

The Use of Code-Switching in the Kurdish Television Advertisements

Aveen K. Ali ¹, Rizgar M. Ameen ²

^{1,2}Department of English Language, College of Basic Education, University of Raparin, Kurdistan Region, Iraq

ABSTRACT

The current study investigates the use of code-switching in Kurdish television advertisements, evaluating its occurrence, kinds, and television advertising managers' perspectives on the matter. The rationale behind conducting this study is that globalization has a great influence on the increase of multilingualism in Kurdish society, especially within the context of mass media. The frequency, types, and reasons for using code-switching in Kurdish television advertisements had not been practically investigated before, so its functions in keeping a balance between globalization and cultural identity had not been sufficiently explored. This study draws on both qualitative and quantitative approaches in the process of data collection and data analysis. It is qualitative for administering an interview and analyzing the phenomena of code-switching in television advertisements, and it is quantitative for determining the frequency of code-switching and their types in the employed corpus. The interview section is held with 10 television advertising managers, and 21 video transcripts of television advertisements are analyzed. As a result, the findings demonstrate that code-switching is applied to hook various viewers, expand clearness, and mirror modernity. Simultaneously, influential considerations are increased regarding the use of code-switching on Kurdish language conversation. As a result, the study found that inter-sentential switching is the most common type of code-switching among the three primary types of code-switching, television advertising managers use code-switching for several important reasons, to attract audiences, simplify messages, and show modernity. It revealed the conflict between globalization's impact (via bilingualism and multilingualism) and cultural identity.

KEY WORDS: Code-switching, Television Advertisements, Bilingualism, Inter-sentential Switching, Intra-Sentential Switching.

1. INTRODUCTION¹

The code-switching process could be identified as an extra language communication characteristic, and the code-switching term is utilized to talk about a linguistic context while a speaker exchanges or switches among two or more varieties of either different languages or codes while participating in a conversation phase with other speakers that they might have similar linguistic collection.

According to Shim (2021), Gohar (2020) and Sultan (2023), Code-switching abbreviated as (CS) refers to the concurrent usage of more than one language in a communication, also this is often can be discerned in bilingual or multilingual remarks. Bilingual speakers may switch or interchange from one language (usually from their native language) into another language for example, (a foreign language or a second language) whilst the speakers interact with other dual speakers in

the community. (Shim, 2021; Gohar 2020; Sultan 2023)

In the Kurdistan region, television advertisements continually besides Kurdish language as a native language they also use other foreign languages like English and Arabic as the most prestigious languages in the region and the world (Abubakr 2019). It creates a rich ground for sociolinguistic needs. Hence, the study aims to find out the functions of code-switching in Kurdistan television advertisements, indicate its most common types, and comprehend how it is considered by television advertising managers. For this purpose, the study explores the suitable answers to the following three research questions:

1. To what extent do Kurdish television channels engage in code-switching in their advertisements?

There are several significant objectives behind these research questions. First of all, to evaluate the extent and frequency of code-switching in Kurdish television advertisements the first research question was proposed.

¹. Koya University Journal of Humanities and Social Sciences (KUJHSS) Volume 9, Issue 2, 2026.

Received 29 June 2025; Accepted 24 July 2025

Regular research paper: Published 1 September 2026



Corresponding author's e-mail: avin.231223018@uor.edu.krd

Copyright ©2026 Aveen K. Ali, Rizgar M. Ameen. This is an open access article distributed under the Creative Commons Attribution License.

2. What type of code-switching is most commonly used in television advertisements in the Kurdistan region?

The latter objective identifies and categorizes the most common kinds of code-switching in Kurdish television advertisements. Hence, this objective match with the second research question.

3. What are the perspectives of television advertising managers on code-switching?

Regarding the third research question, there is another objective that refers to investigate the desires and motivations of television advertising managers concerning the utilization of code-switching in television trades. Moreover, the above research questions offered a comprehensive perception regarding the utilization of code-switching in television advertisements, identifying the most common types of code-switching and taking television advertising managers' perceptions toward the usage of code-switching. Addressing these research questions not merely expresses the code-switching phenomenon but also determines its practical outcomes.

2. LITERATURE REVIEW

2.1 Introduction of code-switching

The code-switching term in the 1950s was coined by Einar Haugen who is an American linguist to determine a human's ability to exchange between different dialects or languages. Thus, code-switching is the exchange between two or more dialects or languages during a communication phase. (Al-Oraibi & Himood, 2022)

Hence, code-switching is a sort of alternating process between a linguistic code with another from a different language. A linguistic code could be a language such as Kurdish, a dialect like Kurmanji, an accent like Scottish, or a register such as formal and informal registers. (Hutton, 2022).

2.2 The classification of Code-switching

Code-switching consists of 3 main sorts including, inter-sentential, intra-sentential, and extra-sentential switching (known as "tag switching"). (Mesthrie, 2011)

2.2.1 Inter-sentential switching

Inter-sentential is one of the most common kinds of code-switching that happens between two distinct expressions or two interconnected clauses that are connected to the same expression. For example, *نایا ئومان* Jon's place for supper? (Mesthrie, 2011)

2.2.2 Intra-sentential switching

Intra-sentential switching happens in the middle of the sentence, or more explicitly happens inside the sentences or utterances. For instance, *بەیهکموه beach* بایروین (UK, 2019)

2.2.3 Extra-sentential switching

Extra-sentential also called tag or emblematic

switching, relates to the circumstance in which the interlocutor inserts a tag phrase or word from a specific language into another. For example, *نەینمە زیرەکی* aren't we? (Auer 1998; Mesthrie, 2011)

2.3 The Connection between Advertisements and Code-Switching

Advertisements refer to the communication tools in which brands, services, products, or goods are shown to increase viewership to obtain purchasers' attention, engagement, and sales. The term 'advertisements' (commonly abbreviated as ads or adverts) this identifies in many different forms, for instance from writing to attractive short video clips, and has elevated to become a vital session for business implementation. (Adjust, 2022)

Television advertising managers offer code-switching in their advertisements in order to interchange between languages or dialects, requiring many different cultural or ethnic groups in advertisements. The connection between advertisements and code-switching is determined like a ground plan to achieve various audiences including both bilingual or multilingual audiences in particular community. Thus, television advertising is a kind of an alternating shape of interaction organized to affect buyers' deliberateness. Also, it has an important effect on cultural and linguistic resources for the benefit of engaging more viewers. For example, in bilingual or multilingual societies, advertising managers concurrently use code-switching such as a master plan to target an extensive number of viewers and elevate the impact of their intended themes. Code-switching in television advertisements collaboration with the viewers, making the advertised goods, products, services, or brands more applicable. (Cline, 2015)

2.4 Code-Switching and the Characteristics of Mass Media

Code-switching is affected by the special characteristics of media platforms, such as their viewers' diversity, interactions, and technological restrictions. So, mass media like film, radio, television, digital platforms, and print have unique features that impact how code-switching is used and realized. (Bell, 1991; Myers-Scotton, 1993)

Mass media can target huge viewers and grant needed language strategies that provide to various populations in the community. On the other hand, code-switching works as a means to attract viewers, and it permits media directors to request bilingual or multilingual audiences. For example, to ensure wider accessibility in countries like India where Hindi-English, and the Philippines where Tagalog-English is used bilingual broadcasting is supplied. (Gumperz, 1982; Kachru, 1986)

Ancient mass media usually devotes to standardized language bases such as, English news anchors. Till now,

modern media progressively contains linguistic variety. Institutions of media work like doorkeepers that indicate which linguistic variation obtains lawfulness. Meanwhile, several platforms like BBC compel explicit language principles. Moreover, others such as social media and YouTube permit franker code-switching. (Bourdieu, 1991)

It affects the voices that are reinforced. Therefore, minority or marginalized dialects might be eliminated. (Lippi-Green, 1997)

Radio or broadcast television their period restrictions boundary code-switching, at this time subtitles could be supplied like Netflix. However, social media algorithms approve involvement, motivating composite language utilization. For instance, trending Spanish-English tweets. (Androutsopoulos, 2017)

Media directors usually apply code-switching for marketing, whereas it threatens to commodity cultural identification. (Heller, 2003)

2.5 Previous Studies

There are many studies that have investigated code-switching in various types of media and commercial context, mainly concentrating on global or regional contexts such as Arabic-English in Middle Eastern interactions, Spanish-English in U.S. markets, or Indian-English in trading context. These studies often highlight the persuasive, identity-marking, and attention-grabbing functions of code-switching.

A Comparative Analysis of Television Advertising and Social Reality Representation, published in 1995, studied advertisements as meaningful cultural content. Using a standard to evaluate structure and substance, the research studied 80 automobile advertisements from a week's worth of evening news that had been taped. To compare product categories across nations, close to 1,700 advertisements were studied. For the sake of bridging some of the limitations in textual media analysis, comparative analysis was used to give particular emphasis to advertising norms. (Giaccardi, 1995, p. 109)

The impact of code-switching the blend of two or more languages on consumer attitude and advertising effectiveness is examined in this study. In the modern era of digital communication, when brands besiege consumers, advertisers need to use strategic approaches to appeal for customers. In multicultural communities, where the use of multiple languages (like Urdu and English) in a message makes it more recognizable and memorable, code-switching has become an effective tool. The research states that code-switching has a psychological effect on viewers, making commercials more persuasive and appealing. Brands gain prominence in competitive markets and establish emotional connections by using known languages. Research states that this use of language significantly enhances brand

recall and appeal, proving its success in modern advertising. (Gohar et al., 2020, pp. 555-556)

Another intriguing research work titled "Code-Switching in Television Advertisements in Bangladesh: Features and Facts" was carried out by Akter, Mohiuddin, and Joher in 2024. Language switching or code-switching has now become an integral aspect of contemporary business communication strategies, particularly in television advertisements. The study looks at the Bangla-English code-switching features of TV adverts in Bangladesh and how they affect audiences. The data for the present study were collected through mixed-methods, which consisted of conducting observations of television channels, interviewing advertisement managers, and filling out questionnaires. According to the findings, the most frequent type of code-switching among these advertisements is switching languages within one sentence. (Akter, Mohiuddin, & Joher, 2024, p.92)

Bader, Y. (2007) also conducted a study titled Code-switching in the Media: A Case Study of Arabic-English Code-switching in Jordanian TV Commercials. This study examines the patterns and functions of Arabic-English code-switching in Jordanian television advertisements. It concentrates on how code-switching is utilized to boost product attractiveness, signal modernity, and attract bilingual audiences. The study emphasizes the commercial and sociolinguistic motivations behind the switch, mainly in connection to audience identity and product branding.

Code-switching and Persian-English Advertisements in Iranian Print Media is another research that is conducted in this field. It is concerned with exploring the utility of English lexical items in Persian-language advertisements. It focuses on the increase of interest in English words in social implications, concluding that such code-switching is often connected to prestige, globalization, and targeting urban consumers. The study concludes that English words serve as symbolic functions in branding rather than communicative necessity. (Shariati & Tashakkori, 2009)

However, what distinguishes this study from the previously conducted studies is that this study, with making use of Matrix Language Frame as a model of analysis, investigates code-switching in Kurdish television advertisements. Unlike previous studies, this article aims at addressing a significant gap by analyzing how Kurdish-English code-switching functions within a local sociolinguistic context, shedding light on its cultural, communicative, and marketing implications unique to the Kurdish media landscape.

3. METHODOLOGY

This study was conducted in different cities of Kurdistan region. For this purpose, an interview section consists of 5 open-ended questions held with 10 advertising managers both face-to-face and online on the phone or sending voice messages. Some of the participant's voice is recorded during the interview section with their permission.

On the other hand, the researcher watched 21 different television advertisements and analyzed the video transcripts to indicate the frequency and types of code-switching that occur in the television advertisements. The MLF (Matrix Language Frame) model is used for analyzing video transcripts and indicating types of code-switching. Also, 2 lecturers: Dr. Saman Mohammed Othman, and Dr. Dana Ibrahim Ahmed from English language at University of Raparin were involved in the video transcript analysis and they got the same result. This step is for ensuring the reliability and validity of the data.

In addition, this study collaborated into a systematic and clear study methodology, including an appropriate literature review to rest on thrilling information in the present empirical area. The literature review grants such a substantial ground for the design and data analysis of the research paper.

To sum up, the study was held with taking to accurate, ethical concerns, and a firm research methodology for getting reliability and validity of both data collection techniques and outcomes.

4. RESULTS AND FINDING OF THE STUDY

The main emphasis of this study is on exploring the extent of usage of code-switching in television advertisements in Iraqi Kurdistan, identifying the most common type of code-switching, and finding the television advertisements manager's perspectives toward the use of code-switching in advertisements. Hence, the findings of the thematic analysis for the interview section are shown, by following Braun and Clarke's (2006) six-phase method. The thematic analysis is done for each interview question separately. The following is the thematic analysis of the 5 interview questions one by one.

Themes of 1st interview question: Q1/ Can you describe your process for creating television advertisements for diverse audiences in Iraqi Kurdistan?

1st Theme: Localization of Culture in Television Advertisements

Partakers concurrently focused on the significance of delivering television advertisements to the cultural setting. It contains the utilization of Kurdish language as a mother tongue, traditional attiring, and contexts that mirror the identity of the ethnic in the community. For

instance, the participants stated that:

"Actors mostly ought to wear Kurdish clothes, and the place of the advertisement is organized in a way that conveys ethnic culture to audiences."

This localization was perceived as fundamental to securing that the television advertisements resound with the intended viewers and enforce cultural pride.

2nd Theme: Making a Balance between the Brand Owner and Viewers' Anticipation

Television advertising managers are placed between two essential shareholders: brand owners and the perspective of the viewers. The joiners released that they ought to comprehend and meet the brand owner's aims. At the same time, making content that seems to the viewers' intentions.

"Advertisers accurately work on the owners' purpose... the desire of audiences and purchasers [is] another crucial point."

The balance between brand owner and viewers' anticipation roles as the adaptation of the television advertisements strategies.

3rd Theme: Supply Multimodal Advertisement showing Techniques

Various range styles of television advertisements are implemented to secure message involvement. This contained song, drama, animation, or a combination of all these forms.

The picked form usually depends on the community and sort of product.

"Formulation of advertisements is impactful whether they are in the shape of description, animation, drama, song, or both drama and song together."

These kinds of multimodal methods are influential in expanding audiences' involvement.

4th Theme: The use of Language as a means for Clarity and comprehension

The utilization of the Kurdish language as a native language is repeatedly remarked such an essential factor in impactful television advertisements. It is looked at as not merely a means of communication whereas also it works like a cultural bridge that secures the clarity and emotional resonance of the message.

"They use the native language... so everyone understands the message of the advertisements."

The theme highlights the language's symbolic and functional role in catching various viewers.

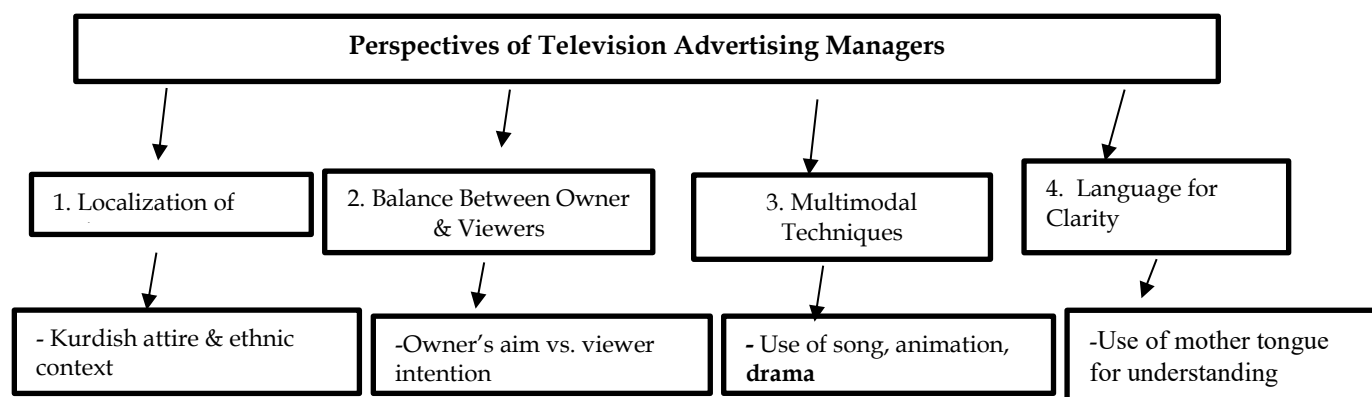


Fig. 1. Shows the summary of the 1st interview question themes

Fig.1. illustrates how television advertising managers in Kurdistan region systematically traverse linguistic, cultural, and business dynamics to construct influential television advertisements. So, the findings explore an embedded cultural method that corresponds with both individuals' identity and commercial goals.

Themes of 2nd interview question: Q2/ What factors do you consider when incorporating code-switching into television advertisements?

1st Theme: Deliberate Avoidance of Code-Switching

Several television advertising managers purposefully avoid using code-switching in their television advertisements. They think that it might confuse the viewers or decrease message lucidity. Thus, they want to use one particular language in order to obtain brand quality.

"We don't use code-switching at all, it complicates the message."

2nd Theme: A master plan Usage for Clarity and view grasp

Other television advertising managers purposefully apply code-switching to expand comprehension, particularly while reaching multilingual viewers. This assists in creating the brand or product more relevant and obvious.

"We switch languages when the audience needs better clarity or connection with the product."

3rd Theme: Supply unintended code-switching because of language gaps and technology

The third group of television advertising managers deliberately apply code-switching and admit it occurs unwittingly usually because of technological words or the absence of native substitutes.

"It happens without realizing some words do not have local substitutes."

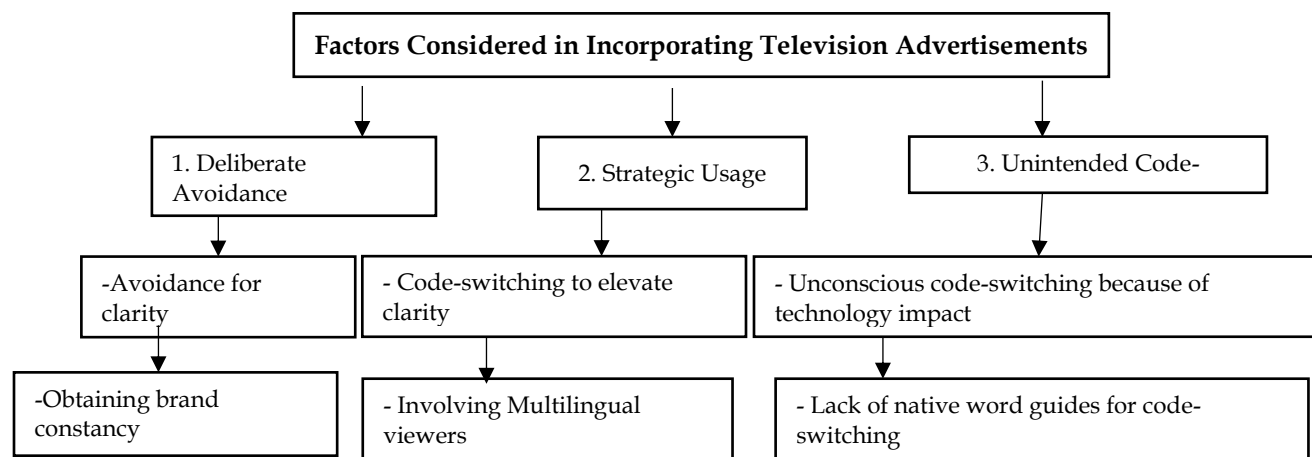


Fig. 2. Explains the summary of the 2nd interview question themes

Themes of 3rd interview question: Q3/ In your opinion, what are the primary reasons for using code-switching in television advertisements?

1st Theme: Impact of Globalization and Modernity

Joiners asserted that living in a globalized, modern universe needs code-switching. This refers to the combination of communication and cultural styles in the current community.

2nd Theme: Obtaining the viewer's attraction

Code-switching is looked at as a means to hook and involve a wider viewer. Also, this makes a more relevant and dynamic message.

Theme 3: prestigious of English language in Communication and Technology

"Switching languages catches the viewer's attention. It makes the advertisements more exciting."

"Our modern universe is the main reason. Everything is mixed today cultures, languages, lifestyles."

English is perceived such the dominant language of innovation, science, and media. Most television advertising managers are coerced to apply code-switching for the sake of connecting with viewers.

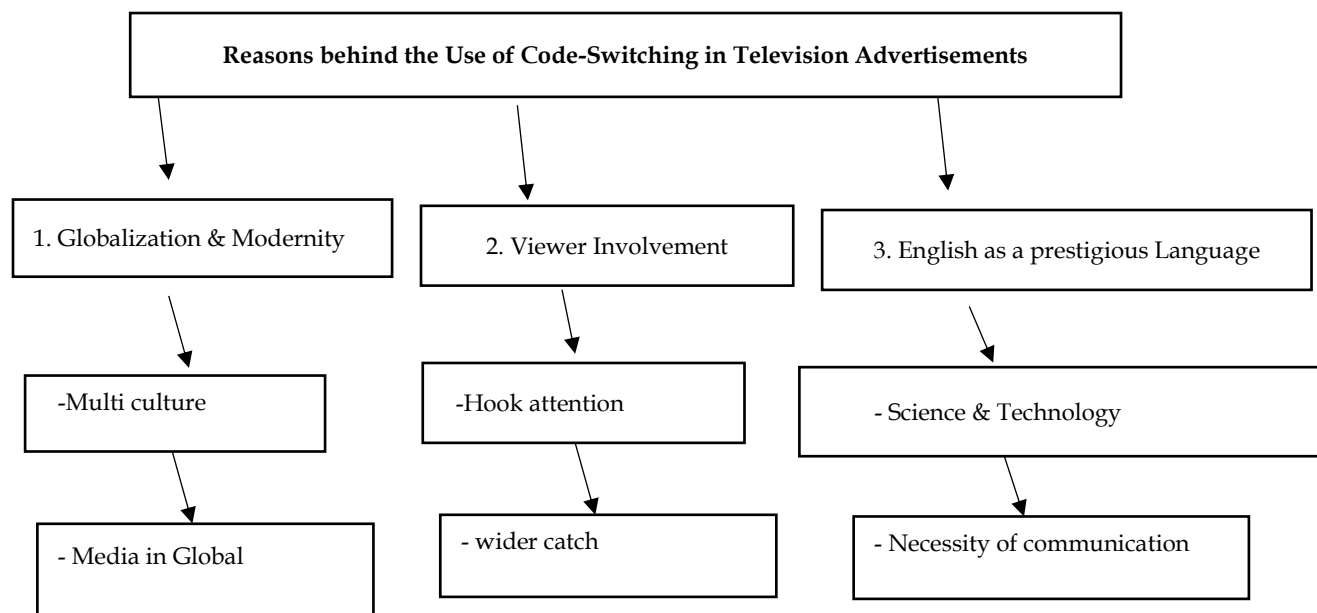


Fig. 3. Reveals the summary of the 3rd interview question themes

Fig. 3. shows that code-switching in television advertisements is mainly driven by three factors: modernity and globalization, audience engagement, and the dominance of English. Television advertising managers use code-switching to reflect today's multicultural society, attract viewers' attention, and connect with wider audiences. Additionally, the widespread use of English especially in technology and media, makes it a practical necessity in advertising. Overall, code-switching is both a strategic tool and a response to global language trends.

Themes of 4th interview question: Q4/ What kind of reactions do you think code-switching in television advertisements elicits from the audience?

1st Theme: Advantages and Interaction

Code-switching in television advertisements affects viewers through hooking more clients, expanding the image of the brand, elevating the familiarity of language, and creating messages unforgettable.

"Code-switching helps us catch more purchasers and improve the product's reputation."

"It's a way to be familiar with English, which is a universal language."

"We arrange code-switching deliberately to make ads memorable."

2nd Theme: Linguistic and Cultural Considerations

Code-switching increases concerns about using the mother tongue and traditional, keeping out less literate audiences, motivating priority for strange products, and reasoning to language shift.

"It increases the desire for foreign products and reduces interest in authentic local ones."

"Frequent code-switching affects language and cultural authenticity."

"Illiterate people can't understand the message when we use too much code-switching."

"Overusing code-switching leads to language shift and harms native language use in the community."

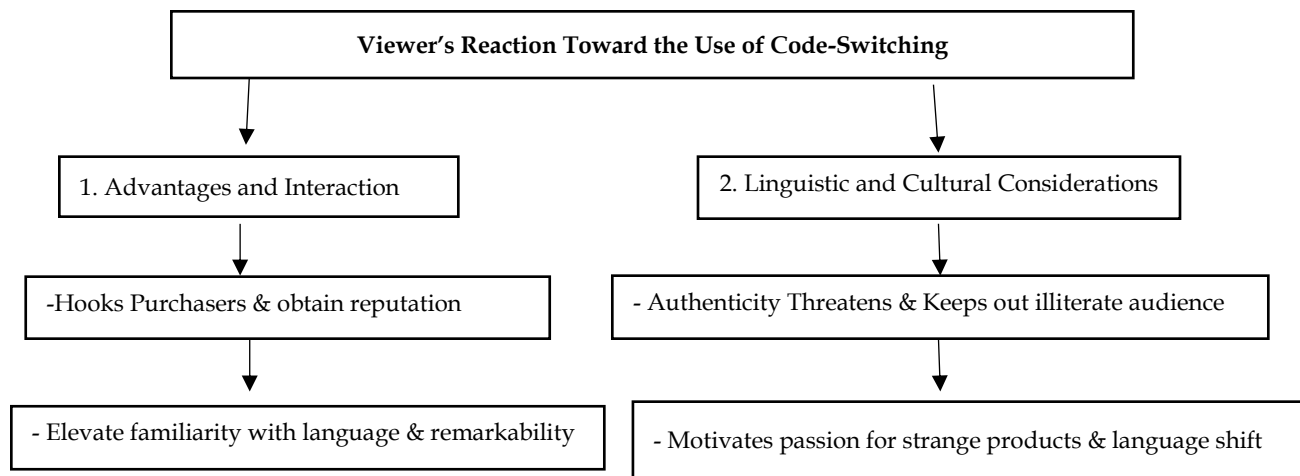


Fig. 4. Demonstrates the summary of the 4th interview question themes

Themes of the 5th interview question: Q5/ Do you believe code-switching in television advertisements will become more prevalent in the future? If so, why?

1st Theme: improving the prestige of Code-Switching and English

The higher range of members assumes that code-switching particularly into English will be further expanded in the coming days. However, they said that English is influentially prestigious because of globalization, technological spread, and digital conversation. Therefore, they suppose that future television advertisements might depend seriously on English, and audiences will expect this form of communication.

"One day, people might only understand ads that use English."

"It could cause us to lose our native speakers."

Whatever, several participants stated interest that this usage of cod-switching would outcome in the shift or loss of mother tongue languages in the field of media.

2nd Theme: keeping of mother tongue in television Advertisements

There is a smaller group of shareholders who asserted a contradictory perspective. They think that the mother tongue language is going to stay dominant in future television advertisements. Hence, this group is concerned with national pride and cultural identity, saying that coming generations ought to prioritize their native language more in the media context.

"Every nation should provide advertisements in their native language without code-switching."

It mirrors a more contradictory opinion about using foreign languages in television advertisements.

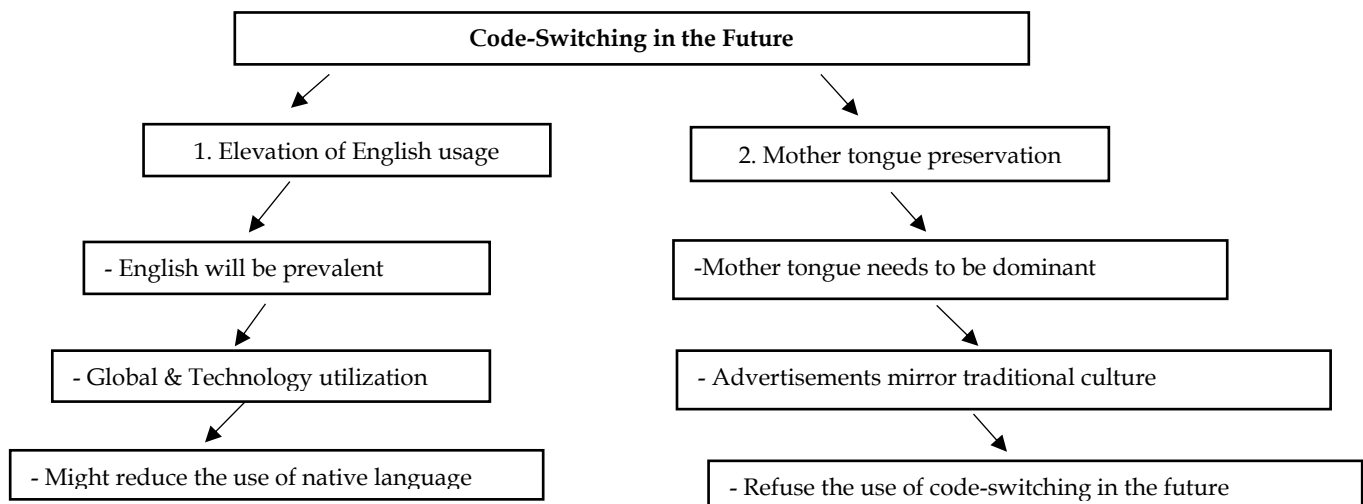


Fig. 5. Clarifies the summary of the 5th interview question themes

Fig. 5. summarizes viewers' reactions toward the use of code-switching in television advertisements. This remarks 2 primary themes including advantages and involvement with linguistic and cultural considerations.

Table 1: Reveals summary of the 1st kind of code-switching happening in television advertisements

For all three following tables 0= Without code-switching, 1= Inter-sentential, 2= Intra-sentential, and 3= Extra-sentential (Tag switching).

No.	Advertisements' Name	Channel/Production	Year	Utterances	Kinds of Code-Switching
1.	Shaq Shaq Gum	Gali Kurdistan (GK)	1993 or 1996	حوسه abla	1
2.	به هاراتی Alin	Sam Production	2020	به هاراتی Alin	1
3.	شیری Evolac	Halabja TV	2021	Evolac ... Evolac ... Evolac ...	1
4.	One به رهه مه کانی	Kurdmax	2021	نانه قه یسی one	1
5.	برنجی Zero	Kurdish Reklam	2021	برنجی Zero	1
6.	شیری Evosure	Mr Brand	2022	شیری Evosure	1
7.	برنجی نازاد Rice	Newline 1	2023	برنجی نازاد Rice	1
8.	تایپی VIP	Newline 2	2024	تایپی VIP، صه به VIP active به رزه وایه؟	1
9.	سفره Tea	Safra Company	2024	سفره Tea دۆست و آحاب کۆبینه وه بابه حبی بابه اشتری لی چای خاصه /حفظ عن بالقاسه	1
10.	Firdaws Vienna Ice Coffee	Sam Production	2024	چیزی نازامیه Vienna Ice Coffee	1

With reference to Table 1, inter-sentential code-switching happens in 10 out of 21 various television advertisements, indicating it as the most common kind of code-switching and continual among the three kinds of code-switching in Table 1: Illustrates summary of the 2nd kind of code-switching happening in television advertisements.

No.	Advertisements' Name	Channel/P roduction	Year	Utterances	Types of Code-Switching
1.	Hasee Computer	Niga Family	2009	لاپتۆپی Hasee له به ههترترین program Guarantee 1 سال. کۆمپانیای Green	2
2.	ی Aqua park Land	NRT1	2015	ی Aqua park Land له Aqua park م	2
3.	زانکۆی ئەمریکی کوردستان	K24	2015	دهزگی academy کوردستانه	2
4.	Asse TVC	Ad Media	2018	موپایله Asse به کان Q4, Q5 Asse پێشهنگی نه کنه لوژیای نوێ.	2
5.	Wifi Newroz 4G	Ad Media	2018	له یاسای magnet پیکهاته یه کی ئاسان له نامیری Wifi Newroz 4G به دهست بیهینه. ههردوو package ی 10 GB و 30 GB	2
6.	سامان Rice	NRT2	2019	ئه مه برنجه ئه سه له که ی جارانه ئه مه ئاخیر شه نسه ئه تانده م، به گ مشتەری به شه ره فم دهسته که مان که شف بوو. ئه ی بیهن به خه لفه ی ئه حمه د	2
7.	Zibox Commercial Sport	Sam Production	2021	ZiBox ... ZiBox ... له گهل ZiBox به دلی خوت بیکره و ...	2
8.	Daisy App	Sam Production	2022	Daisy چییه؟ نایابترین application ی بازاری کردنه، هه رچی کالای brand جیهانی و ناوخۆیی هه به له وێ دهست نه که وێ	2
9.	Hair repair	LD Family	2024	شامپۆی Hair Repair ده ره نیراوی ... له گهل Hair Repair ده نیرین هه له وهرین. له مه وودا stress نامینی شامپۆی Hair Repair chance ی جیت ده ی؟ chance ی ئه وه ت ده ی	2

Table 2, there are 9 out of 21 television advertisements that are containing intra-sentential switching which is the second kind of code-switching. Thus, this kind is also the more common kind after inter-sentential switching. Simultaneously, there is no list of television advertisements that include the third type of code-switching extra-sentential switching which is also called tag or emblematic switching. It is the rarest kind among other kinds of code-switching.

Table 3: Explains television advertisements without code-switching

No.	Advertisements' Name	Channel/Production	Year	Utterances	Types of Code-Switching
1.	پسکیتی ده‌ماوه‌ند	Gali Kurdistan (GK)	1993 to 1996	—	0
2.	شیری پناز	Kurdmax Show	2015	—	0

Table 3, illustrates that there are only 2 television advertisements that do not include any sort of code-switching among the three main kinds of code-switching.

Table 4: Exemplifies the Use of Code-Switching Kinds

The Use of Code-Switching Kinds	
The Use of Code-Switching Kinds	f(%)
without Code-Switching	2 (9.2%)
Inter – sentential	10 (47.6%)
Intra – sentential	9 (42.9%)
Extra – sentential	0
Total	21 (100%)

The data analysis determines different trends in the code-switching application techniques within television advertisements. Firstly, Inter-sentential switching accounting for (47.6%), and intra-sentential switching, at (42.9%), are indicated as the dominant approaches, meanwhile, examples of television advertisements that entirely avoid using code-switching are uncommon, consisting of merely (9.2%). The important happening of inter-sentential switching, introduced through transitions of language between complete sentences, applies that television advertising managers prioritize keeping out explicit structures of sentences, simultaneously attracting multilingual viewers. Intra-sentential switching, supplies (47.62%) of television advertisements. It is followed by inter-sentential switching when the switching of language happens between sentences. (42.86%) of television advertisements promote intra-sentential switching. Conversely, there is no extra-sentential switching in television advertisements. Eventually, the least common happening is the entire code-switching absence, which demonstrates merely (9.52%) of television advertisements that do not apply code-switching at all. They apply merely their native language.

The total lack of extra-sentential switching shows that this approach might be seen as inefficient for advertising aims. Lastly, these outcomes explain that code-switching has grown into a communication practice in television trades, with television advertisers purposefully picking particular kinds of code-switching in order to obtain a balance between lucidity and cultural connection.

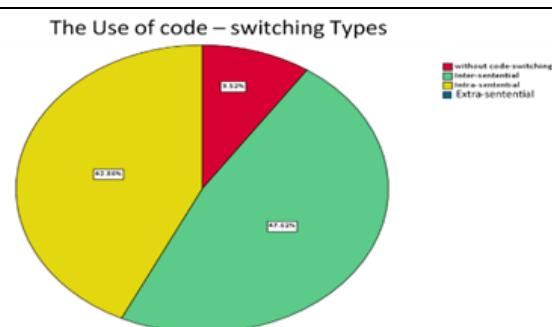


Fig. 6. Represents the Frequent Use of Different Code-Switching Types

Fig. 6. illustrates a summary of applying three kinds of code-switching in television advertisements. The most used sort of code-switching is inter-sentential, introduced through language switching within a single sentence, which shares different languages within a sentence, is near a prevalent and likely goal to mirror the natural speech patterns of bilingual audiences, enforcing more realistic interactions.

5. DISCUSSION

The primary aims of this study are investigating the use of code-switching in Kurdish television advertisements, indicating the most common kind of code-switching that occurs in television advertisements, and consider television advertising managers' perspectives toward the use of code-switching. Thus, 3 research questions were designed to achieve the study's aims, also the answers to the research questions are granted as follows:

1. To what extent do Kurdish television channels engage in code-switching in their advertisements?

The results in Tables 1 and 2 demonstrate that code-switching is broadly available in television advertisements. There are 19 television advertisements that contain code-switching out of 21 which is a prominent range. It corresponds with Trousdale's (2010) and Shim's (2021) perspectives that code-switching is a remarkable feature of interaction in multilingual circumstances, it also roles like a regular linguistic scheme among bilingual and multilingual interlocutors. In addition, this continual utilization of code-switching mirrors the richness of sociolinguistics in Kurdistan, where languages such as Kurdish, Arabic, and English are usually co-occurring. The code-switching accessibility in television advertisements remarks the nature of the

multilingual society of the audience and the demand of the television advertising managers to catch wider, various viewers. This result also aligns with the words of Cline Tuck, (2015) who is concerned about code-switching such a means for elevating trust.

2. What type of code-switching is most commonly used in television advertisements in the Kurdistan region?

Regarding the results in Table 1, 10 out of the 21 television advertisements contain the first type of code-switching which is called inter-sentential switching. It is the most frequent type. Also, the dominance of inter-sentential switching might stem from its clearness and simplicity. It allows clear transformation among different languages and it completes television advertising managers' plans for obtaining the majority of viewers, likewise, most television advertising managers remarked that complicated usage of code-switching decreases the message clarity or may attract a less illiterate audience. This result corresponds with the classification of Mesthries' (2011) who indicated inter-sentential as the most frequent type of code-switching.

3. What are the perspectives of television advertising managers on code-switching?

In the interview section television advertising managers stated many different perspectives whereas widely they have a strategic tend toward the use of code-switching. Meanwhile, several of them purposefully evade it to keep linguistic clearness and authenticity of culture, also, others see it such a commercial strategy to interact with globalized and modern viewers. The television advertising managers mentioned 3 primary reasons behind the use of code-switching including modernity, viewer interaction, and the prestige of English. These results deal with Hutton (2022) who states that the use of language is not merely practical whereas it is also emblematic. Television advertising managers are not only switching among codes for linguistic cause. Therefore, it echoes the dominance of English, innovation, modernity, and success. In contrast, several television advertising managers' passions for language shifted, and they reduced the use of Kurdish language. This mirrors the contradiction between the progress of linguistics and keeping it in television advertisements.

6. CONCLUSION

To conclude, this paper illustrates that code-switching is broadly applied in Kurdish television advertisements. Inter-sentential switching is indicated as the most common type of code-switching that occurs in the majority of television advertisements. Television Advertising managers supply code-switching in television advertisements in order to hook viewers' attention, intensify comprehension, and catch various

viewers. Television Advertising managers usually encourage this implementation of code-switching for its trade advantages whereas they utter their passion beyond its crucial impact on Kurdish language keeping.

7. RECOMMENDATIONS

Television Advertising managers ought to apply code-switching deliberately and make sure that it expands conversation without undercutting Kurdish language. Television Advertising managers have to consider guidelines to think about a balance between the creativity of language and the conservation of culture.

8. SUGGESTIONS FOR FURTHER STUDIES:

Future research can investigate viewers' outlook toward the use of code-switching in television advertisements. A study can be conducted to evaluate how code-switching in television advertisements grows through time in reaction to linguistic and social evolution.

REFERENCES

- Abubakr, S. N., Hassan, Z. M., & Muhedeen, B. L. (2019). Code-switching as identity marker: A sociolinguistic study of Kurdish EFL university students. *Journal of University of Human Development*, 5(3), 57-64.
- Akter, M. S., Mohiuddin, M. G., & Joher, U. H. M. J. C. J. o. S. S. (2024). Code Switching in Television Advertisements in Bangladesh: Features and Facts. 5(2), 92-106.
- Ale, G. (2010). *Introduction to English Sociolinguistics*. Edinburgh.
- Al-Oraibi, Z. Q., & Himood, Z. F. (2022). Codeswitching in Social Media Influencers' Speech: "Iraqi Youtubers" A Case Study. *Journal of Positive School Psychology*, 8575-8586.
- Androutsopoulos, J. (2017). Online data collection. In *Data collection in sociolinguistics* (pp. 233-244): Routledge.
- Adjust, & (2022). What is an Advertisement? Are mobile ads different?
- Auer, P. E. (1998). *Code-switching in conversation: Language, interaction and identity*. Routledge.
- Bader, Y. (2007). *Code-switching in the media: A case study of Arabic-English code-switching in Jordanian TV commercials* [Master's thesis, University of Jordan].
- Bell, A. (1991). *The language of news media* Oxford: Blackwell. 84-85.
- Bourdieu, P. (1991). *Language and symbolic power*: Harvard University Press.
- Cline Tuck, R.E. (2015). *A Linguistic Phenomenon: Code-Switching in Media and Advertisement*.
- Giacardi. (1995). Television advertising and the representation of social reality: A comparative study. 12(1), 109-131.
- Gumperz, J. J. (1982). *Discourse strategies*: Cambridge University Press.
- Gohar, S., Ashraf, S., Sarfraz, S., Nazir, S., & Javaid, H. (2020). *Code Switching and its Impact on Pakistani Advertisements*.
- Heller, M. J. J. o. s. (2003). *Globalization, the new economy, and the*

Sultan, G. (2023). Code mixing and code switching in the advertisements International Journal of Research in English, 5(1), 100-109.

به کارهینانی زیاتر له زمانیک (کود کوپین) له پیکلامه کافی ته له فزیونی کوردی

پوخته

تۆيۈنەنەۋى بەردەست لىكۈلىنەۋە ە بەكارھىننى زياتر ە زىمانىك (كۈد-گۈرىن) ە
پىكلامە تەلەففىۈننى بەر دىيەكان دەكت، ەلەسەنگاندن بۇ روۋدان و جۈرەكانى و
روانگى بەرپۈەبەرنى پىكلامە تەلەففىۈننى بەر دەكت لەسەر ئەو بابەتە. لۇژىكى
ئەنجامدانى ئەم لىكۈلىنەۋە ئەۋەپە كە جىيانگىرى كارىگەرپەكى زۇرى لەسەر
زىدابۈۋى فرە زمانەۋانى ە كۈمەلگى كوردىدا ەبە، بەتابەتى ە چۈرچىۋە
ماسمىدا. پىكلامى تەلەففىۈننى يەككە ەو رىكخستە كارىگەرەنى كە زمانى
جۈراۋجۈر، واتە كوردى، و ەربى و ئىنگلىزى بە شىۋەپكى بەرفرۋان
بەكاردەھىترىت. ئەم تۆيۈنەۋە سوۋد ە ەردوۋ رىيازى چۇناپەتى و چەنداپەتى
ۋەردەگرت ە پروسەى كۈكردنەۋى زانىارى و شىكارى داتادا. چۇناپەتتە بۇ
بەرپۈەردنى چاۋىنكەۋتن و شىكردنەۋى دىاردەكانى گۈرىنى كۈد (بەكارھىننى زياتر ە
زىمانىك) ە پىكلامە تەلەففىۈننى بەر، ەروەھا چەنداپەتتە بۇ دىارىكرنى فرىكۈنسى
گۈرىنى كۈد (بەكارھىننى زياتر ە زىمانىك) و جۈرەكانن ە كۈرپەسى بەكارھىنزاۋدا.
بەشى چاۋىنكەۋتن ەگەل ۱۰ بەرپۈەبەرى پىكلامى تەلەففىۈننى بەرپۈەدەچىت،
ەروەھا ۲۱ نوۋسراۋى فىدېۋى پىكلامە تەلەففىۈننى بەر شىكار دەكرن. ە ئەنجامدا،
دۈزىنەۋەكان ئەۋە دەرەخەن كە گۈرىنى كۈد (بەكارھىننى زياتر ە زىمانىك)
بەكاردەھىترىت بۇ پەيۋەستكرنى بىنەرى جۈراۋجۈر و فراۋانكرنى روۋنى و
ئاۋىنەكرنى سەردەمىانەپە. ە ەمان كاتدا رەچاۋكرنى كارىگەر سەبارەت بە بەكارھىننى
كۈد گۈرىن (بەكارھىننى زياتر ە زىمانىك) لەسەر پاراستنى زمانى كوردى زياتر دەپت.
ەروەھا ئەم تۆيۈنەۋە سەرخ دەختە سەر پىۋىستى ەۋسەنگى ە ئىۋان ئامانجەكانى
گفتۈگۈكە و داۋاكارپە كەلتۈرپەكان. جگە ەۋەش، گۈرىن، ئىۋان رستەكان، ەك

وشه سدره کیهان: به‌کارهیتانی زیاتر له زمانیک (کود-گورپن)، پیکلامی ته‌له‌زیونی، دوو زمانه‌وانی، گورپنی تیوان پرسته، گورپنی ناو پرسته گورپنی دهره‌ودی پرسته.

استخدام تبديل الرموز في الإعلانات التلفزيونية الكردية

المُلخَص

تبحث هذه الدراسة في استخدام التبديل الرموز في الإعلانات التلفزيونية الكردية، وتقييم مدى انتشاره وأنواعه، ووجهات نظر مديري الإعلانات التلفزيونية حوله. ويمكن الأساس المنطقي لإجراء هذه الدراسة في أن العولمة تأثيرًا كبيرًا على تنامي التعدد اللغوي في المجتمع الكردي، لا سيما في سياق وسائل الإعلام. يُعد الإعلان التلفزيوني من أكثر البيئات فعاليةً حيث تُستخدم لغات مختلفة، وهي الكردية والعربية والإنجليزية، على نطاق واسع. تعتمد هذه الدراسة على منهجٍ نوعي وكمي في عملية جمع البيانات وتحليلها. يُعتمد المنهج النوعي في إجراء المقابلات وتحليل ظاهرة التبديل الرموز في الإعلانات التلفزيونية، والمنهج الكمي في تحديد وتيرة التبديل اللغوي وأنواعه في المحتوى المستخدم. أُجري قسم المقابلات مع ١٠ مديري إعلانات تلفزيونية، وتم تحليل ٢١ نسخة فيديو من الإعلانات التلفزيونية. ونتيجةً لذلك، تُظهر النتائج أن التبديل الرموز يُستخدم لجذب مختلف المشاهدين، وزيادة الوضوح، وعكس الحداثة. في الوقت نفسه، تتزايد الاعتبارات المؤثرة فيما يتعلق باستخدام التحويل الرموز في الحفاظ على اللغة الكردية. كما تُشير هذه الورقة إلى ضرورة تحقيق التوازن بين أهداف الحوار والمتطلبات الثقافية. علاوة على ذلك، يُشار إلى التحويل الرموز بين الجمل باعتباره النوع الأكثر شيوعًا من بين الأنواع الثلاثة الرئيسية للتحويل الرموز.

الكلمات المفتاحية: التحويل للرموز ، الإعلانات التلفزيونية، ثنائية اللغة، التحويل للرموز بين الجمل، التحويل للرموز داخل الجمل، التحويل للرموز خارج الجمل.