

RESEARCH ARTICLE

Issues and Functions of Code-switching in Studies on Popular Culture: A Systematic Literature Review

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ABSTRACT - Code-switching is a linguistic phenomenon often associated with the architecture of discourse varieties. A good number of studies in the bilingual and multilingual contexts have zoomed in on the use of code-switching primarily analysing its roles and functions in varied discourse settings. This paper highlights and reviews code-switching in studies of which the scope is its usage in popular culture, with the aims to explore the most frequently discussed issues in the realm of code-switching used in popular culture and the functions of code-switching that are central to discourse depicted in various genres of popular culture. Grounded on the “Preferred Reporting Items for Systematic Reviews and Meta-Analyses” (PRISMA), a systematic literature review was extensively conducted in researching code-switching studies in five major databases - ScienceDirect; SCOPUS; SpringerLink; Taylor & Francis; and Web of Science - with search strings that are the combinations of code-switching and 11 keywords related to popular culture. Findings revealed that identity, constructions of meaning, persuasiveness in advertisements and language styles are the most commonly cited issues discussed in the literature. While referential, directive, expressive, metalinguistic, and poetic functions serve, among others as instruments for speech accommodation, expressions of emotions and language as well as identity demarcation. Deductions constructed from this systematic review illustrate the complex and versatile qualities of code-switching depicted in studies conducted within the sphere of popular culture, thus rendering some insights into the area of interpersonal and social discourses.

ARTICLE HISTORY

Received : 1 August 2023

Revised : 18 September 2023

Accepted : 27 September 2023

Published : 15 October 2023

KEYWORDS

Code-switching

Discourse variety

Popular culture

Systematic literature review

INTRODUCTION: AN OVERVIEW OF CODE-SWITCHING

Code-switching is a widely recognised phenomenon that has gained increasing attention in recent years. Generally, code-switching is a linguistic phenomenon where speakers alternate between two or more languages or language varieties within a single conversation or discourse (Wan Rusli et al., 2018). Bilingual or multilingual individuals commonly use it in formal and informal settings (Abu Bakar & Dahlan, 2018). Code-switching serves various purposes, such as conveying social identity, expressing solidarity with a particular group, or emphasising a particular point (Barnes, 2012; Raja Mhd Shahnuddin & Ahmad Nor, 2022). It can also be used as a strategic communication tool in multilingual contexts, where speakers use code-switching to fill lexical or grammatical gaps in one language with words or structures from another. However, code-switching can also be a source of prejudice and discrimination in specific social contexts where multilingualism is stigmatised.

Code-switching has also become increasingly prevalent in popular culture, particularly music and entertainment. Musicians and artists often incorporate code-switching into their lyrics to express their cultural identity or appeal to a broader audience (Loureiro-Rodríguez et al., 2018). For example, Latin artists may use Spanglish (a mix of Spanish and English) in their songs to appeal to both English and Spanish speaking listeners. Additionally, code-switching can be used as a comedic device in television shows and movies (Subkhi & Shaari, 2021). Characters may switch between languages or dialects for comedic effect, highlighting the linguistic diversity of the characters and the cultural context in which the story takes place. However, despite its widespread use, little research has been conducted on the issues of code-switching in popular culture and its functions. This study aims to fill this gap by addressing varied issues with regards to the use of code-switching in popular culture and exploring what function the code-switching serves in popular culture.

The study of code-switching in popular culture can shed light on the role of language in shaping social identity and cultural representation (Treffers-Daller et al., 2020). Popular culture reflects a society's values and beliefs. By examining how code-switching is used in popular culture, researchers can gain insight into how linguistic diversity is perceived and represented in different contexts. Furthermore, the study of code-switching in popular culture can provide a better understanding of how language is used as a tool for communication and expression in a globalised world. As society becomes increasingly multicultural and multilingual, understanding the role of code-switching in popular culture can inform how people communicate and interact with others from different linguistic and cultural backgrounds. Overall, studying code-switching in popular culture is essential for advancing our understanding of language, culture, and identity in contemporary society. Thus, this study attempts to address the following questions:

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- 1) What are the most common issues addressed in code-switching studies in the sphere of popular culture?
- 2) What functions do these code-switching occurrences serve in discourses depicted in popular culture?

THE USE OF CODE-SWITCHING IN POPULAR CULTURE

For decades, linguists and sociolinguists have been fascinated by code-switching, the practice of alternating between two or more languages or dialects within a single discussion or encounter. Code-switching has gained widespread popularity in popular culture, evident in its prominent use across various mediums such as music, films, television programmes, social media, advertisements, and prose fiction, indicating its enduring presence and influence (Astani et al., 2020; Fotiou, 2017; John & Dumanig, 2014; Loureiro-Rodríguez et al., 2018; Maros et al., 2016; Martin-Anatias, 2018; Müller, 2015; Subkhi & Shaari, 2021). This literature review explores code-switching in popular culture, its functions, and its impact on the audience.

Music is one of the most prominent media that uses code-switching. A study by Loureiro-Rodríguez et al. (2018) studied the usage of code-switching in the lyrical creation of the bilingual or bicultural band Texas Tornados. They found that code-switching in the songs of a bilingual band is being used to accentuate or translate what has been conveyed in English, and to address their audience. The code-switching also ensures that the interlocutor understands the meaning of the chosen words. Since this study primarily focuses on hip-hop music, it signifies a break from previous musical genres' representations of language. It connects to macro-social differences between bilingual and bicultural societies, shifts over time, or even both.

Code-switching is employed in the film to depict multiculturalism and solidarity. For example, Maros et al. (2016) focused their research on code-switching exchanges in *Ola Bola*. The study used David Crystal's (1987) theory to evaluate the functions of code-switching used among Malaysians, as exemplified by the multi-racial characters in this specific film. According to the data analysis results, the causes of code-switching in *Ola Bola* are unity in a multi-racial community, solidarity, and patriotism from a Malaysian perspective.

Similarly, in the television series "Oh My English!", code-switching is used in Malaysian English television shows that had specific goals centred on strengthening people's solidarity and cultural identity (Subkhi & Shaari, 2021). Furthermore, Subkhi and Shaari (2021) also stated that the roles of code-switching the television program include discussing a certain topic, interjecting, demonstrating solidarity, repeating, aiming to make the speech content clear to the listener, and using necessary lexical elements.

Furthermore, code-switching has become more prevalent in online conversation due to the growth of social media platforms. As a result of the widespread use of code-switching in social media conversations, scholars have become interested in the topic. According to a study by Astani et al. (2020), repetition is the most often used code-switching function on YouTube, with intra-sentential code-switching being the most frequent type. They concluded that the process of becoming multilingual through code-switching resulted in both language gain and loss for the study's subjects. The participant's proficiency in their native tongue declines as their English skills rise.

Additionally, advertisers are increasingly using code-switching in their advertisements to appeal to a variety of target populations. Advertisers can develop culturally relevant messaging, forge connections, and improve brand awareness by carefully utilising code-switching. By considering customers' linguistic and cultural backgrounds, this practice promotes inclusivity and engagement. According to a study by John and Dumanig (2014), code-switching is used by advertisers to create identities, especially during festivals. The results also show that advertisers create these identities through code-switching primarily as a marketing tool to influence multilingual consumers. By creating these identities, the advertisers hope to influence consumers by appealing to them, attracting them, and establishing a sense of trust and camaraderie.

Moreover, code-switching is a literary device used in prose fiction, such as novels and short stories, to portray the complexity of language and identity. Authors use code-switching for several purposes. Fotiou (2017) found that code-switching into English in magazines and newspapers typically incorporates names, headings, quotations, set phrases, and doublets—using a term next to its translation in another language. It demonstrates several purposes, including language play, emphasis, and explanation (Fotiou, 2017). Müller (2015) stated that code-switching can also be seen as a reaction to bilingual identity in literature. In this way, literary code-switching serves as a method of approximate communication between the two closely related contact languages, elevating the status of the minority language and assisting in its preservation (Müller, 2015). With particular reference to English, code-switching in novels efficiently conveys overt displays of love while also projecting one's socio-cultural hybridity and linguistic proficiency (Martin-Anatias, 2018).

Thus, code-switching is prevalent in popular culture across various media. Code-switching is used in various media, including music, movies, TV shows, social media, commercials, and prose fiction to convey cultural identity, reflect social dynamics, and promote linguistic inclusivity. Code-switching in popular culture also contributes to audience engagement, cultural representation, and the exploration of bilingual and bicultural experiences.

REVIEW STUDIES ON CODE-SWITCHING

Over the years, numerous studies have examined code-switching from various perspectives, including its structural features, sociolinguistic implications, cognitive processes, and communicative functions. A literature review of previous review studies on code-switching presents a comprehensive overview of the existing research landscape, highlighting the key findings, theoretical frameworks, and methodological approaches employed in this area. A preliminary reading of the 20 review papers revealed five main themes that framed the research. The five themes are research gap identification; discussion on methodological approaches; theoretical frameworks; use of code-switching in specific community contexts; code-switching studies in academic settings; and code-switching in popular culture.

Gaps in Code-switching Studies

Many studies have done review studies on code-switching to identify the research gaps of prior studies. Liao (2023), Oueslati et al. (2020), and Zhong et al. (2023) conducted review studies in researching research gaps in code-switching studies. To identify research gaps, Liao (2023) reviewed various studies on bilingual and multilingual benefits for cognitive reserve, executive functions, and code-switching costs. The study reveals that no study has examined how language/dialect distance affects executive functions, code-switching costs, and cognitive reserve (delay of dementia or Alzheimer's disease). Oueslati et al. (2020) reviewed sentiment analysis research in Arabic to outline important gaps in the literature. The study found that the gaps between modern standard Arabic (MSA) and Arabic dialects are caused by differences in words, grammar, and phonetics between MSA and dialects and that dialects need dialect-based resources rather than those based on MSA text.

Correspondingly, Zhong et al. (2023) conducted a systematic literature review of conversational code-switching in multilingual society from a sociolinguistic perspective to identify gaps in conversational code-switching studies over the previous 13 years. The findings of the study revealed the research gaps that could be found in the methodologies, objectives, and contexts of the code-switching studies, including declining sociolinguistic research after 2019, a preference for empirical qualitative methods, and neglect of non-empirical approaches. Furthermore, there is a global scarcity of code-switching studies, particularly in Oceania, South America, and Africa. While China dominates research in Asia, more comprehensive studies are needed for other Asian countries. Additionally, comparative studies and macro-social factors in code-switching research are lacking, and recent publications focus on the impact of code-switching on language attitudes and identity. Thus, the previous review studies' findings help the researcher identify gaps that should be filled in the present study.

Methods, Approaches and Theories of Code-switching Studies

Several researchers have done review studies on code-switching to discuss prior studies' methods, approaches, and theories. These review studies were conducted to discuss research methods, approaches, and theories in existing code-switching studies: Bautista (1991); El-Saghir (2010); Liao (2023); Lin (2013); Oueslati et al. (2020). In order to highlight the content and methodological contributions of the various studies, Bautista (1991) analysed code-switching studies conducted in the Philippines. This study has uncovered 16 local studies on code-switching that have employed various data-collection methods and linguistic or sociolinguistic analysis as their primary instrument. Some of these are distinctive and challenging for other researchers to duplicate. Similarly, Liao (2023) reviewed various studies on bilingual or multilingual benefits on cognitive reserve, executive functions, and code-switching costs to present typical methodologies. The study's results found four examples of experiments with the methodologies for this area: onset age of dementia and first appointment age from clinical records, task switching (colour-shape switching) paradigm, Simon task, and code-switching cost analysed by event-related potential (ERP). Nevertheless, the review done by Liao (2023) seems to focus more on Alzheimer's disease than the code-switching phenomenon itself, which makes the study irrelevant to the objectives of the current study.

Lin (2013) provided a review of the historical development of the different research paradigms and approaches adopted in various classroom code-switching studies for the past 30 years. Lin (2013) argued that to enhance bilingual classroom practices and examine their efficacy through research paradigms and approaches, action research must be integrated with sociolinguistic and conversation-analytic approaches. Researchers should consider socioeconomic conditions, match educational objectives to students' interests, and employ classic and progressive pedagogies, including participant structures and code-switching patterns. Since Lin's (2013) study focused on the classroom approach, the data gathered could not be used as a reference for the current study, which focuses on popular culture.

On the other hand, El-Saghir (2010) evaluated sociolinguistic studies on code-switching to assess the theories presented as explanations for the causes and limitations of code-switching. Since there is no general agreement among linguists and sociolinguists about the distinction between code-switching and code-mixing, this study addressed how linguists define code-switching and code-mixing in their interpretations and terminology. The findings of the study might help academics to have a better understanding of the difference between code-switching and code-mixing.

In light of existing code-switching review studies, this research will contribute by identifying and addressing contemporary gaps. It diverges from prior works by exploring the issues and functions of code-switching in popular

culture and adopting a global perspective. This approach enriches one's understanding of code-switching's societal relevance and cultural dynamics in popular culture.

METHODOLOGY

Guided by the 'Preferred Reporting Items for Systematic Reviews and Meta-Analyses' method (PRISMA) (Moher et al., 2009), and due to its transparency and robustness in the overall approaches to a systematic review, an extensive database search was conducted to extract studies published on code-switching and popular culture to address the research questions. The overall review process was in three major phases, which included the database search, screening stage for inclusion and exclusion and finally, the coding, analysing and interpreting phase of the gathered data. Figure 1 illustrates the procedures of the systematic review.

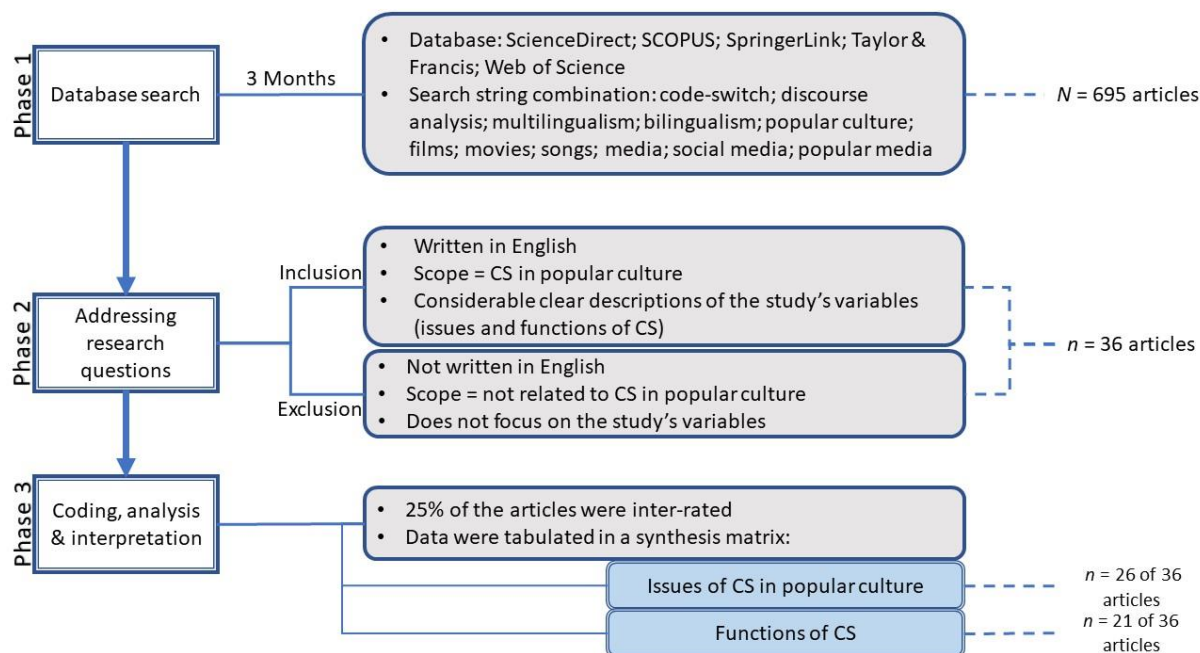


Figure 1. Systematic literature review procedures.

Phase one was conducted within the period of three months employing the five major databases subscribed by the institution's library. For this purpose, five databases used for the search were ScienceDirect, SCOPUS, SpringerLink, Taylor & Francis, and Web of Science, of which only research articles with either qualitative, quantitative, or mixed method were identified and extracted. The database search was carried out using search strings that combine the following keywords: code-switch, discourse analysis, multilingualism, bilingualism, popular culture, films, movies, songs, media, social media, and popular media.

Phase two determined the inclusion and exclusion of articles in the attempt to address the research questions of the current study. The inclusion criteria of the articles were:

- 1) The articles were written in English and this was the basis for database search in phase one to set up a filter of the search.
- 2) The scope of the articles was studies on code-switching in relation to popular culture, which included films, TV programmes, songs, social media, radio, literature and other print media, games, and advertisements. The screening process for this phase was done manually after the list of articles were generated from the process in phase one, by thoroughly going through each article's title and abstract.
- 3) The articles contained considerably clear descriptions of either both variables or at least one of the variables of the current study, which were the issues and/or functions of code-switching in popular culture. In order to identify articles that fulfill this criterion, the introduction, discussion and conclusion of all the articles that were selected in phase two were carefully perused.

All articles were also screened for the exclusion criteria:

- 1) The articles were written in other languages than English.
- 2) The scope of the paper was not in relation to code-switching use in popular culture, such as in classroom interactions and community engagements.

- 3) Even though the scope of the articles were on code-switching in relation to popular culture, if the findings, discussions, and conclusions did not focus on the two variables of the study, the articles will be excluded.

Phase one yielded a total of 695 articles generated from the set search strings executed on the five databases. In phase 2, after removing duplicates, and screening through the inclusion and exclusion exercises, a total of 36 articles were identified to have fulfilled all the criteria to address the research questions of the current study. Analysis, interpretations, discussions and conclusion of the paper were afforded based on these 36 selected articles.

Coding, analysis and interpretation were conducted in phase three. Approximately 25% of the 36 selected articles were inter-rated to ensure reliability of the coding and analysis processes. This stage required thorough reading and data extracted from this stage were tabulated in the synthesis matrix for interpretations and discussions.

FINDINGS AND DISCUSSION

The Most Common Issues Addressed in Code-switching Studies

The paper aims to identify the most common issues addressed in code-switching studies selected from journals published in five major databases: ScienceDirect, SCOPUS, SpringerLink, Taylor & Francis, and Web of Science. Figure 2 graphically represents the issues identified most frequently highlighted derived from the selected articles.



Figure 2. Issues frequently discussed in code-switching studies.

Thematic analysis of the 36 selected articles yielded four major issues addressed in code-switching studies revolving around concerns of identity, meaning constructions, persuasiveness and language style. More than half of the total number of studies focused the discussion on identity that can be further delineated into social identity (Albawardi, 2018; Baoueb, 2020; Martin-Anatias, 2018; Mohamed Nil & Paramasivam, 2012; Muller, 2015; Rafi, 2017), group marker (Barnes, 2012; Bentahila & Davies, 2002; Davies & Bentahila, 2008; White, 2019), ethnicity (Akande, 2013; Manns, 2014), and multilingual community (Pérez-Sabater, 2021; Pérez-Sabater & Moffo, 2019; Umpornpun & Mongkolhuthi, 2022). Constructions of meaning is another issue that has been frequently discussed in code-switching studies, researching the use of code-switching in relation to societal and cultural elements of discourse (Lin, 2017) and as meaning constructions (Chau & Lee, 2021; Schau et al., 2017; Yahiaoui et al., 2021). In a specific area of advertisement, an issue that is emphasised revolves around the use of code-switch as a persuasive element in conveying the message in product evaluation (Ahn et al, 2017; Lin & Wang, 2016; Luna & Perrachio, 2005; Zhiganova, 2015). Finally, studies also concern

language style, which revolve around youth and urban styles (Akynova et al., 2014; Loureiro-Rodríguez et al., 2018; Mugari, 2014) in diverse contexts. The following subsections discuss interpretations of these findings.

Identity

Social Identity

Studies that revolve around issues related to social and cultural elements brought about in discourses portrayed in popular culture, such as films, songs and social media are frequent in code-switching literature. With the advent of social media like WhatsApp and Facebook in discourses, concerns of code-switching are emphasised. Albawardi (2018) accentuated the possible negative impact of Saudi Arabian young women's code-switch of English, Arabic, Arabish and Arabised English on the literacy of Arab youngsters and social communications. Nevertheless, the study also suggested the influence of the use of code-switch on social media platforms in the enhancement of "linguistic creativity" of these young generation (p.68). Similarly, Rafi (2017) examined the code-switching occurrences among young people in a university setting in Pakistan on Facebook wall. These youngsters code-switch between English, Urdu and Romanised Urdu suggesting trends of the ubiquity of English alongside Urdu in communications on social media signalling the constructions of social identity of certain speech community. The misconception on the adverse effect of code-switch discussed in the Albawardi's study is also voiced out by Martin-Anatias (2018) in a study on the use of code-switching in interactions of Indonesian family specifically analysing the expressions of love as depicted in a novel. Martin-Anatias, through an interpretive textual analysis argued against this general stereotypical view of code-switching claiming the eloquent roles rendered in expressing love in an otherwise conventional family where emotional expressions are rarely made explicit. In the same vein, Mohamed Nil and Paramasivam (2012) also put forth the deductions made through the analysis of code-switching illustrated in a Malaysian film suggesting that "the use of [code-switching] CS is not derogation to the status of the Malay language; it is just an extension of its variety, making it a rich and unique language" (p. 174). In a completely different context, attempting to proffer a redefinition of Tunisian identity post revolution, Baoueb (2020) analysed the use of code-switching in rap songs that exploit Tunisian Arabic, French and English in conveying sociocultural and political messages. The use of code-switch in this sense points out the movement between global and local realms indicating "multiple identities in a glocal world" (p. 4). The issues of social and cultural identities are intertwined with the political messages transcending local contexts to a more global one by the use of code-switching in the song lyrics.

Group Marker

In an attempt to construct an exhaustive theoretical framework, encompassing contexts relating to the use of code-switching in media or films, Barnes (2012) analysed the disparity of insider and outsider by the use of code-switching involving not less than ten different languages — English, Polish, Aramaic and even fictional languages, to name a few — in three films of different genres, grounded on Myers-Scotton's (1993) Markedness Model as the outset foundation. On the same issue of group marking, Bentahila and Davies (2002) examined a folk-art Rai song lyric deducing the use of code-switching of Arabic and French in the distinction of insiders and outsiders referring to the Rai artists' discourse patterns that are specific for community in North Africa, of which the colloquial variety of Arabic and French are commonly used in their discourse. However, in the Davies and Bentahila's (2008) study, the use of code-switching may be considered "as a process of breaking down barriers: the barriers between languages themselves, between song genres and between audiences" (p. 268) indicating that the demarcation line of group marking in this sense is expanded from exclusively for the insiders, to unfurling to the outsiders. This inclusion and exclusion issues relating to in-group solidarity are also debated by White (2019) with reference to the use of *franglais*, which is the mix of English and French, in Quebec's contemporary rap music. On one hand, the ability to code-switch defines the belonging of a shared speech community of youngsters from varied background and on the other hand, the use of *franglais* is perceived as a threat to the identity and values of the community of French speaking minority in Quebec.

Ethnicity

The attempt of reaching out to the outsiders is also reflected in other code-switching studies focusing on issues of ethnicity. The Akande's (2013) study noted that code-switching in songs, of which Nigerian languages and Nigerian Pidgin English are extensively mixed in the lyrics, functions as the identifying oneself with the ethnic root. While switching from ethnic codes to that of English is considered as an effort to open up to a larger audience, not sharing the same ethnicity. In Indonesia, this issue of ethnicity relates to the New Order government that prioritise Indonesian identity above ethnicity (Manns, 2014) and it is widely accepted that Indonesian language is used in radio broadcasts (Manns, 2014). However, according to Manns, in certain parts of the country, some broadcasters are inclined to code-switch to Javanese in their speech reflecting intimacy and authenticity of the discourse. In another study of which code-switching is used in a sketch show broadcasted on an Irish radio station, the message regarding ethnic identity is conveyed through humour and satire (Atkinson & Kelly-Holmes, 2011). In this context, unlike the Akande's study that suggests code-switching use as a means to reaching out to audience outside the ethnic group, the Manns study's ethnicity issue relates to the use of code-switching in a sketch of which both the actor and the audience share the same ethnic root. Code-switching in this case is to satirise the stereotypical perception towards the "ethnic identity of Irishness and linguistic norms of language practice" (p. 258).

Multilingual Community

Identity in multilingual and transnational community is discussed in two different contexts, involving workplace discourse on WhatsApp and football clubs' interactions on Facebook (Perez-Sabater, 2021; Perez Sabater & Moffo, 2019). In both studies, participants are those of diverse linguistic backgrounds. Perez-Sabater highlighted the issue of transnational community interactions and the use of code-switching that functions as exhibition of group solidarity despite the varied languages in the participants' discourse. On similar note, the Perez-Sabater and Moffo's study revolved around the context of which the interlocutors are of diverse language backgrounds discussing football-related topics on Facebook. Code-switching in this setting functions as establishing disparate in-group language identity. Studies across different genres of popular culture, such as on social media and online game, examined the interactions among multilingual teenagers in Thailand who code-switch to achieve communicative understanding on gaming platform (Umpornpun & Mongkolhuthi, 2022).

Constructions of Meaning

Constructing meaning in relation to social and cultural association is another area of concern brought forth in a number of code-switching studies. Interlocutors code-switch from Mandarin to Taiwanese in the Lin's (2017) study attributed the use of Taiwanese to people, cultural objects, ideas that are specifically related to Taiwanese context and "locally-developed" items that are expressed in interactions (p. 70). Apart from cultural and societal associations, code-switching is also discussed in light of meaning bridging, where code-switching takes place to bridge meaning in different spaces, encompassing "formal-informal, public-private, and academic-social", forming solidarity of interlocutors (Chau & Lee, 2021, p. 18). On a larger context, Schau et al. (2017) addressed the issue of bridging the gap of "home and host culture" where code-switching between Chinese and English happened to discuss American retail environment (p. 178). Analysing a cartoon broadcasted on television, Yahiaoui et al. (2021) also pointed out that code-switching is vital in meaning construction in relation to cultural milieu in Lebanese multilingual context, suggesting modern language use and wittiness of the characters in the series that reflect the cultural background of the cartoon characters.

Persuasiveness in Advertisements

Studies conducted in Asian context revealed that the foreign language used in code-switching as a means of advertisement influenced evaluation and attitude of the consumers towards a product (Ahn et al, 2017; Lin & Wang, 2016). Foreign words that are inserted in product slogan can signify various interpretations of a product and thus influence the perception of the consumers. Lin and Wang claimed that consumers associate a product to luxury and sophistication when foreign words are used to advertise, in contrast to when Chinese words are dominantly used in product advertisement, where consumers perceive a product with greater sense of belonging. With regards to the exploitation of foreign language in advertisement, unlike Lin and Wang's study, Ahn et al. suggested that difficulty level of the foreign words, in their case is English, influences the effectiveness of a product advertisement that contains code-switching. They further proposed that languages that do not use the alphabets, such as Thai and Russian should consider the level of foreign words used in advertisements that utilise code-switching. On a similar note, Luna and Peracchio (2005) asserted that the switch from majority language to minority receives less favourable product evaluation as compared to the switch from minority to majority language, which is also implied in the Ahn et al.'s study disclosing that the English to Korean code-switching is the least favoured by the consumers. Zhiganova (2015) however, despite being in the same European context, revealed that the participants' views in her study were not as distinct as those in the Luna and Peracchio's study. Code-switching between English and German in advertisements is perceived as having a positive impact when it concerns international market targets, while it is viewed negatively when the issue of language threat is highlighted. One of the major findings in Zhiganova's study is in line with Lin and Wang's, suggesting that code-switching may be effectively used in advertisement depending on the origin of the product advertised.

Language Styles

Code-switching in songs denotes styles that carry youth and urbanity messages. English, the language used to code-switch between Spanish in the Loureiro-Rodriguez et al.'s (2018) study and Zimbabwean Shona in Mugari's (2014) analysis of songs, is attributed to giving stylistic and artistic effects to the music produced. On the same note with Mugari, Akynova et al. (2014) in the Kazakhstan context, claimed that English in code-switching is the language style of the youngsters. The mix of English in interactions in daily conversation and on social media is ubiquitous, implying prestige and exhibiting a sense of communality. In contrast, Loureiro-Rodriguez et al.'s analysis of code-switching in songs by a band in San Antonio, despite English as rendering stylistic effects to the music, seems to imply a struggle to place Spanish at par with English, deducing the "subaltern status of Spanish" (p. 120) in sociolinguistic context of Spanish in Texas.

Functions of Code-Switching in Discourses Depicted in Popular Culture

Based on the assessed research contexts, five out of six functions of code-switching, as suggested by Appel and Muysken (2005), could be found: referential, directive, expressive, metalinguistic, and poetic. However, a phatic function is nowhere to be found in the studies. Code-switching in popular culture serves as a referential function, which means due to individuals' inability to utilise a certain word, speakers change their language. In films, code-switching acts as a speech accommodation (Lin, 2017; Mohamed Nil & Paramasivam, 2012; Yahiaoui et al., 2021). For example, in a study by Mohamed Nil and Paramasivam (2012), it is reported that people code-switch from Malay to English or vice versa to

reiterate, correct, clarify, emphasise, simplify, and nativise linguistic structure. Furthermore, Lin (2017) also claimed that the use of Taiwanese occurred due to its correlation with indigenously produced items during the conversation. Additionally, in animated series, the stylised usage of code switches in phonetics portrays the socio-cultural environment and extralinguistic reality through the characters (Yahiaoui et al., 2021). Not just in films and animated series, songwriters employ code-switching in songs as a referential function to accommodate speech to overcome the language barrier (Akande, 2013). They also use it to repeat or emphasise words that have been said in a language that is more familiar to the listeners (Loureiro-Rodríguez et al., 2018). Similarly, the referential function can be found in social media, where people practise code-switching, whether exhausted, stressed, or excited (Akynova et al., 2014). Users inadvertently incorporate aspects of another language into their speech. In literature, the referential function is a resourceful approach to managing bilingualism and maintaining fluidity in language use, allowing individuals to draw from both linguistic repertoires to effectively communicate in diverse linguistic contexts (Müller, 2015). Hence, code-switching in various aspects of popular culture, including films, animated series, songs, social media, and literature, serves a referential function, enabling individuals to accommodate speech, overcome language barriers, emphasise or clarify linguistic structures, depict socio-cultural environments, and effectively communicate in diverse linguistic contexts.

Another function of code-switching in popular culture is the directive function. For this function, speakers employ code-switching as a communication strategy to build or maintain solidarity. For example, code-switching is being used by scriptwriters in films and animated series to denote relationships or interpersonal ties in fictitious settings (Barnes, 2012; Mohamed Nil & Paramasivam, 2012; Yahiaoui et al., 2021). Similarly, code-switching is also being used in songs by the songwriters as in-group markers (Davies & Bentahila, 2008). Moreover, the directive function could also be found in songs to include or exclude specific addressee. Code-switching is used in songs by songwriters to ensure that the interlocutor knows the meaning of the chosen words (Loureiro-Rodríguez et al., 2018) and offers new opportunities for shared community among young people from varied backgrounds (White, 2019). Correspondingly, in social media, the directive function defines commonality and develops different in-group communication styles and alignment in a multilingual nation (Akynova et al., 2014; Pérez-Sabater & Maguelouk Moffo, 2019). It is also utilised to strengthen bonds between speakers and their interlocutors (Pérez-Sabater, 2021). Therefore, code-switching in popular culture serves a directive function, fostering solidarity, denoting relationships, creating in-group markers, and strengthening bonds among speakers in various forms of media and social platforms.

Furthermore, code-switching is used as an expressive function in popular culture. Speakers employ multiple languages to express their self-identity or feelings in this function. Mohamed Nil and Paramasivam (2012) stated that in a film with a multilingual society, code-switching, like the usage of words, terms or phrases, either English to Malay or Malay to English, acts as an identity formation process that includes creating equality and ascertaining status. It allows the scriptwriter, in particular, to build an identity for the characters in imaginary settings (Barnes, 2012). Lin (2017) observed that in Mandarin-dominant spoken media discourse in Taiwan, speakers linked Taiwanese with specific persons or cultural things because it was one of the conspicuous linguistic qualities of the people or cultural items. As for code-switching in songs, Bentahila and Davies (2002) discovered that language combination in rai songs is a localising mechanism that indicates one's being of a specific ethnic or social group. It is argued that code-switching often affirms identity by making the lyrics accessible to outsiders or generating effects that include alienation and exclusion (Davies & Bentahila, 2008). Additionally, Helland (2018) found that a multilingual singer and lyricist, Mona created a hybrid identity that is in the constant process of syncretising and mixing through multidirectional local and global influences. In social media, Schau et al. (2017) stated that a speech community utilises code-switching to debate particular issues to import the underlying cultural meanings connected with the linguistic code for that particular topic. Through this approach, people can access the rich cultural associations and contextual knowledge woven into the linguistic choices used throughout those discussions. To add, Akynova et al. (2014) discovered that youths in Kazakhstan employ English in Kazakhstan's linguistics in their daily conversation on social media to establish identity. Rafi (2017) also noticed that social media users code-switch from English to Urdu to show their identity to others.

Expressive function is also being used in radio programmes. According to Atkinson and Kelly-Holmes (2011), code-switching in radio comedy sketches expresses societal structures and language attitudes, reflecting currents and trends. This means the purpose of employing code-switching within the sketches designed for the fundamental ideological context lies in the writers' act of negotiating and affirming their respective identities. The expressive function can also be found in literature, such as novels and short stories. As stated by Müller (2015), multilingualism can achieve respect in literature through literary code-switching, which allows the multilingual minority to stand up to the majority group's monolingual bias and decide for themselves. Furthermore, Martin-Anatias (2018) suggested that code-switching in novels with special reference to English efficiently conveys overt love expressions and displays one's socio-cultural hybridity and linguistic competency. Thus, code-switching in popular culture serves as a powerful tool for individuals to negotiate, assert, and express their identities across various cultural and linguistic domains.

Moreover, the study's findings show that code-switching is employed as a metalinguistic function in popular culture, with users including quotations, phrases, and metaphors. This function arises when speakers are eager to remark on their language use. In social media, Akynova et al. (2014) discovered that users usually switch to other languages quite consciously to achieve a particular stylistic or pragmatic effect. The metalinguistic function is also being applied in magazines. Fotiou's (2017) study revealed that code-switching finds application in magazines as a means to accentuate certain aspects, capturing readers' attention by employing established and formulaic phrases that establish connections

between articles (generic headings). Furthermore, code-switching serves as a mechanism for expressing opinions, declarations, and announcements through the utilisation of set phrases, conveying cultural implications, and facilitating literary functions like rhyming and paronomasia, thereby exemplifying English's creative and functional contributions (Fotiou, 2017).

Moreover, set phrases are used as "in-text" English in magazines by writers and editors to elicit irony (Fotiou, 2017). Game players use the metalinguistic function in their relationships, not simply in social media and magazines. According to Umpornpun and Mongkolhuthi (2022), multilingual teenagers employ code-switching as an additional resource in interaction to attain certain conversation goals. Multilingualism is a linguistic and interactive resource that only people with multiple languages have. Consequently, the study's findings reveal that code-switching serves a metalinguistic function in popular culture, encompassing the intentional use of quotations, phrases, and metaphors, not only in social media and magazines but also in game player relationships, as a resource for achieving stylistic effects, conveying cultural implications, and exemplifying English's creative and functional contributions among multilingual individuals.

Additionally, in popular culture, code-switching also serves a poetic function. This function occurs when words, amusing phrases, or jokes are utilised in various languages for entertainment and aesthetic goals, such as crafting puns, telling jokes, and generating poetry through linguistic alternation. Yahiaoui et al. (2021) discovered that the stylistic usage of code-switches in phonetics in animated television programmes signals a shift from serious to funny and minimises specific discursive features. Likewise, Loureiro-Rodríguez et al. (2018) revealed that Spanish is frequently used as an emblem or symbol to Latinise the lyrics and improve a cheerful, amusing tone in songs with an English matrix. Accordingly, code-switching in popular culture serves a poetic function, employing linguistic alternation and the incorporation of amusing phrases, jokes, and puns in multiple languages to entertain, achieve aesthetic goals, and create a shift in tone, as observed in animated television programs and songs, thereby adding an element of playfulness and cultural symbolism to the artistic expressions.

In addition to the previously discussed functions, an important aspect of code-switching in popular culture, as revealed in this systematic literature review, pertains to the act of addressing or referring to an interlocutor. Loureiro-Rodríguez et al. (2018) highlighted that within songwriting, code-switching is employed by incorporating Spanish to directly communicate with a Spanish-speaking interlocutor, often identified as a Mexican female. This intentional use of code-switching serves to establish a connection, conveys a sense of familiarity, and creates a more personalised interaction between the artist and the target audience.

In conclusion, the systematic literature review indicates that code-switching in popular culture encompasses a range of functions, including referential, directive, expressive, metalinguistic, and poetic, although the phatic function was not identified in the studies examined. Code-switching serves as a powerful tool for accommodating speech, establishing solidarity, expressing self-identity, negotiating and asserting identities, conveying cultural implications, and creating aesthetic and entertaining effects. It plays a significant role in various forms of media, including films, animated series, songs, social media, magazines, radio, and literature, demonstrating its versatility and relevance in diverse linguistic and cultural contexts within the realm of popular culture.

CONCLUSION AND RECOMMENDATION

This study conducted a systematic literature review on code-switching in popular culture from a sociolinguistic perspective. The study seeks to address varied issues involving code-switching in popular culture and explore what function code-switching serves in popular culture. The findings of this research disclose significant insights into the use of code-switching in popular culture across various media platforms. The most common issues in code-switching studies include concerns about identity, meaning constructions, persuasiveness in advertisements, and language styles. The analysis of selected articles highlights the prevalence of code-switching in relation to social identity, group markers, ethnicity, and multilingual communities, demonstrating its role in shaping and expressing individual and group identities. Furthermore, code-switching serves multiple functions in popular culture, including referential, directive, expressive, metalinguistic, and poetic functions. It is a tool for accommodating speech, overcoming language barriers, and expressing emotions and identity. Using code-switching in advertisements influences consumer attitudes and product evaluations, making it an essential persuasive element in marketing strategies. In addition, code-switching in songs, literature, and other forms of media serves an expressive function, enabling individuals to negotiate and assert their identities effectively.

The findings of this study shed light on the complexity and versatility of code-switching in popular culture, demonstrating its ability to convey cultural associations, create aesthetic effects, and foster interpersonal connections. However, it is noteworthy that the phatic function of code-switching was not identified in the examined studies, suggesting that further research may provide valuable insights into the interpersonal and social aspects of code-switching in popular culture. Overall, this research contributes to a deeper understanding of code-switching practices in popular culture, highlighting its significance in shaping communication and cultural dynamics.

The identified issues and functions of code-switching provide valuable implications for future studies and offer valuable insights for marketers, content creators, and researchers interested in language use and communication in the context of popular culture. To advance knowledge in this area, future studies should investigate intersectionality's influence on code-switching, its role in humour and comedy, gaming and fan cultures, language shift, digital language

revitalisation, global youth culture, and immersive media experiences. Additionally, investigations into code-switching's implications for content creation, language education, and its absence in the phatic function may shed light on its broader cultural and linguistic dynamics within popular culture.

ACKNOWLEDGEMENT

This study was funded by UMPSA Postgraduate Research Scheme, Project ID: RDU230332.

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