

UNIVERSITI TEKNOLOGI MARA

**CODE-SWITCHING IN ADVERTISING:
AN EXPLORATORY STUDY ON
“MANGLISH” AND “BAHASA ROJAK”
IN NEWSPAPER ADVERTISEMENTS**

NORAMINAH IBRAHIM

Thesis submitted in fulfilment
of the requirements for the degree of
Master of Arts in Communication & Media Studies
(By Research)

Faculty of Communication and Media Studies

January 2013

PERPUSTAKAAN
TUN ABDUL RAZAK
UTM SHAH ALAM

No. Perolehan	
Control Number	485190
Tarikh	2013/2/3
No Aksesori	THE0932017
Lokasi	PTAR 1

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Noraminah Ibrahim

Student I.D. No. : 2010533807

Programme : Master of Arts in Communication & Media Studies
(By Research)

Faculty : Communication and Media Studies

Thesis Title : Code-switching in Advertising: An Exploratory Study
on “*Manglish*” and “*Bahasa Rojak*” in
Newspaper Advertisements

Signature of Student :

Date : January 2013

ABSTRACT

This study seeks to analyse the occurrence of code-switching in Malaysian advertising industry by focussing on “*Manglish*” and “*bahasa rojak*” phenomena. Code-switching occurs when more than one language is used simultaneously, or when different languages are mixed and switched during the same communication process. Advertising as one form of marketing communication and newspaper as an influential medium have been evolving due to various factors, thus code-switching in newspaper advertisements appears to be inevitable. In this study, a content analysis over a period of six months has been piloted on two leading newspapers in the country, namely *The Star* and *Harian Metro*. Over three hundred advertisement samples containing over one thousand code-switching incidences are analysed to accomplish the objectives of the study. As Chinese New Year was celebrated amidst the analysis period, words related to the festivity are commonly used in numerous advertisements. Additionally, several other technical jargons and catchy texts that signify promotional campaigns are prevalent too. The language types and locations of the code-switched incidences on the other hand differ according to newspaper, although both newspapers share similar code-switching categories. Consequently, this study also aims to identify the common brand categories and brand origins, as well as target audiences of the advertisements. The importance of language in conveying advertising messages allows this study to be significant to industry practitioners and parties of interest in realising that code-switching occurrence in advertising is an essential prospect of mass communication landscape, particularly in a culturally diversified and fast-developing nation like Malaysia.

ACKNOWLEDGEMENTS

Alhamdulillah, my utmost gratitude goes to Allah Subhanahu Wa Ta'ala for granting me with the courage and strength to complete this thesis thus allowing me to obtain the Master of Arts in Communication and Media Studies (By Research) within the stipulated time.

I would like to thank my supervisor, Associate Professor Dr. Ngu Teck Hua for his continuous support and understanding. His wisdom, insights and encouragement have helped me a lot in realising not only the impact of my research, but more importantly in making me a productive student and hopefully to become a dynamic academician as he is in the near future.

My appreciation also goes to Universiti Teknologi MARA (UiTM) and Malaysian Ministry of Higher Education for the financial aid. Likewise, I am very grateful to my former lecturers and course mates, along with colleagues from the industries who constantly motivate and inspire me. I would like to express my thankfulness to all respective personnel from UiTM's Faculty of Communication and Media Studies, Institute of Graduate Studies and Jabatan Pembangunan Sumber Manusia, who have been assisting me with the necessary procedures.

To my parents, siblings, in-laws, as well as close friends and relatives: you know how much I treasure your advices and prayers. From the bottom of my heart, I thank each one of you for the countless time spent helping me in every possible way.

To my little princess, Mia Syahmina: you have been a tremendous joy to me just by being who you are. Finally, I dedicate this work to my beloved husband, Shahril Fahmi. No words can describe how much I appreciate you for always sticking by my side and having my back along the journey. Your love and tolerance mean the world to me and I will forever be grateful for that.