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ENGL 3030
February 3, 2015

Introduction

How is the linguistic phenomenon of code-switching defined? *The Merriam-Webster Dictionary* defines code-switching as "the switching from the linguistic system of one language or dialect to that of another." Most common among bilinguals, code-switching is something we all do, whether it is to fit in, stand out, be understood, emphasize a point, or deliver a message.

Throughout this paper, I will investigate two specific examples of code-switching found in communication: actress Sofia Vergara's WhoSay account and global marketing advertisements. Vergara demonstrates code-switching on her WhoSay account by using a mix of Spanish and English, often called, Spanglish. And while Spanglish is another linguistic phenomenon that could be discussed at length on its own, for the purposes of this research paper, we will note Spanglish as being "a rule governed amalgamation" of Spanish and English "at the level of syntax" (Rell, Rothman 521). In addition to Vergara's use of code-switching in a digital space, global companies demonstrate code-switching in their advertisements. Code-switching among advertisements is not only seen in American television and print ads but also in advertisements across the globe. Every element of an advertisement serves a purpose in selling the product, and rhetorical code-switching is no exception. Companies are using code-switching in their marketing schemes to send a message to their customers. The messages may be an attempt to alter perception about a product or to differentiate the product in some way. The code-switching can be from one language to another or from one dialect to another.

Given the importance of code-switching found in digital and traditional spaces, I will analyze and then determine why code-switching has become the intensively researched linguistic phenomenon that it is today.

Body

Code-switching was first studied in the 1940s but it was not until the 1970s that scholars began to view it as a legitimate offshoot of bilingual conversation. While not all scholars agree on the definition of code-switching as "defined as the practice of selecting or altering linguistic elements so as to contextualize talk in interaction" (Nilep 1), the majority of scholars agree that it is a natural ability to express our thoughts in conversation, often, to fit in with those around us. The earliest American study of code-switching was done in 1947 in Tucson, Arizona by a scholar named George Barker. Barker examined the interactions between bilingual speakers varying in age. The study found that the bilingual speakers, particularly the younger ones, chose which language (or combination of languages) to use depending on the interaction type: intimate, informal, formal, or inter-group. A later study concluded that the practice of frequently switching between two languages in one occasion is a sign of "poor parenting" (Nilep 1). Research on code-switching evolved, with a more complete understanding of the linguistic occurrence achieved from later studies.

Code-switching is an important phenomenon to understand, particularly in today's increasingly connected global environment. From classrooms to businesses, code-switching can be seen in many different settings. Bilingual teachers in classroom settings allow students to

code-switch as it enables students "to take the floor more quickly, to participate in the classroom interaction in a meaningful manner, and to build up their knowledge" (Lehti-Eklund 136). Successful business managers for multinational companies use code-switchin g to "modify behavior in specific situations to accommodate the varying cultural norms" found in their diverse workforces (Davenport, Davidson, Iyer, and Molinsky 1). With code-switching being so widespread, recognizing, understanding, and maximizing its benefits are important skills needed to navigate conversations. The following examples provide understanding of code-switching usage in social media and advertising formats.

The first example that I will explore is Sofia Vergara's WhoSay account. How is WhoSay defined? WhoSay is "an American magazine and social media platform for celebrities" (http://whosay.com). Vergara uses WhoSay to share photos of her public and personal life. Vergara is a Colombian-American actress most famous for her role as Gloria Delgado-Pritchett on the hit television series, *Modern Family*. While Vergara exhibits many examples of code-switching in her television role, I am going to focus on her digital use of it. On WhoSay, Vergara switches from Spanish to English in the same sentence quite often, as evidence in Figure 1 below.

Vergara's WhoSay Spanglish Caption	English Translation
New Modern Family esta noche!!!	New Modern Family is tonight.
Happy verde to my Tio Nando!!!	Happy Birthday to my Uncle Nando.
Shooting Familia Moderna Thanksgiving episode!!	Shooting Modern Family Thanksgiving episode.
Familia	Family
Welcome Jack!! Manolo's new hermanito!! 10 pounds!	Welcome Jack. Manolo's new brother. 10 pounds.

Figure 1

Vergara's use of Spanglish in the captions of her photos demonstrates a natural ability to switch back and forth between Spanish and English, simultaneously. By code-switching like this, Vergara is able to show a part of her cultural heritage to all of her followers. Additionally, she can connect more closely with her Hispanic-American fans by using her native language. Vergara has won multiple American Latino Media Arts awards, which rewards Latino artists for their contributions to film, television, and music. She is deeply rooted in the Latino culture, and this shows in her interactions with fans online. Code-switching is a way for her to show her cultural pride. By using social media, she is able to get this message across to a wide range of people. While some may think code-switching is limited to spoken interactions, Vergara's stream of conscious narratives demonstrate how code-switching can also be used effectively in written form in a digital space.

The use of code-switching between Spanish and English in the media from artists like Vergara has been shown to have a positive effect on young bilingual speakers. In one study, young bilingual speakers stated that code-switching in the media arts "bridges a gap between the two groups" and allows young people to "better cope with the balancing act" of having two cultures (Cooper 221). Cooper states that code-switching results in "poor language use, an incompetence, or deficiency in language skills," but popular influences like Sofia Vergara are changing this perception (222). Instead of a deficiency, code-switching is now seen as a positive form of cultural expression.

The next example of code-switching I researched is the use of code-switching in global advertisements. Companies are using code-switching in their marketing strategies as ways to "influence the audience's perception" (Bishop 648). Figure 2 below shows examples of companies currently using a foreign language in part of their English ads airing on American televisions.

Company Name	Slogan	Code-Switch
Taco Bell	Live Mas	Live More
Volkswagon	Das Auto	The Car
Dior	J'adore Dior	I love Dior
Kentucky Fried Chicken	It's Finger Lickin' Good	Southern American
Great Chicago Italian Recipes	Shut Up and Mangia	Shut Up and Eat

Figure 2

Each of these examples of code-switching has a purpose. For Taco Bell, the use of Spanish in their advertisements accomplishes two things. First, the switch to Spanish supports the idea that Taco Bells serves authentic Mexican food. In addition, using Spanish in part of their marketing campaign appeals to a large Hispanic market they want to target. Volkswagen uses the German phrase "Das Auto" in their advertisements because Germany is consistently thought of as one of the top car producers in the world, home to Volkswagen, BMW, and Audi. By switching to German at the end of their advertisements, the company is sending a subtle message about the quality of their product. Dior uses a French phrase to accompany their perfume because French is a romantic, sophisticated language. The company wants the audience to feel these traits also extend to their perfume. Kentucky Fried Chicken uses a Southern American dialect as part of their marketing advertisements. The code-switching between dialects here is meant to convince customers their chicken is similar to homemade Southern food. Lastly, the recipe site Great Chicago Italian Recipes utilizes both Italian and English in their advertising. Similar to Taco Bell's usage of Spanish, switching to Italian here is meant to convince readers the recipes on the site are authentically Italian.

Based on research studies that were conducted in the United States, code-switching to Spanish in English advertisements was well-received, as the study participants felt the code-switching "acknowledges the multiple identities" of the bilingual communities (Bishop 656). There is a renewed sense of cultural pride in younger Mexican-Americans that is

"inextricably linked to the Spanish language," which is a fact marketers have not been ignoring (Bishop 656). The bilingual group that was studied had "increased service-quality expectations and patronage intentions" when viewing a company's advertisement that included code-switching between English and Spanish (Bishop 657). These results are important to marketers who are looking to have a profound impact with their advertisements.

Conclusion

Based on the evidence in this paper, it can be concluded that code-switching is an intensively researched linguistic phenomenon. The reason code-switching is so important to study is because it is a very powerful communicative tool that occurs all around us on a daily basis. This paper explored how code-switching is used by celebrities in the media to bridge cultures and by marketers in the advertising world to captivate a more diverse audience. There are still many facets of code-switching that must be explored. As cultures become more connected in a globalized world, it is increasingly important for people to fully understand the impact of code-switching on human communication.