
English Lexical Items in Chinese Business Advertisements in Malaysia

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Abstract

According to McLaughlin, 1984 (in Hoffman 1991), code mixing occurs within the sentential level and usually involves the use of lexical items. It has been found code mixing does not only exist in conversations among the language users in Malaysia, but it also exists in business advertisements in Malaysian Chinese dailies. In particular, the use of Chinese (Mandarin) and English concurrently in these advertisements seem rampant. The study hopes to identify the roles of English lexical items used in these advertisements as well as to provide more information on how the use of English lexical items in Chinese business advertisements can lure customers. A maximum of one hundred sentences in Malaysian Chinese advertisements were collected from China Press, Oriental Daily, Nanyang Siang Pau and Guang Ming Daily from July 2005 to December 2005. The researchers also interviewed five individuals from the Chinese advertising industry to identify the roles of English lexical items that have been code mixed into the advertisements. It has been identified that nouns, verbs and adjectives in English were often more predominantly used in the themes of sentences in Chinese business advertisements. Some proper nouns in English were not translated into Chinese to preserve the concept and to ease understanding. Besides that, English abbreviations such as "CD", "VCD", "DVD", "SMS" and "IT" were inserted into the Chinese advertisements, making the sentences simpler and easier to understand. In addition, English adjectives such as "in", "kick" and "hot" were inserted into Chinese advertisements to create a sense of stylishness and to exert some sense of modernity, to attract the attention of the young generation. Interjections such as "wow" and "yeah" were also inserted into Chinese advertisements. This occurrence causes the sentences in advertisements to have more spoken features and hence, more easily acceptable among the readers in general. It was also discovered that "No. 1" was inserted into the advertisements to increase

the status of the products and services advertised. At times, the extensive use of "No.1" in Chinese advertisements can also be seen as one of the techniques of advertising.

Introduction

The process of advertising is a strategic communication meant to benefit two parties, the retailers and consumers. Advertisements play a vital role in business as they are created for the purpose of attracting and to pique the interests of consumers so that they would continue to use and subscribe to the products advertised. Besides that, advertisements are also one of the many lucrative avenues for the media to generate financial income.

Of the many strategies advertisers employ to gain consumers' attention, it seems obvious that language cannot be totally avoided to make these advertisements more enticing to the audience. As we are aware, language varies according to the users and the region where it is used. Factors such as ethnicity, culture, social status, religious beliefs, age and many more can affect and influence how language is used whether in speaking or in writing. As a result, the evolution of any language can occur and impact on its usage.

Advertising, as part of the business industry, can be said to be unique as it bears its own form and structure but undeniably, it is through appropriate language use that advertisements also appeal to the readers. Via a particular language style or registers, advertisements can also influence the behaviour and needs of the consumers. To ensure that they stand out, most advertisements employ particular formats and forms of language thus, they do not necessarily conform to the conventions of standard writing requirements. The use of language in advertisements appear to range from a continuum of formal, informal, casual to at times, eccentric and this is acceptable in the advertising industry. In addition, components of writing such as syntax (sentence structure), grammar, morphology and semantics may also deviate from the norms of writing so as to meet the needs of the advertisements. In that sense, it can be said that advertisements do not necessarily have a specific genre as they fall under the category of creative writing targeted at consumers who are expected to be drawn to the products advertised or to engage the services advertised.

Malaysian researchers such as Junaidah (2004) state that the use of language, in some advertisements, can be seen to differ from the conventions of writing but this is a mere tactic used by advertisers to attract the attention

of the community at large. If close observation is paid to any advertisement, it can be seen that the language used in such an advertisement is seldom standard with some even containing words of errors (wrong choice of words), incorrect spelling, inappropriate grammar, and this is followed by the variation in fonts and sizes for the myriads of words meant to attract attention. In other instances, colours are also of importance. In addition, advertisers might also resort to employing specific words from other languages (code mixing) so as to highlight the products or services advertised. In the context of this study, it appears that code mixing is one of the characteristics of advertising language found in Chinese business advertisements in Malaysian newspapers. In particular, the use of Chinese (Mandarin) and English concurrently in these advertisements seem rampant.

Research Aim

This study is conducted for the purpose of identifying the phenomenon of code mixing in business advertisements which were advertised in Chinese dailies distributed widely in Malaysia. The analysis hopes to identify the roles of English lexical items used in the advertisements. The study also hopes to provide more information on how the use of English lexical items in Chinese business advertisements can promote the products as well as lure consumers.

Research on Code Mixing

According to McLaughlin, 1984 (in Hoffman 1991), code mixing is a normal feature of multilingual speaking societies. The phenomenon tends to appear in normal conversations of speakers who have access to more than one language in their linguistic repertoire. Code mixing, according to the writer, occurs within the sentential level and usually involves the use of lexical items. Muysken (2000) uses the term code mixing to refer to all cases where lexical items and grammatical features from two languages appear within a sentence or utterance.

To Bokamba (1988), code mixing means the use of various linguistic units such as pronunciation, word, phrase and clauses from two different grammar structures in a sentence, whether it is a simple sentence or a compound sentence. As for David (1996), she states that code mixing occurs in three levels. (a) at the word level, (b) at the phrase level, and (c) at the sentence level. She states that for code mixing to occur, the grammar of both languages is somehow integrated adequately into a sentence by the users (See also Romaine, 1994).

In the Malaysian context, the mixing of languages have been described as akin to batik (Asmah, 1992) due to the environments that have been enriched by the different ethnic groups who are from diverse cultures and languages. Asmah (1992) observed code mixing in Malaysia and she likens it to mosaic where the different ethnic groups have the inclination to mix words of their native tongue into spoken Malay

Linguistic vibrancy such as this can, whether directly or indirectly, influence the speech community at large. In the Malaysian context, the education system emphasizes the teaching of Malay as the national language. In addition, the learning of mother tongues such as Chinese (Mandarin), Chinese dialects, Tamil, Punjabi, Gujarati, Malayalam and others are also permitted. English, as an international language is seen as an important language in Malaysia because of its role in business and education. For many, English serves as the medium to acquire more knowledge through books and media. Currently, the linguistic situation in Malaysia has become even more complicated by the influx of foreign workers from Bangladesh, Nepal, Vietnam, Sri Lanka, Myanmar and the Philippines. However, that is beyond the discussion of this paper.

Malaysians tend to code mix in their daily conversations and this is seen as an inevitable situation, Hafriza (2003) has also observed that the phenomenon of code mixing frequently occurs among Malaysians who are bilingual. They tend to change the code from Malay to English in their conversations. This phenomenon also transpires in conversations where speakers also incorporate Malay words into their conversations which are predominantly in English.

Code mixing occurs at all age levels. Research carried out by Kuang (2008) has shown that the elderly Chinese like to add in Hokkien words in conversations that are carried out in Mandarin and children from the age of four to six have been found to use Malay words in conversations that are in English (Kuang, David and Zuraidah, 2006) whereas conversations in Mandarin are code mixed with English, Malay or Hokkien. Spouses frequently switch from one language to another (David, Kuang McLellan and Hashim (2009). Researchers like David, Kuang and Zuraidah (2002) also found that some professional groups code mix in their conversations at their workplace.

David and Kuang (2000, 2005, 2007) as well as Kuang and Ng (2008) have carried out several studies in code mixing seen in the writing of memos, e-mails, magazines and English newspapers. They noticed that code mixing regularly happens at the word stage, and it also encompasses the language structure.

David, Kuang and Qaisera (2008) found that titles like “*Datuk*”, “*Tuan*”, “*Kadhi*” and Islamic concepts like “*Ulamak*”, “*Ramadhan*” and “*zakat*” were fairly common in English newspapers in Malaysia. Kuang and Ng (2008) also found that English medical terms like “*diet*”, “*gynaecology*”, “*hysterectomy*” and cosmetic terms like “*fashion*”, “*lipstick*”, “*skirt*” and “*blouse*” were common in two Malay magazines in Malaysia.

Language of Advertising

As was mentioned before, advertising language is not the same genre used in academia, religion, education, administration, medicine, science and law. Hence, lexical items, sentences and the style of the language used to form slogans or descriptions do not necessarily conform to the standard variety. In other words, since the genre of business advertisements is not formal and it is a form of creative writing, code mixing allows the creators to incorporate some “differences” into their advertisements and the ultimate result would appear more unlike the norm of advertising and any unusualness would constitute creativity and it is this that will help to attract attention, the main focus of “selling”.

It would seem that in the Chinese advertising industry, copy writers have the freedom to code mix languages, intentionally or unintentionally for Chinese advertisements. The concept of incorporating the lexis of another language into business or commercial advertisements in Chinese is not a rare phenomenon because it has been accepted by the majority of Chinese users in Malaysia. This is supported by the lack of readers writing in to complain about such a “mix” of languages seen in advertisements. As a matter of fact, observations indicate that code mixing is a distinctive feature of the genre used in Chinese advertisements in multilingual Malaysia. This shows that the advertising genre in advertisements is dissimilar from other genres. The following section discusses the prevalence of the various parts of speech seen in Chinese business advertisements.

Research Methodology

Data was collected from business advertisements in Chinese dailies and of these newspapers distributed in Malaysia, the following have been identified: (1) China Press, (2) Oriental Daily, (3) Nanyang Siang Pau, and (4) Guang Ming Daily. The approach taken to analyse data was the linguistic approach of analysis which looks at the elements of English lexical items used simultaneously with the Chinese language in the advertisements. The advertisements were collected from July 2005 to December 2005.

During the process of data collection, five individuals from the Chinese advertising industry were also interviewed for their input. This is to aid in identifying the roles of English lexical items mixed and used in the Malaysian Chinese business advertisements.

All responses given by the five respondents were recorded and then analysed for similarities. The research uses the qualitative and descriptive approach to discuss the findings of the research. In addition to that, the factors that could have led to the code mixing phenomenon in Chinese business advertisements are also discussed.

Findings of Research

Our data, which were sourced from Chinese business advertisements, were treated in terms of sentences as the advertisements had to be formulated in such a way so as to make sense to the readers. In total, we had accumulated a maximum of 100 sentences from the four dailies mentioned. Our analysis indicates that English proper nouns were more predominantly used in the themes or sentences in these business advertisements and this amounted to a total of 44.86%. The next highest part of speech frequently used is the English adjective which totalled 16.82% followed by English common nouns which make up 12.15% and finally, English verbs which came up to 9.35%. Further, it was discovered that interjections in English such as “wow”, imperatives such as “zoom”, formulaic expressions such as “bye-bye”, collective nouns such as “jug” and adverbs like “yes” in English were also included in the Chinese business advertisements. However, it appears that among all these, English common nouns, adjectives and verbs were more frequently used than the others.

Next, the researchers will discuss the phenomenon of code mixing in Chinese business advertisements in Malaysia by focusing on the functions and roles of the English lexical items identified in the advertisements. These will be categorised in sequence.

Special Nouns in English

From the data analysis conducted, it was found that most of the proper nouns in English are used as the brand names for business products such as “Nutriplus”, “Beaubelle”, “Dutch Lady”, “Easy-go” and “Follow Me”. These proper nouns in English are maintained and used in Chinese commercial advertisements and understandably, to preserve the concept and to ease understanding, for inserting the Chinese equivalent may not be

possible and even if possible, readers may not know what the name refers to.

Examples

- | | |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| i. | Weishenme xuanze <i>Nutriplus</i> fengleng xian ji?
Why is <i>Nutriplus</i> fresh chicken your choice? |
| ii. | Tiaohe shenti cong <i>Beaubelle</i> kaishi.
Healthy bodies begin from <i>Beaubelle</i> . |
| iii. | Congming haizi gao ren yideng <i>Dutch Lady</i> xiaohai gengsheng yichou. Smart children are “taller” than other children, children who drink <i>Dutch Lady</i> are more outstanding. |
| iv. | <i>Easy-go</i> xiaohua jiaosu tizou naoren de zhifang Digestive enzymes
<i>Easy-go</i> removes fats that worry you. |
| v. | <i>Follow Me</i> fagao kending rang nin de waibiao geng wanmei.
<i>Follow Me</i> hair gel makes your face more perfect looking. |

The above proper nouns were not translated in the forms of sounds and meanings into Chinese. It appears that these proper nouns were added directly into the Chinese business advertisements to make an impact. Indirectly, it led to the practice of code mixing. In addition, some of the proper nouns such as “Nutriplus” and “Beaubelle” as shown in examples (i) and (ii) are not straightforward and it may be a challenge to translate them into Chinese according to the phonology these words incur because the concept would have been lost.

Thus, this practice of code mixing was seen as inevitable since the proper nouns in the examples above do not have the equivalent meanings in Chinese. Likewise, expressions like “Easy-go” and “Follow Me” shown in examples (iv) and (v) cannot be translated since (iv) would amount to “rongyi qu” and (v) would amount to “genzhe wo”, both of which are rather senseless and meaningless. Any form of translation would sound awkward, and it might cause the readers not to know the original names of the products. Besides that, the translated words in Chinese can function as a phrase, but cannot function as proper nouns for the accepted brand names of the commercial products.

According to the respondents interviewed, all business products that have brand names in English should only be translated into Chinese if the products had been brought into the market from China. On the other hand, a good number of the products advertised came from the West, with brand names in English. Thus, it was explained by the respondents that these

products should not be translated into Chinese or Malay when brought into the Malaysian market. This is a strategy to ensure that the products use their original brand names in English. When the proper nouns in English are retained in the Chinese advertisements, the phenomenon of code mixing also exists.

English Abbreviations

Users of language tend to resort to economy when trying to meet their communicative goals and the same seems to occur in Chinese advertisements where abbreviations are applied. As language users nowadays resort to using minimal effort and time to convey their message as much and as fast as they can, they also resort to other norms. Therefore, this causes language users to use short lexical items and abbreviations in spoken or written language. Examples are illustrated below

Examples

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|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| i. | Bcn dian zhuanye yu qiche CD changji, VCD , DVD changji, weixiu yiji chai jiu huan xin ji fuwu
This outlet supplies car CD , VCD and DVD players besides fixing and changing old audio players. |
| ii. | Qingqingsong SMS , kaikaixin kan dianying!
Relax with SMS and enjoy watching your movies! |
| iii. | Shanyong IT zhihui, yewu 'shiban gongbei'
Use IT wisely to double up your performance and achievement at work. |

Referring to the examples in (i) to (iii), it was found that the abbreviations used in English comprise “CD”, “VCD”, “DVD”, “SMS” and “IT” all of which were added into the themes or descriptions of the products in the Malaysian Chinese business advertisements. The abbreviations that represent the nouns in English are shorter and more concise compared to the words which have similar meanings in Chinese, which are “shipin gaomi guangpan” (the same meaning as VCD) and “shuzihua shipin guangpan” (the same meaning as DVD) respectively. Due to such unfamiliarity, it was thus much more convenient to revert to the English abbreviations when advertising in the Malaysian Chinese business advertisements.

The respondents revealed that advertisers have limited space to convey their message to the readers through writing, hence the use of English abbreviations which comprise only two or three letters are meant to save the limited advertising space in the advertisements.

Readers, on the other hand, are also not willing to spend a long time reading advertisements with long sentences. Hence, the use of English abbreviations in the themes or descriptions of Chinese advertisements enable readers to receive the message, which are sent by the advertisers in a shorter period. Therefore, the English abbreviations also make sentences simpler, and shorter and the meanings more concise.

Commonly Used Brand Names and Terms

Like the above, the insertion of English proper names into Chinese business advertisements allow the message of the advertisements to be conveyed to the readers with 100% accuracy without creating confusion. Some readers of Chinese newspapers might not know the proper names for the business products which have been translated into Chinese. Consequently, the insertion of the proper names in English is required. The examples below illustrate this.

Examples

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|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| i. | Nin shi qizhong yi wei <i>Guinness</i> yingjia may
Are you one of <i>Guinness</i> winners? |
| ii. | Xuangou <i>Philips</i> chanpin bing huoqu youren de mianfei lipin
Purchase a <i>Philips</i> product and obtain an attractive gift. |
| iii. | <i>Carrefour</i> chaoji da jianjia, xinxian texuan
The great <i>Carrefour</i> sale, all products of your choice are new and special. |
| iv. | Shui zai feijian de kuaile shiguang jin zai <i>Sunway Lagoon</i>
The moments of fun in the water can be enjoyed at <i>Sunway Lagoon</i> . |
| v. | Ben dian zhuan ye yu qiche <i>CD</i> changji, <i>VCD</i> , <i>DVD</i> changji, weixiu yiji chai jiu huan xin ji fuwu
This outlet supplies car <i>CD</i> , <i>VCD</i> and <i>DVD</i> players besides fixing and changing old audio players. |

Based on examples (i) to (iv), it can be seen that the proper names in English consist of “Guinness”, “Philips”, “Carrefour” and “Sunway Lagoon” which, when translated into Chinese carry the names of “Jianlishi”, “Feilipu”, “Jialefu” and “Shuangwei leyuan” respectively. However, the translated

version is not used and the proper names in English are maintained and added into the message of the advertisements.

From the interviews with the respondents, the translated version of the proper names were not known and it seems that even if they exist, they would have been omitted by the users of the Chinese language in Malaysia. For instance, most of the Chinese language users know the words “Guinness”, “Philips”, “Carrefour” and “Sunway Lagoon”, but many are unaware of the Chinese equivalents. Therefore, it is best to maintain the original words used in English in the Chinese business advertisements. The insertion of English words, which are more well known generally, allows the message of the advertisements to be conveyed in a more lucid manner to the readers of the advertisements. This can be deemed as code mixing with a motive.

Further, it was found that abbreviations in English illustrated in example (v), have been added into the Chinese business advertisements to make an impact since the abbreviations are more well known to the public. According to the respondents interviewed, this also caused the abbreviations such as “VCD” dan “DVD” to be more commonly used and thus, readers would be more familiar with them compared to the similar meaning in Chinese, “shipin gaomi guangpan” (synonym to VCD) and “shuzihua shipin guangpan” (synonym to DVD).

English Adjectives

It was found that English adjectives are commonly included into Chinese business advertisements. Below are some of the examples.

Examples	
i.	Women yongyou zui in , zui xin, zui hao de lingsheng he caizhao!! We have the most in , latest, best ring tones and colourful pictures!!
ii.	Zhi kick zhi top qifa ni de pinwei Most kick and most top beer to suit your taste.
iii.	Zui hot de shouji lingsheng, caizhao xiazai zhuanqu!!!! The most hot test mobile phone ring tones and colourful pictures can be downloaded here !!!!

The three examples above show the use of words which were used as adjectives in the context. We would like to emphasize here that the function of “kick” in example (ii) has changed from verb to adjective. According to the respondents, the English adjectives such as “in”, “kick” and “hot” were used after the superlative, [most] to make an impact on the

readers. The adjectives were deliberately inserted into the Chinese business advertisements in examples (i) to (iii) to create a sense of stylishness and to exert some sense of modernity. It appears that the English adjectives could only be associated with products like mobile phones, ring tones, pictures and beer, and to some extent, they were meant to appeal to the taste and interest of the young generation who would opt for the latest trend and are thus more inclined towards the western culture.

Hence, western words would be more appropriate in this context. According to the respondents interviewed, “in” in example (i) sounds more stylish and trendy if compared to the word in Chinese, “rushì” (synonym to “in”). The adjective “hot” in example (iii) also sounds more stylish compared to the adjective in Chinese, which is “remen” (synonym to “hot”). It was deduced that such “in” words would also influence the young generation to subscribe or use the products and services advertised.

The advertisers believe that the insertion of English adjectives was inevitable as it was a strategy in advertising to attract the interest and attention of readers, particularly the youths in Malaysia. In addition, according to the industry respondents, English adjectives that are different from lexical items in Chinese in each of the sample sentences are more outstanding and attention grabbing. The contrast shows the features of the products advertised.

Commonly Used Terms in Conversations

Kuang and Ng (2008) mention that code mixing exists in written Malay articles in Malaysian magazines. They found that the insertion of another language into writing has become a habit or a norm among those article writers.

In Malaysia, language users who are able to master and use more than one language or dialect are more prone to mix words from other languages into conversations, whether formally or informally. For example, conversations among Malaysian Chinese, Malay or Indian speakers tend to contain English terms such as “cafe”, “ring tones”, “sms” and “yes”. Further, Malaysians have been observed to more frequently use the expression “bye” or “bye-bye” in order to end their conversations or to take leave. Thus, it is not uncommon to have such practices creeping into written text. In other words, English words are becoming a part of spoken Chinese among the Malaysian users of Chinese language and this, it appears have also emerged in Chinese business advertisements. Examples below are illustrated below.

Examples	
i.	Huanle shiguangjin zai <i>Cafe</i> Moments of happiness can be enjoyed at <i>Cafe</i> .
ii.	Shasha yi zu zui xin <i>ringtone</i> The latest <i>ringtone</i> of “Sha Sha” can be downloaded here.
iii.	Jingcai juclun <i>sms</i> , ni de shouji ye shuo <i>yes!</i> Great <i>sms</i> that capture the heart, your mobile phone would also say <i>yes!</i>
iv.	You le ta, niu jiu keyi gen zhichuang shuo <i>bye-bye</i> le. If you have it, you can say <i>bye-bye</i> to your piles.

Based on the examples given, it can be seen that English terms which are commonly used in today's situation have crept into Chinese business advertisements. Nevertheless, they are composed of common nouns, verbs, adverbs and formulaic expressions. The findings from this study seem to support this claim as examples (i) to (iv) show the use of “cafe”, “ringtone”, “sms”, and “bye-bye” According to the respondents interviewed, Chinese advertisements that contain more commonly used terms in conversations sound more natural, compared to the advertisements that use appropriate written language features. Usually, these advertisements are easier to be accepted by Malaysian readers.

Features of Spoken Interjections

It was also found that a English interjections have been inserted into the Chinese business advertisements

Examples	
i.	<i>Wow</i> youhui ! <i>Wow</i> , great sales!
ii.	<i>Yeah</i> ! Malaixiya gouwu jianianhua da jianjia huilai le! <i>Yeah</i> ! The Great Malaysian Carnival Sales are back!

The insertion of interjections in English into the sentences comprise “wow” and “yeah” Examples (i) and (ii) serve to attract the readers' attention quite obviously as besides serving as interjections, they are also powerful in that they attract attention, inciting a sense of excitement

and cheerfulness. In this context, it can be said that the insertion of English interjections which are more commonly used in spoken language had enabled the Chinese business advertisements to seem more natural

According to the respondents interviewed, advertisements that contain spoken features are more easily accepted by readers in general, than compared to advertisements that use appropriate written language features. Other than that, the sentences in the advertisements with spoken feature are more inspiring, unlike the dull and lackluster versions of written language. Therefore, the use of English interjections is one of the strategies used by Chinese advertisers

PECULIAR BUT EMPOWERING FEATURES LIKE “NO.1”

In some instances, it appears that what exists in Chinese as an empowering feature of discourse may be translated into English to serve a certain function in advertising. In the following examples, the Chinese term, “dīyī” which means “number one” or “foremost” has been interpreted as “No.1” which consists of an abbreviation and a figure. Undeniably, such a feature is less commonly used by English users but in this context, the feature served the advertising industry well for it enabled the industry to sell its product.

Examples

- | | |
|------|-----------------------------------------------------------------------------------------------------------------------------------|
| i. | Zhenzheng <i>No. 1</i> de pinpai
Brand that is truly <i>No.1</i> |
| ii. | <i>No.1</i> de Malaixiya duo gongneng dayinji.
The <i>No. 1</i> copy machine with multi functions in Malaysia. |
| iii. | Shijie <i>No.1</i> de MGT kongqi weitamingji.
The <i>No. 1</i> air filter in the world with MGT vitamins. |
| iv. | “USA Meiguo” <i>No.1</i> tizhong guanli jihua chengfen!!
The <i>No. 1</i> product in the USA with features of weight control!! |

Based on examples (i) to (iv) above, it could be deduced that the feature, “No.1” is often mixed in Malaysian Chinese business advertisements as a way of demonstrating “dī-yī” or in other words, the best. The latter or Chinese version is not employed because there is no excitement in the expression but when this is used as “No. 1”, the entire expression seems to come alive.

The respondents in the interview believed that “No.1” is short, concise and easy to pronounce. Further, they also contend that the feature is outstanding besides serving as a symbol that is utilised by many to show that a particular product or item is special, branded and the best. These factors resulted in copy writers becoming more inclined towards code mixing, hence the occurrence of the “No 1” feature in Chinese business advertisements. It can be said the insertion of “No.1” into the advertisements is to increase the status of the product advertised. It has also become one of the formats of writing advertisements that is accepted by many. The extensive use of “No.1” in Chinese advertisements has created the phenomenon of code mixing, which can also be seen as one of the techniques of advertising.

Conclusion

Based on the data and the analysis, it can be concluded that code mixing in Chinese business advertisements is a common characteristic in Chinese dailies. In addition, besides using English as a strategy to sell their products or services, it appears that not all features of the English language can be found. In the context of this study, it was found that Chinese advertisers tend to engage in the use of English nouns which may be specific proper nouns as well as common nouns, adjectives, verbs, abbreviations and also interjections. Further, the study also identified that English words that are prevalent among the current generation in today’s technology world have also influenced the pattern of Chinese advertising.

For instance, commonly used abbreviations like “CD”, “VCD”, “DVD”, “sms” and “IT” are relevantly common in the data. They minimise the space used in the advertisements, and also allow the readers to receive the message from the advertisements in a shorter time frame.

We also discovered the adjectives in English like “in”, “kick” and “hot”, which sound youthful and modern are inserted into the sentences in the Chinese advertisements in Malaysia. They help the sentences in the advertisements to be more stylish. In addition, according to the industry respondents, English adjectives that are different from lexical items in Chinese in each of the sample sentence are more outstanding and attention grabbing.

Further, Chinese advertisements that contain more commonly used English lexical items in conversations sound more natural. Usually, these advertisements are easier to be accepted by Malaysian readers.

Interjections in English such as “wow” and “yeah” that are mixed into the sentences in Chinese advertisements cause the sentences in the advertisements to be more attractive and “energetic” It may also attract the attention of the readers.

The use of “No.1” in Chinese business advertisements intends to increase the status of the product or the services offered. Simultaneously, this form of code mixing has become one of the “formats” to write advertisements, and this style of writing has been accepted by many

Malaysia is a country with many different races, and many Chinese advertisers and readers of Chinese advertisements are able to master, understand, and use more than one language, including English. As a result of the multiracial influence, and to some extent, the influence of the western media or exposure, the phenomenon of code mixing is quite common in Malaysian advertisements including Chinese business advertisements. From the analysis of data in this study, it seems quite obvious that English lexical items are commonly used by Malaysian Chinese advertisers to promote their products. We conclude that as the language use for advertisements can range from formal to casual and from serious to eccentric, the practice code mixing is a type of creativity which the advertising trade allows and permits.

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