

Arabic-English Code- Switching in Egyptian female vlogs

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Presentation Plan

- 1) Research goals for this study + its place in the whole PhD project's perspective
- 2) Data and methodology. Participants
- 3) Sociolinguistic situation in Egypt
- 4) Analysis of the study's outcomes with examples + discussion
- 5) Possibilities of further follow-up research

Research questions

For this study specifically:

- 1) What parts of speech are being replaced with the English equivalents?
- 2) Are there equivalent words/expressions in MSA/ECA?

For the whole PhD project that this study is a part of:

- 1) What are the main types of CS occurring in the material? Muysken's typology: insertions, alternations, congruent lexicalisations, ethnic backflagging.
- 2) Are congruent lexicalizations indeed absent or very rare in this language pair as stated in another study on this very language pair?
- 3) How often does CS occur and what could affect this frequency? Everyday communication vs vlogging performance.
- 4) What are possible reasons for this phenomenon, also extra-linguistic?

Data and methodology

- qualitative method - detailed analysis of individual language use + attempt to find language behaviours common for all five participants
- Muysken's typology of code switching (insertions, alternations, congruent lexicalisation, ethnic backflagging)
- usage-based approach (cognitive+social component)
- general linguistics + sociolinguistics -> unified study of language change (Backus 2012)
- data: 5h of youtube vlogs from 5 different content creators (approx. 1h per person) published in 2022
- manual transcription of fragments where the CS occurs

Participants

Vlogger 1 - non-hijabi, expat and travel experience, number of followers : 1 080 000

Vlogger 2 - hijabi, expat experience (Canada), declared high proficiency in English, number of followers: 12 400

Vlogger 3 - hijabi, living in Egypt, number of followers: 1 890 000

Vlogger 4 - hijabi, living in Egypt, expat experience (Saudi Arabia), number of followers: 379 000

Vlogger 5 - hijabi, living in Egypt, number of followers: 376

Sociolinguistic situation in Egypt

- one of two official languages during colonisation (1882-1952)
- "prestigious" language, sign of "modernity" since the 1970s open door policy by president Anwar Sadat
- many English borrowings* present in ECA
- language of instruction in private and international schools
- "technical", "scientific" vocabulary often introduced in English rather than in MSA
- existing studies on Arabic-English code-switching in everyday communication and TV series

Results of the study

- Use of English nouns when naming make-up&skin care items and their ingredients in otherwise monolingual ECA sentences (lip gloss, make-up remover, mascara, eyeliner, oil...)
- Use of English terms specific for the topic - beauty, films, books
- Most of the CS occurrences are insertions. Also some congruent lexicalizations and discourse switching/pragmatic markers detected
- Colours, numbers - EN, AR, mixed
- Switching to English while vlogging in a small group and addressing the audience (participant 1 and her guests)
- Tendency to switch ECA->MSA / pronunciation [Qaf] (2 out of 5)

Examples

- **actually**, [...] tayyarti ba'd sa'atayn - **actually**, my flight is in two hours
- **ma'alesh** ya gama'a **excuse me** sariri lissa mish metratteb - **excuse me** guys, my bed is not made yet
- 'ashan sha'rk l-**curly** yikun sayid, lazim yikun metraTTeb - because in order for your **curly** hair to be happy, it needs to be moisturized
- il-**rating** bta' il-film - the **rating** of the film
- inni mish **film critic** - so I am not a **film critic**
- wadih innu **low-production** - it is clear that [the film] is **low**[-budget] **production**
- kan 'indi **attitude** [...] - I have the **attitude** [...]

English switches + possible AR equivalents (examples)

curly - mumawwag [مُمَوَّج]

actually - fi-l-haqiqa [في الحقيقة]

clock - sā'a [ساعة]

technique - Tariqa [طَرِيقَة], uslub [أُسْلُوب]

twenty minutes - 'shrin daqiqa [عشرين دقيقة]

zero - sifr [صِفْر]

bubbles - fuqqa'at [فُقَّاعَات]

shaving - al-Halaka [الْحَلَاقَة]

oil - zayt [زَيْت]

stretch marks - 'lamat at-tamaddud [عَلَامَات التَّمَدُّد]

gold - dhahab [ذَهَب]

make-up - tajmeel [تَجْمِيل]