highlight the hybridity and merging of local and global cultures in contemporary world. Based on the data collection from different parts and interviews from shops' owners as well as from business owners several key factors were identified as the most important in process of what we refer to as the Englishization of linguistic landscape. Our analysis indicates that the repeated use of Englishization and glocal English may have been emerged in result of multiple motives such as the symbolic interpretation of the English language, and its potential as a trendy, expressive and medium of communication. This factor has been more strikingly marked by globalization, which has facilitated the development of a common language, allowing for increased international cooperation and opportunities.

## **5.2 Conclusion and Recommendations:**

After the data analysis and results, it is clear that English is being used as a dominant language in Pakistan. English is considered the language of the elite and political class; while other people learn English for power and influence. Most people think English is a symbol of power and entry into highly-paid jobs in Pakistan. English is the dominant language and penetrates into native languages mainly impacting the national language through dominancy in public writings.

The research focuses mainly on the shop's signboard, wall chalking, restaurants, and local food shops. It has raised consideration for future research as it can be applied to other fields, such as the academic field, government institutes, and modern social media applications such as *TikTok and Instagram influencers*, which are significant glocalization sources at the linguistics level.

Secondly, it can be applied to the spoken level, which is how people unconsciously use inclusive words in daily conversations as people are inclined towards the English language while their attitude to their local and national languages is hesitant to own their languages, mainly the public figures, politicians and celebrities.

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