Pakistanization of English as a Sociolinguistic Variety: A Linguistic Critique of Selected Pakistani-British Magazines

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ABSTRACT

This study investigates the linguistic characteristics of the English language, as it has been adapted to reflect Pakistani influences in Pakistani-British magazines. The term "Pakistanization of English" describes the process of changing English is used to meet the needs of Pakistani writers and speakers on an ideological and sociocultural level. Additionally, the research looks at the ways in which Pakistani-British magazines help to define Pakistani English has its own rules and customs, making it a distinct variety of English. Textual analysis serves as the primary means this qualitative study involves the collection and analysis of data. The analysis identifies six primary types of linguistic elements utilised in magazines to Pakistanized the English language: compound words, blended words, idiomatic phrases, hybrid terms, neologisms, and collocational words. These qualities are thoroughly examined in the following chapters, with data examples and comparisons to the standard variation of British English. The findings show that Pakistani-British periodicals use a wide range of tactics to represent their identity, culture, and ideology through the English language. The study also demonstrates that Pakistani-British magazines are crucial in advancing and validating Pakistani English as a worthwhile mode of interaction inside and outside of the Pakistani diaspora. The data sample was based on four Pakistani-British Magazines.

Keywords: Pakistanization of English, Pakistani-British magazines, Pakistani English, sociolinguistic features, textual analysis, World Englishes, indigenous languages, packlish.

Introduction

Pakistani English dialects are standardizing (Rahman, 2010). Kachru (1993) and Mehrotra (1998) discussed the idea of "Indigenization of English" in India, which comprises adding components of Indian English. The processes of "Indigenizing English" in India and "Pakistanization of English" are similar, and there are distinctive similarities between English literatures from both countries. The process of indigenization in Pakistan is often called "Pakistanization" of English, according to Baumgardner et al. (1993). Pakistani English is the original dialect.Languages used as a communication tool amongst speakers of various native dialects are referred to as "lingua franca" (Gramley, 2018). There have been claims that English is currently spreading throughout East Asia mostly due to practical considerations. Put another way, it is what enables communication throughout the region, according to Kam and Wong (2002). As per Pang's (2003) assertion, "indigenization" refers to the acknowledgement of the presence of a localized variant of a language that is extensively utilised by the community for everyday interactions. Pang continues by stating that a well-known version in a location and employed in a range of social capacities is not just "institutionalized," but

also localized and indigenous. He has mentioned Indian English's institutionalized and indigenous elements.

Research Objectives

1. To investigate the linguistic characteristics of Pakistanization of English in Pakistani-British publications

2. To examine how the English language employed in Pakistani-British periodicals shows the influence of Pakistani sociolinguistic elements

Significance

Pakistani English has significant linguistic fusions with regional Pakistani languages and Urdu (Baumgardner, 1993). The non-native variation of Pakistani English, which is constantly in communication with Urdu and other local tongues, displays language acquisition andverbal expression on the vocabulary level, literal, and sentence levels allow it to create its own linguistic and cultural identity (Ahmad & Ali, 2014). "It is frequently stated that the criteria is changing as the English varieties spoken in the outer circle are developing their own norms" (Jenkins, 2003).In light of Pakistan and British Pakistani society in general, this study is significant because it will shed light on the manner in which the English language is altered and adapted. Examining these sociolinguistic characteristics will provide researchers with insight into the distinctive linguistic structures, grammar, word choice, and applications that shape the English, found in these publications in Pakistan.

Research Questions

1. In Pakistani-British publications, what linguistic characteristics define the trend of Pakistanization of English?

2. What is the impact of Pakistani sociolinguistic elements on the English language used in Pakistani-British magazines?

Literature Review

Kamran and Anwar (2020) highlighted the written discourse in Pakistani English is getting more native. This study's objective was to investigate how certain grammatical and lexical components change and evolve in Pakistani English, with a focus regarding Urdu's influence and the local Pakistani setting. English is still influenced by Pakistan's multilingual and multicultural populace, which eventually became a natural part of Pakistani English. A corpus of published English texts from Pakistan was used to collect data from English-language novels, short stories, and newspapers in order to study the process of indigenizing particular grammatical components. Certain grammatical elements in Standard British English exhibit variances. The data study indicates that multiple locally modified forms of Pakistani English frequently utilized, instead of only one or two variations. The study concluded that these geographically specific norms and elements of Pakistani English could be preserved for use as reference materials in the future.

In Pakistani English, written speech is becoming more and more natural. With a focus on how the local Pakistani setting and Urdu affect the Standard English variety's nativization, this study sought to investigate how certain grammatical and lexical components change and evolve in Pakistani English. They looked into how cultural variety affects Pakistani society's perceptions of studying English as a second language. It was suggested that English, as a cosmopolitan language, is assisting in bridging the divide between different cultural groups. Learning the language can help lessen the effects of diversity even though there are obvious differences between Pakistani and English cultures. For example, by incorporating national culture into academic courses and creating more social media channels for media and communication in English, which is a universal language, studying the language can help (Rashid et al., 2021).

Numerous studies have examined the challenges that students frequently face when attempting to translate idioms and phrases with cultural implications between Arabic and English (Metwally, 2022).

In a different setting, there are twenty-five male Saudi and twenty-five male Jordanian university students studying translation examined the most widely utilized techniques in a study by Al-Shorman and Kamal (2022) for translating English terms into Arabic. Even though they knew they were using some of the same techniques, study participants in a translation test utilized fifty idioms from various categories to comprehend the sentences.

Beginning in the early 1900s, blends became more prevalent in English language usage. For instance, the word "brunch" was coined to meet the demands of the many restaurants that began providing a meal in between breakfast and lunch (Nordquist, 2019).

Given the significance of collocations in written language and their natural acquisition by native speakers, it is reasonable to expect that non-native writers with limited collocation knowledge may encounter challenges and produce less fluent scientific writing (Lei & Wei, 2011).

Complex terms are covered in a large number of peer-reviewed academic papers. The study of morphemes, which are significant linguistic elements with supporting roles, is known as morphology (Yusuf, 2017). One area of study in morphology is compound words (Ihsan, 2019). English compound words can accumulate in a variety of ways and can be confusing to language learners who are not native speakers because of their complex meanings.

The fields of psycholinguistics, neurolinguistics, second language acquisition, and first language acquisition have all produced a wealth of empirical evidence in favor of construction grammar in recent years. Still, the hypothesis has significance for the study of World Englishes. Hoffmann (2020), invoking constructionist theories, predicts that postcolonial Englishes will change under the Dynamic Model. The Dynamic Model states that post-colonial Englishes first display structural changes "at the interface between lexis and grammar" during Phase III, or "Nativization."

Khan et al. (2017) investigated the difficulties encountered by Pakistani students when studying English. Their studies highlighted numerous aspects that helped produĉ pupils' difficulty, underscoring the complexity of efficiently teaching the language.

English instruction in Pakistan's top schools helps pupils improve their language proficiency, which will benefit their academic achievement in college (Haidar, 2019).

In the current world with free markets and globalization economy, English is thought to be the most extensively spoken language. Proficiency in English is thought to be essential for increasing job prospects (Sultana, 2016), allowing the general public to utilize and communicate online, interact with foreigners, learn more, and travel to other nations. Consequently, it is the source of empowering them and expanding their perspectives for their future life.

Proficiency in English will surely improve employability by strengthening the core competencies needed to land, retain, and succeed in a job. Students' strong desire to acquire the language pushes them to make substantial, often incomprehensible compromises in order to accomplish this aim (Motha & Lin, 2014).With the advent of direct worldwide contact, Schneider (2007) characterizes the latter half of the twentieth century as a "language revolution" in which the phrase "the global lingua franca" was coined by McArthur (2001). Due to British colonization, In the seventeenth century, English was first employed in India after its partition.Baumgardner (1993), In Pakistan, English is becoming more indigenous, states that since its arrival, English has gradually acquired several linguistic and cultural characteristics from its South Asian users. He offers insightful information about how English is becoming more and more contextualized in South Asian nations.

Azher and Mehmood (2016) describe Pakistani English (PE) as a non-native variety that reflects the distinct cultural and linguistic identity among thecountry. This variant of the English language is identifiable through its unique features at the lexical, phrasal, and sentential levels.Pakistani English, according to Talaat (2003), is a constantly changing dialect that is impacted by its interactions along

along with other local words especially Urdu. "Pakistani English is a unique linguistic contrast with distinctive lexicon patterns influenced by Urdu," she said.

Semantic, morphological, lexical, syntactic, phonological, and pragmatic components of Pakistani language differ significantly due to the country's cultural identity, which is heavily impacted by Islam and its Muslim past. Rahman (2020) divides Pakistani English into four different subgroups. Those who have been accustomed to the language extensively and who put it to use in British situations speak the first, Anglolitized English. The second is Acronym English, which was developed at educational institutions as a teaching language and differs from British English in phonology, syntax, lexis, morphology, and semantics. Persons for whom the primary language is Urdu taught in schools speak the third subgroup, known as Mesolect. It is not very similar to British English. Finally, Basilect, also known as English pidgin, is used by less educated speakers and represents a simplified form of the language.

Language   Varieties   in   Sociolinguistic
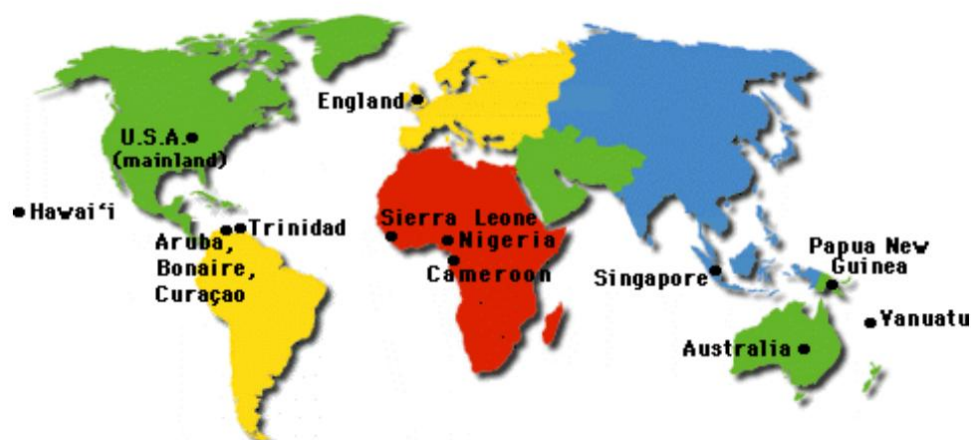
Pakistani English was formed through the indigenous evolution of syntactic, morphological, lexical, and phonological traits, as studied by Khan (2012). Through a comparison with Standard British English, she was able to distinguish Pakistani English as a unique dialect. She underlined that the country's well-known media and educational institutions, along with the English-speaking upper class, are the main forces behind the rise of Pakistani English. Khan suggested taking the necessary steps to advance Pakistani English and secure its respect abroad.

There are an estimated 25,000 idiomatic expressions in use in the English language, which is a huge collection of idiomatic expressions (Idiomatic Expression, 2014). It might be hard for many non-native English speakers to understand colloquial expressions. They frequently find it difficult to correctly comprehend and employ colloquial language, in contrast to native speakers. This challenge, which affects their comprehension and general English skills, is seen as a gap in the language acquisition process.

Another approach to characterize it is as a word, assertion, or statement that is understandable to non-expert speakers as metaphorical. This reading is not the same as taking the idiom at face value. Otherwise, idioms and the state of affairs usually do not mean what they say. However, they do have hidden meanings, as noted in Idiomatic Expressions (2015). For example, "to kick the bucket" has nothing to do with literally using your legs to kick a bucket. This phrase, "kick the bucket," literally translates to "die." Consequently, the meaning of idiomatic expressions is figurative rather than literal.

Put another way, it communicates a meaning that is unclear based just on the precise meanings of the words.

Academic terms are essential for teaching a variety of discourse tasks, including expressing thoughts, defending a position, building an argument, and presenting research findings. According to Ur et al. (2014), the standard language used in academic and other writing contexts includes a variety of discourse structures and their distinctive expressions.Expressions and phrases differ in that they require more work and repetition because of their intricate structure or use of many words. There are many different idiomatic expressions available for learners who are just starting out. Most idioms and commonplace expressions have meanings that are not based on their component elements (Eyckmans & Lindstromberg, 2014). The challenges that students face when translating Arabic and English idioms and phrases with cultural connotations have been the subject of numerous research (Metwally, 2022).

According to denotation theory, neologisms are words that have new denotative meanings because they express novel ideas and concepts (e.g., smartphone) (Ulanova, 2014). Neologisms are terms that have an entirely new structure and form or a distinctive sound pattern; examples of neologisms include authorial phrases or authorisms, like Tolkien's "Hobbit," according to structural theory (Sari, 2013).

According to Koltsova (2017), "new coinage," which is interchangeable with "neologism," is the main phrase associated with the subject. This idea of "new coinage" encompasses both newly coined terms and expressions as well as established terminology that have evolved throughout time.In accordance with lexicographic theory, neologisms are words not yet officially included in dictionaries. (Sanders, 2010). For instance, standard dictionaries have not yet included the term "cinema therapy," which describes the use of movies as therapeutic tools even though it has about 70,000 Google mentions. Neologisms are "nonce words," as Crystal (2008) notes, highlighting the fact that very few newly coined, altered, or copied concepts persist over time. A nonce word is one that a speaker may use once, either on purpose or accidentally. These nonce words stop being neologisms once they become widely accepted in society.

"A neologism is a brand-new term or a novel application of an existing term that is not yet widely recognized," states Durham (2018). It must find a lasting, significant idea and use a phrase or use that is appropriate in order to survive its infancy. Because they were in use prior to the COVID-19 pandemic, terms like "pandemic" and "keyworkers"fail to fulfill the requirements for being considered neologisms proper. The question to pose in the context of coronavirus is how long the neologisms generated by COVID-19 will continue to be used after the post-pandemic period. Following the introduction of the coronavirus, lexical innovations and neologisms are examples of language changes that have historically occurred.

Neologisms have been increasingly prevalent on social media platforms; they also examined their prominent position. Several ICT and social media-related terminology have been absorbed into Arabic's word-formation mechanisms to create morpho-phonemic and syntactic systems. These terms include things like email, login credentials, the internet, screenshots, attachments, hashtags, selfies, Snapchat, sharing, copying, pasting, and deleting. Neologisms are mostly the result of language and cultural exchanges (Hamdan et al., 2021).

According to Beliaeva (2019), it can be difficult to determine whether blending is primarily an act of linguistic creativity or a regular and predictable process of word generation because the line separating word creation from word construction is blurred.Blends are difficult to classify since there is no well-defined blending scope, and their diverse and intricate shapes further complicate matters (Brdar, 2017).Connolly (2013) highlights that an innovative blend's perceived grandeur and usefulness should

be taken into account in addition to its accessibility, since these elements may affect how quickly the mix is embraced.

According to Men (2018), idioms like "pouring cats and dogs" usually have a more ambiguous meaning than collocations like "make a decision."Collocation is accomplished via the connection produced by lexical terms that frequently show up together, in accordance with Halliday and Hasan (1976). Since these objects and events depict things or happenings that take place in similar circumstances, they frequently occur in similar situations. In a sentence, for example, the verb "to smoke" is more likely to be used with the noun "pipe."

There are many different types of collocations, according to Benson, Benson, and Ilson's (2010) BBI Combinatory Dictionary of English. These scholars have classified lexical collocations into seven categories and grammatical collocations into eight major categories. According to them, "[a] grammatical collocation is a phrase consisting of a dominant word (noun, adjective, and verb) and a preposition or grammatical structure such as an infinitive or clause". According to them, any native English speaker can determine that the terms "account for," "accuse (someone of)," "adapt to," and "anguish over" are all valid, whereas "account over a loss," "accuse somebody of a crime," and "adapt towards new conditions" are improper.Lexical collocations, as opposed to grammatical collocations, usually do not contain clauses, prepositions, or infinitives. Verbs, adverbs, adjectives, and nouns are examples of common lexical collocations; for example, "I send warmest regards" is an example of an adjective+noun collocation. Common examples of lexical collectability violations are "I send hot respects" and "I send hearty regards" (Benson et al., 2010).

With most verbs being transitive, Benson (2010) divided lexical collocations into seven main categories: verb + noun, verb + noun, adjective + noun, noun + verb, qualifier + noun, adverb + adjective, and verb + adverb. This type of lexical collocation is well-established and has been used in many studies. Grammar collocations are defined by Benson et al. (2010) as combinations of function words (such as complementizers and prepositions) and content words (such as nouns, verbs, and adverbs).It is a tool for communication that allows one to convey messages, feelings, and thoughts (Rosa, 2012). According to Oshima and Hogue (2009), a "compound-complex sentence" must contain at least three clauses, at least two of which must be independent, while Langan (2010) defines a "complex sentence" as having one main clause and one or more subordinate clauses.

Compounding is one of the most important processes in language production (Hadiati et al., 2011). Combining two or more existing concepts to create new ones is a highly effective linguistic strategy (Sari, 2014). To construct a new phrase, two independent words can be combined with a stem to form a compound word (Wibowo, 2014). To help with comprehension, some previous concepts about word order, morphology, and compound words were considered relevant to this concept and illustrated (Noumianty, 2016).

According to Vietnamese scholar Hoang (2013), English was studied mainly in South Vietnam for correspondence with the US, which made it the most often spoken foreign language in the area. In contrast, Russian, along with Chinese, French, and English, was taught extensively in the situation in North Vietnam's formal education system, with Russian in the North being studied specifically to enable direct contact with the former Soviet Union,such as Southern English.A more well-known attempt to depict the diversity of English usage is Kachru's (1992) typology, which uses three concentric circles: the Inner Circle, the Outer Circle, and the Expanding Circle. Those who speak English primarily as a second language in Singapore, as a first language in Australia, or as a foreign language in Thailand are the user groups that these geographically focused rings represent. The fact that English has "indigenised" into regional variations is an intriguing aspect of ESL countries (Sonntag, 2003). English is considered an EFL with little to no official use in nations like Thailand, where   Woody   is   from.

The typology developed by Kachru has some issues. For example, a great deal of people in EFL situations use English for commerce, mass media, and the internet.

Research Gap

This thesis suggests new research directions, such as investigating Pakistani English's linguistic levels and characteristics, comparing it to other English varieties, and looking into its influence and role in various media and domains. It acknowledges that Pakistani English is multifaceted and dynamic, among its many facets is the Pakistanization of English in Pakistani-British periodicals. For its diversity and dynamism to be fully understood, more research is needed. The thesis notes that there are many variations and flexibility in Pakistani English, with variations depending on socioeconomic position, age, gender, location, and level of education. As a result, it promotes additional theoretical and critical investigations on its sociolinguistic and pragmatic components in addition to more empirical and descriptive study. The purpose of the research is to increase our appreciating and comprehending Pakistani English as an essential key dynamic component of Englishes spoken around the world.

Research Methodology

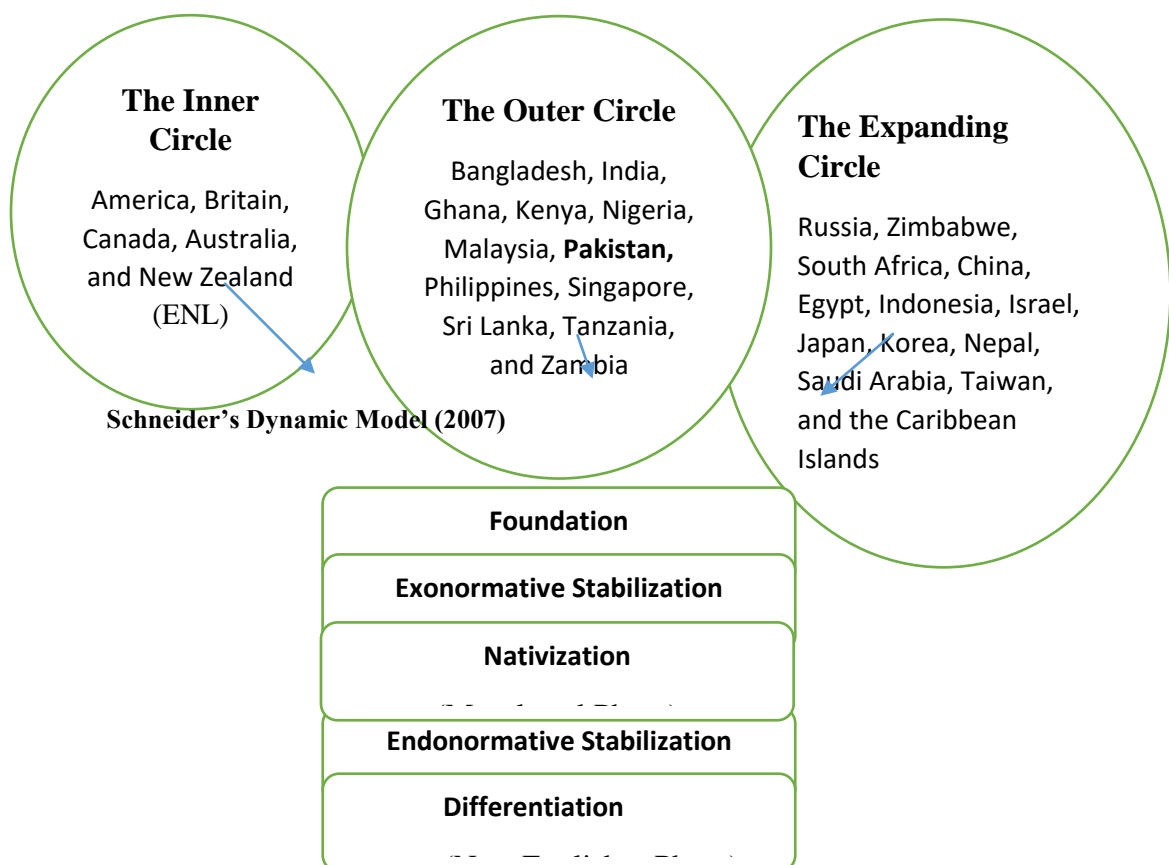**Kachru's Three Concentric Circles (1982)**

Figure 1. Dynamic Three Circle Model

Data Analysis

The researcher selected four Pakistani-British magazines published between 2018 and 2020. All the data was gathered from online sources.

The Desi Contestants of Great British Bake-Off 2020

Neologisms in DESIblitz Magazine

Neologisms	Analysis
Coronavirus	This phrase denotes a specific type of virus that harms the respiratory systems of humans and animals alike. The Latin word for "crown" or "wreath," which the virus resembles when viewed under a microscope, is the source of its name. The term "coronavirus" is not familiar, but in 2020, following the worldwide COVID-19 pandemic caused by a new coronavirus referred to scientifically as SARS-CoV-2, its definition and application evolved.
Isolation bubble	To reduce the chance of contracting or transmitting the coronavirus, this term describes a group of individuals who opt to restrict their social engagements to one another. Some individuals refer to it as a quarantine bubble, an interpersonal bubble, or a microcosm.
Pantomime producer	By combining the terms "pantomime" and "producer," the term "pantomime producer" was created. Pantomimes, which originated in England, are a form of musical comedy theater performance mainly showcased during New Year's and Christmas celebrations.
To see the tent for the first time was thrill.	Tentrill, blending the terms "tent" and "thrill," signifies the exhilaration of discovering or stepping into a tent.

Idiomatic expressions in DESIblitz Magazine

Idiomatic Expressions	Analysis
Hoping to win	Essentially, this is "wishing for achievement" instead of "leaping to victory."
Taking part	The phrase, which is informal in nature, is commonly employed to indicate participation in an event or gathering. It does not discuss the outcome, instead emphasizing involvement.
Takes place	This indicates to occur but not to take up space.
Written up	This colloquial word refers to writing or composing anything. This condition necessitated the development or composition of safety guidelines.
Quarantine	"Quarantine" is an idiomatic term for a period of isolation intended to stop the spread of a communicable illness. .

Begum Ra'ana Liaquat Ali

Khan with Walt Disney in Washington DC

Compound Words in Fascinating Pakistan

Compound Words	Analysis
Pakistan movement	This word can be categorized as compound. A specific historical event is symbolized by the words "Pakistan" and "movement".
First lady	The phrase is multifaceted. A woman who is the spouse of a head of state or government is referred to as "first" or "lady".
Pioneer ladies	The ladies in this open compound noun were among the first to do anything significant or novel.

Magazine: Fashion Central

Soften Your Beard

Collocational words in Fashion Central

Collocational Words	Analysis
Good shave	In reference to the intended shaving outcome, "good and shave together."
Badger shaving brush	The phrase "combination of brush and shaving" describes the facial-purification tool utilized for applying soap or cream prior to shaving.
Badger hair	An allusion to the type of hair that some shaving brushes utilize, particularly silvertip badger hair. A combination

	of hair and badger.
double-edged razor	Merging using the words "double-edged" and "razor," with phrase refers to a specific type of a blade featuring two jagged parts on opposite blade's sides, allowing for a more intimate shave.

Magazine: Young World

Why journaling is good for you?

Blended Words in Young World Magazine

Blended Words	Analysis
Journalling	Writing and journaling together.
Bullet journal	The phrases "bullet" and "journal" are combined to form the term "bullet journal," which designates a particular approach to organizing and organizing notes.
Shopping-list	The phrase "shopping-list," which refers to a list of things that must be purchased while shopping, is created by combining the phrases "shopping" and "list."
To-be-read lists	A collection of books or reading resources is known as "to-be-read lists," a blend formed by merging the phrases "to-be-read" and "lists."

Neologisms in Young World Magazine

Neologisms	Analysis
Journaling	It entails putting thoughts, feelings, or experiences into writing in a diary or journal. Journaling is a noun form of this word that refers to a daily record of observations or happenings. It has become more and more popular as a self-care or mindfulness practice in recent years.
Bullet journal	Using lists, charts, drawings, bullet points, and other methods, the Bullet Journal is a personal organizing system that helps you keep track of tasks, goals, events, ideas, and thoughts.
Subject journal	A subject journal is a type of journal that holds important information on a particular academic subject, such mathematics or chemistry, including definitions, calculations, formulas, and comments.
Feelings journal	A "feelings journal" is a type of diary that helps the writer learn to recognize, communicate, accept, and manage their emotions—especially the strong or stressful ones.
Gratitude journal	A notebook that enables the writer to articulate, value, and cultivate gratitude for the amazing aspects of their existence.

Conclusion

The researcher used a qualitative analysis of four selected magazines; the research identified a range of linguistic features that contribute to the distinctive nature of Pakistani English. These traits include neologisms, blended words, idiomatic expressions, collocational words, compound words, hybrid terms, and neologisms. These are impacted by Pakistan's sociocultural environment and the coexistence of indigenous languages.Pakistani-British magazines provide a platform for creative writing in the English language, demonstrating the breadth and depth of Pakistani literary and cultural output, the study claims. It also demonstrated Pakistani English's status as a valid variant of the language with its own norms and standards.However, the study acknowledged certain limitations, such as the small sample size of magazines analyzed and the qualitative nature of the analysis. Future research could address these limitations by expanding the data sources, employing more rigorous analytical methods, and investigating the social and psychological factors influencing the Pakistanization of English.In conclusion, this study has contributed to a deeper understanding of Pakistani English as a dynamic and innovative language that reflects the unique cultural and historical context of Pakistan. It has also highlighted the importance of Pakistani-British magazines as a medium for creative expression and a vehicle for the appreciation and legitimacy of Pakistani English as a distinct variety of the language.

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