

Reasons and Effects of Code – Mixing in Indian Film Songs

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Code – Mixing in a bilingual society is not an exceptional phenomenon. In Indo – Pak subcontinent people are bilingual and even multilingual, while acquainted with two or more languages. The linguistic phenomenon of blending languages is widespread. While Pakistani scholars scrutinized Code – Mixing in T.V. Commercials (Mushtaq&Zahra, 2012), News (Ehsan& Aziz, 2014), and Children Magazines(Rasul, 2013), the reasons and effects of code – mixing in entertainment and particularly the chief entertaining source i.e. Indian Film Songs have not been explored in Indo – Pak yet.

The chief rationale of the study was to highlight the reasons and effects of code – mixing in Indian film songs on the listeners. Qualitative as well as quantitative study was conducted and supported by survey data to determine the reasons and impact factor incited by code – mixing. Basically, the research was formulated in two steps. Firstly, five heroes (Shahrukh khan, Salman khan, Amir khan, Akshay kumar, Ranbher kapur) of Indian film industry were randomly selected. Then their last five years movie songs were analyzed to check and scrutinized the element of code mixing. Secondly, a questionnaire comprising of 6 statements for analyzing reasons and 6 for assessing the effects of code – mixing in Indian film songs was developed and circulated among the same 100 students /respondents. The findings of the study further revealed that not even a single reason or impact factor was rejected by the respondents which clearly show that all reasons and effects are significant in their own ways. The analysis of data was brought to light by means of frequency of responses, graphical representation and descriptions for the better understanding of a socio – linguistic phenomenon.

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