

CODE-SWITCHING AS A COMMUNICATION STRATEGY AMONG PAKISTANI L2 INSTAGRAM INFLUENCERS

Amna Rani

Corresponding Author

Lecturer Department of English, Faculty of Humanities and Social Sciences, University of Sialkot

Sialkot Punjab, Pakistan

amna.rani@uskt.edu.pk

<https://orcid.org/0009-0005-9952-3905>

Nimra Yaqoob

University of Sialkot

22102520@uskt.edu.pk

Dua Fatima

University of Sialkot

22103076@uskt.edu.pk

Nimra Jamil

University of Sialkot

22100690@uskt.edu.pk

Qiswa Imtiaz

University of Sialkot

1240101457@uskt.edu.pk

Abstract

This research looks at how Pakistani Instagram influencers use code-switching, which means mixing Urdu and English, as a way to communicate. Social media influencers often use several languages to talk to their followers, explain things clearly, or create more fun and engaging content. To understand the different types of code-switching and their purposes, the study looked at Instagram videos from five well-known Pakistani influencers: Shahveer Jafry, Ken Doll, Jannat Mirza, HSY, and Shahzad Roy. The study shows that influencers often use different ways to change topics and sentences, along with adding tags, to talk about their experiences, show off their style or lifestyle, connect with their followers, and share their feelings. The study also showed how people use code-switching to better connect with their audience, highlight important ideas, add some humor, and change how they present themselves all of which makes the content feel more familiar and fun to watch. Influencers on purpose use Urdu to share stories, explain cultural ideas, or express feelings, while English is used for technical terms, product names, or everyday words. In general, code-switching helps Pakistani Instagram influencers mix humor with important information, develop a unique online personality, and connect with people who speak multiple languages both in Pakistan and around the world.

Keywords: *Code-Switching, Pakistani Instagram Influencers, Urdu-English, Social Media Communication, Digital Identity*

Introduction

English and Urdu are commonly spoken in daily conversations by people in Pakistan, which is a country where two languages are used together. Instagram has become a key tool for building identity and expressing oneself as social media has evolved, especially among young influencers. Pakistani English-speaking Instagram influencers frequently mix English with Urdu or local languages to communicate with their audience. Social media is now a strong tool for sharing language, shaping identity, and spreading culture in today's digital world. Instagram is a helpful platform for expressing oneself, where people create and display their unique personalities,

and it also brings fun and enjoyment to young people in Pakistan. By talking about topics in different languages and dialects, code shifting helps influencers connect with more people (Azhar et al., 2023). Knowing more than one language allows people to express their thoughts and emotions in different languages used in various regions, like English and Urdu. Creators use code-switching to engage with different communities and entertain their audience.

On social media, when people switch between languages or dialects, it usually has a clear reason, like making a point stronger, showing who they are, or expressing their style (Gumperz, 1982). Also, how we create and understand meaning online is shaped by things like digital trends, memes, and pictures. In countries where multiple languages are spoken, such as Pakistan, switching between languages during a conversation has become a common and natural part of communication. This practice, known as code-switching, is now seen as a regular linguistic behavior rather than an unusual one (Kainat et al., 2025). Pakistani social media developers often use English, Urdu, and other regional languages in their content. Another well-known linguist, Poplack (1980), talks about this as the mixing of two languages within one sentence, conversation, or part of a sentence. In balanced bilinguals, both the outside factors and the language-related factors play a role.

Research shows that code-switching occurs in various situations, like in the media, classrooms, and workplaces (Mansoor, 2004; Mahboob, 2020). People also use similar switching in jokes and sarcastic comments online, especially in memes, and it's often connected to talking about politics or social issues (Jehan et al., 2025). This study looks at how Pakistani influencers use code-switching as a way to communicate in online environments. So, it's really important to look into how worldwide language trends are influencing the way young people in Pakistan use language on Instagram.

1.1 Background of the Study

Pakistan is a country where many languages are spoken, and people use different languages every day in their everyday lives. Urdu and English are the most widely used languages, especially in areas like media, schools, and websites. As social media has become more popular, Instagram has become a strong platform for influencers to connect with big and diverse groups of people. Influencers often mix English with Urdu and sometimes use regional languages to connect with followers from different language and cultural backgrounds. Not many studies have focused on digital platforms such as Instagram, even though some earlier research has examined code-switching in traditional media, classrooms, and work environments. Looking at how people use different languages on Instagram is important because it shows common patterns in how people speak multiple languages, where their language choices come from, the cultural rules they follow, and how they see themselves. It also shows how young people in Pakistan use language in new ways because of digital media, especially when creating modern, friendly, and fun online images of themselves.

1.2 Statement of the Problem

Even though Pakistani Instagram influencers often switch between languages, not much is known about how and why they use this approach as a way to communicate on social media. Previous studies have not paid much attention to digital channels, focusing mainly on spoken communication, education, or news media. This study looks at how code-switching is used in Pakistani Instagram videos to understand its role in shaping identity, increasing engagement, and creating meaning in online settings, in order to address a gap in current research.

1.3 Research Objectives

The research study aims to:

1. Identify the most frequently used languages by Pakistani Instagram influencers in their videos.
2. Examine the types of code-switching used by Pakistani Instagram influencers in their videos.

1.4 Research Questions

The study answers the following questions:

- Q1. Which languages are most frequently used by Pakistani Instagram influencers in their videos?
- Q2. What type of code switching is used by Pakistani Instagram influencers in the videos?

1. Literature Review

In multilingual communities, code-switching has been extensively researched as a prevalent language phenomenon. It describes the employment of two or more languages in a single sentence or discussion. Code-switching (Gumperz (1982)), is not random but rather serves significant social and communicative purposes such as demonstrating group membership, identification, or emphasis. When Urdu and English are spoken side by side in multilingual nations like Pakistan, code-switching is a normal aspect of everyday conversation. Code-switching in media, education, and the workplace has been the subject of numerous research conducted in Pakistan.

Mansoor (2004) says that Pakistani people often use both Urdu and English to show their modern identity, social standing, and professional life. Mahboob (2020) also pointed out that while English is linked to status and education, Urdu and regional languages represent cultural identity and emotional expression.

These results show that switching between languages is important for forming one's identity and taking part in social interactions. The growth of digital media has led researchers to start looking at how people use language on social media platforms. Androutsopoulos (2015) views that using the internet for communication leads people to use languages in creative ways and shows more use of multiple languages. People often use language flipping on social media to make jokes, get noticed, and create their online image.

Recent research shows that influencers connect with their followers by using language. According to Kainat et al. (2025), people in Pakistan use both Urdu and English on social media to come across as trendy, friendly, and funny. People use different ways of speaking on social media because of worldwide trends, funny online content, and the way digital culture works, which also changes how they talk and share their thoughts online.

The research on "digital code-switching" shows how people change the way they speak depending on what they think others might expect from them (Bell, 1984). Three main types of code-switching are commonly seen in online conversations:

Intra-sentential switching means using more than one language in the same sentence, often to highlight something or make the writing more interesting. Inter-sentential switching is when you change languages from one sentence to the next, which helps to separate different ideas or make things easier to understand. Tag-switching happens when someone uses brief words or phrases from a different language to create a funny effect or draw attention. This study tries to understand more about code-switching by looking at the different kinds and purposes of code-switching used by Pakistani L2 Instagram influencers.

Even though there's been more study on code-switching, not much is understood about how Pakistani Instagram influencers use it as a way to communicate. Most past research focused on talking, printed materials, or school settings, but there hasn't been much study on how digital influencers communicate.

2. Research Methodology

Research methodology includes research design, data source, sampling technique, and data collection process. All these sections comprise the design adopted in this research for not only data collection but also explaining the data collection process and data analysis method.

3.1 Research Design and Data Source

The qualitative research design has been used in this study based on content or textual analysis to investigate code-switching behaviors in videos posted by Pakistani Instagram influencers. Qualitative content analysis Kumar (2011) is appropriate for examining language usage, and the communicative roles within social media interactions.

The data for this study has been gathered mainly from Instagram videos posted by selected Pakistani L2 English-speaking influencers. The videos have been transcribed to determine language use and instances of code-switching between English and Urdu.

3.2 Sampling

Purposive sampling has been used in this study to choose Pakistani Instagram influencers who frequently use Urdu and English in their videos. Five influencers have been chosen from a variety of industries, including comedy, fashion, and lifestyle. For analysis, between 50 recent Instagram video captions or subtitles have been selected. These videos have been selected because they demonstrate language code-switching in a straightforward and understandable manner.

3.3 Data Collection

The study uses the most of the captions or subtitles that Instagram automatically offers rather than recording videos. The videos have been viewed with captions activated and the text has been copied into a word document and then this text information has been used for analysis. Later, instances of code-switching have been recognized and grouped into three categories: intra-sentential, inter-sentential, and tag-switching.

3. Data Analysis and Discussion

The data has been analyzed using both thematic and linguistic analysis. The patterns have been analyzed to better understand how influencers use code-switching as a communication technique.

Code-switching is the ability to use two or more languages during a conversation or in writing. It is noticed that Pakistani digital creators use code switching when sharing their views on Instagram.

Table 1

Selection of Influencers and Number of Statements Analyzed

Sr.	Influencer Name	Selected Statements/Each Influencer	Analysis Table of Influencers
1.	Shahveer Jafry	10	Table 2
2.	Shahzad Roy	10	Table 3
3.	Ken Doll	7	Table 4
4.	Jannat Mirza	8	Table 5
5.	HSY	7	Table 6

Table 1 presents the selected social media influencers and the number of statements analyzed from each. The data were collected from five influencers: Shahveer Jafry, Shahzad Roy, Ken Doll, Jannat Mirza, and HSY. A total of ten statements were selected from Shahveer Jafry, ten from Shahzad Roy, seven from Ken Doll, eight from Jannat Mirza, and seven from HSY. Each set of statements has been analyzed separately and has been presented in the corresponding analysis tables.

Table 2

Observations, Types and Functions of Code-Switching in Influencer Shahveer Jafry's Statements

Sr.	Influencer Statements	Observations	Types of Code-Switching	Function
1	"This was basant day two, and I dance with RDP! took rikshaw q kay traffic block thee"	English mixed with Urdu phrase	Intra-sentential switching	Emphasis and easy-to-relate way
2	"I got invited on this basant day one event by Kurkure, celebrations to hum ney actually ghar sy hi shuru kr di thee."	English and Urdu combined in one sentence	Intra-sentential switching	Identity and relatability; engages local audience.
3	"I don't know how much you guys know about F1 pitch stops, basically har F1 gari ka tyres 2 sey 3 dafa change hoty hain."	English technical terms explained in Urdu	Inter-sentential and Intra-sentential switching	Clarification and information delivery
4	"Try to understand Mr. Our deal is done, Beta mama ka pas jao."	English formal phrase with Urdu directive	Intra-sentential switching	Humor and informal interaction
5	"Pata ha FRONX is one of the best options to upgrade tools, especially if you are coming from Sudan because its game changer,	English product description with Urdu personal comment	Intra-sentential switching	Audience engagement and product recommendation

Sr.	Influencer Statements	Observations	Types of Code-Switching	Function
	aur manay to shayed apnay liya ak book b kr leni ha.”			
6	“Jaff ki 11 11 ki sale is now live Flat 20% off.”	Mostly English with Urdu brand context	Tag-switching	Advertisement and information
7	“Jaff, ki smell amazing hi ni balky long-lasting bhi hai, made with rich oils lasting at least 10 hours.”	English product description with Urdu emphasis	Intra-sentential switching	Persuasion and promotion
8	“G sir Kya Khana pasand karain gy, what is the special food here.”	Question mixing Urdu and English	Inter-sentential switching	Politeness and audience engagement
9	“Clear men shampoo ka sath, you get healthy hair and extreme dandruff free scalp without any drama.”	English benefits with Urdu context	Intra-sentential switching	Informative and advertisement
10	“This car is all performance, lakin inho ney luxury par bilkul compromise ni kiya, I mean take a look at this interior.”	English description mixed with Urdu commentary	Intra-sentential switching	Emphasis on performance vs luxury and engagement

Table 2 comprises the analysis of Shahveer Jafry’s statements. The table presents the observations, types and communicative functions of code-switching in the statements of Shahveer Jafry. The analysis shows a frequent use of intra-sentential code-switching where English and Urdu elements are combined within a single sentence. The main reasons people use code-mixing are to emphasize points, make things more relatable, and connect better with the audience in a casual way. Sometimes both types of flipping between sentences happen, especially when explaining technical English terms in Urdu, which shows the purpose is to provide useful information.

To make the message clearer, show personal style, add some fun, and keep the conversation friendly and easy for people who speak both Urdu and English, the influencer purposefully mixes Urdu and English. The influencer is a popular Pakistani Instagram user who creates funny and light-hearted videos. His films usually show real-life situations, stories about young people, ways people live their lives, and sometimes ads for products. The study says he uses English for technical terms, widely known ideas, and details about the product. Urdu is used in funny parts, to explain culture, for important points, and for sharing personal thoughts. His work is fun, easy to connect with, and very interesting because it shows how young people in Pakistan who speak many languages communicate on social media. Shahveer Jafry uses code-switching in his Instagram posts, as shown by the previous statements.

Table 3
Observations, Types and Functions of Code-Switching in Influencer Shahzad Roy's Statements

Sr.	Influencer's Statements	Observation	Type of Code-Switching	Function
1	"So, we can create an environment, Jahan pa critical thinking develops ho. aur hum ya kr sakti hain."	English explanation paired with Urdu elaboration	Intra-sentential	Emphasizing an idea and encouraging critical thinking
2	"Ghar pa jab pohncchu, No light."	English phrase used with Urdu context	Inter-sentential	Expressing a personal experience and creating relatable content
3	"Zindagi Trust is running in Karachi Marathon on 4 Jan 2026, aur is ma Durbin bhi bhag rha ha, hamary bachay bhi bhag rhy hain."	English event details with Urdu elaboration	Intra-sentential	Delivering information and promoting community engagement
4	"Ap sab hamary sath mil kr kahain, Say no to drugs."	Urdu call-to-action with English slogan	Tag-switching	Raising social awareness and promoting a campaign
5	"Boht kam schools miley gy Pakistan ma jo, truly free playtime provides krty hain bachy ko."	Urdu statement with English phrase	Intra-sentential	Highlighting child development and offering educational commentary
6	"Tumny kaha tha na video me anna ha, so if you are not going to make fun of me then you are out of the video."	Urdu conversation with English directive	Intra-sentential	Using humor and engaging in a casual interaction
7	"World Englishes concept ka matlab ha, English belongs to everyone."	Urdu explanation followed by English key term	Intra-sentential	Clarifying a concept and serving an educational purpose
8	"And if you notice, focus accent pa ni communication pa hota ha."	English start with Urdu conclusion	Intra-sentential	Raising language awareness and emphasizing communication over accent

Sr.	Influencer's Statements	Observation	Type of Code-Switching	Function
9	"How could you, ap kitny judgmental hain sir."	English exclamation with Urdu comment	Intra-sentential	Expressing attitude and showing an emotional reaction
10	"So safe touch, unsafe touch ka baray ma hum apny schools ma parha sakey."	English start with Urdu explanation	Intra-sentential	Providing educational content and raising awareness

Table 3 comprises Shahzad Roy's statements in which he uses Instagram to provide his followers with a variety of content, including music, social media posts, and personal updates. In order to reach a larger audience, he frequently combines English and Urdu in his captions while posting about his songs, new projects, and live performances on his account.

The table presents the observations, types and communicative functions of code-switching in the statements of Shahzad Roy. The analysis shows a frequent use of intra-sentential code-switching where English and Urdu elements are combined within a single sentence. This code-mixing reflects a high level of bilingual competence, fluency, and natural conversation tone. The influencer embeds Urdu and English for modern, technical, or stylistic expressions. In contrast, inter-sentential switching appears less frequently and is mainly used when shifting between explanation and emphasis.

The influencer shares information that reflects his advocacy through brief movies, pictures, and narratives concerning social topics like community welfare, education, and child rights. His Instagram serves as a platform that combines amusement and social responsibility since his posts usually promote conversation, awareness, and interaction.

All things considered, Shahzad Roy's Instagram posts demonstrate how public personalities can use social media to interact with followers and encourage constructive societal change.

Table 4
Observations, Types and Functions of Code-Switching in Influencer Ken Doll's Statements

Sr.	Influencer's Statements	Observation	Type of Code-Switching	Function
1	Zinc ak aisa mineral jo hamari immunity system ko strong krta ha, strong immunity means active metabolism.	English is used for technical terms like "strong immunity" and "active metabolism" to make the meaning clear and important. Urdu provides casual explanation.	Intra-sentential	Emphasizing technical terms and explaining in a relatable way

Sr.	Influencer's Statements	Observation	Type of Code-Switching	Function
2	Sab sa pahlay, I was like, bhook ko mitao thory sa appetizers ko sath, then getting to the situations.	English phrases inserted for casual narration ("I was like," "then getting to the situations") making the storytelling relatable.	Intra-sentential	Engaging audience with casual storytelling
3	Ma pehan rha hoin beige, just to compliment the fall season.	English phrase adds a descriptive style and mentions a season.	Intra-sentential	Making content trendy and descriptive
4	Ya Free ki cheezain tum b enjoy kr sakti ho. let me tell you how.	Urdu sentence explains context; English sentence engages audience and introduces instructions.	Inter-sentential	Informing and engaging audience effectively
5	With real time monitoring ab khel sirf bato ma nhi.	English is used for modern and technical terms like "real time monitoring," while Urdu connects with the local audience.	Intra-sentential	Highlighting key technical features while staying relevant to the local context
6	You can control your gezer with mobile app between 24 hours. Bijli ka units ab apky control ma	The English sentence explains the feature, while the Urdu sentence highlights the benefit.	Inter-sentential	Explaining technical function and local benefit
7	Ak achy clean ball apki personality ki akasi krty hain, but for me I am very sensitive with which shampoo I should use.	The English sentence shows personal choice, while the Urdu sentence makes a general statement.	Intra-sentential	Expressing a personal opinion within a general statement

Table 4 shows Ken Doll's statements' analysis. He is the social media name of Adnan Zafar, who is a social media influencer and model from Faisalabad, Pakistan. He is well-known for his fashion sense, personal style, and how he takes care of his appearance, and he has a large number of followers on Instagram. Although his pictures mainly focus on lifestyle, fashion, and beauty advice, he also creates funny and engaging content that highlights his unique personality. The table above shows what was observed, the different types, and the reasons for switching between languages in Ken Doll's statements. The study shows that switching between Urdu and English within the same sentence is something people do quite often. Urdu is used for explaining things, giving more details, expressing feelings, and connecting with culture, while English is mainly used for new ideas and words that are used around the world, as well as for telling stories. The main reasons people use code-mixing are to stress points, connect with others, and chat in a

friendly way with the audience. Sometimes both types of sentence flipping happen together, especially when technical English words or phrases are translated into Urdu, which shows that the main goal is to provide useful information. To make his content feel more real and friendly, the influencer sometimes shares his own thoughts or personal stories, like going to events or meeting new people. He often uses words from both Urdu and English in his videos, which is a unique feature of his content. He shares stories or gives casual explanations in Urdu, and he uses English for special words, product names, and technical terms. This helps people around the world understand his videos better. Ken Doll is a popular figure in Pakistan due to his content that mixes fashion, lifestyle, comedy, and uses two languages.

Table 5
Observations, Types and Functions of Code-Switching in Influencer Jannat Mirza's Statements

Sr.	Influencer's Statements	Observation	Type of Code-Switching	Function
1	Gyz, I thought ram walk bouht easy ho gi, bouht asani se ho jaye ga but dress was too heavy.	English used for narration; Urdu shows experience.	Intra-sentential	Sharing experience and showing difficulty.
2	Ek aur tha jo mai ni batoo gi. but I was concerned about that	Urdu sentence first; English shows concern.	Inter-sentential	Expressing worry in casual way.
3	Hi everyone it's me Janat mirza I am here for hum ten awards. Aur mein bouht khush hoon	English greeting; Urdu shows happiness.	Intra-sentential	Introducing self and excitement.
4	Mujhe mera shahr bouht pasand hai. Faisalabad is my love	Urdu shows liking; English adds emphasis.	Intra-sentential	Sharing personal preference.
5	I am so happy. Because apki jo home vibes thi	English expresses happiness; Urdu adds context.	Inter-sentential	Sharing emotions and connecting with audience.
6	Itna kamal ka make up ha. I love everything about my look. Bouht bouht pyara look ha. I love it	Urdu describes makeup; English shows liking.	Intra-sentential	Highlighting appearance and satisfaction.
7	Log kaya kahenge? Honestly, I don't care anymore	Urdu question; English shows attitude.	Inter-sentential	Showing confidence and ignoring pressure.

Sr.	Influencer's Statements	Observation	Type of Code-Switching	Function
8	ye look simple ha but trust me it's giving classy vibes	Urdu shows simplicity; English highlights style.	Intra-sentential	Evaluating fashion and style.

Table 5 shows Jannat Mirza's statements. She is a famous person on social media in Pakistan who often posts about her daily activities on Instagram, and she has a large number of followers there. She shares pictures and videos from her trips, fashion photoshoots, important events like birthdays and Eid, her exciting experiences, and everyday moments that her followers like to watch on Instagram. She also uses Instagram to post news about her achievements and important moments, like mentioning her big follower numbers and major career achievements. Her tweets usually show off her personal fashion sense, beauty routines, the clothes she wears, and times she spends with her family or travels to places like Skardu or Japan. This helps her connect with and keep her followers engaged. Her Instagram account shows a mix of glamorous moments, everyday life, travel adventures, and personal news, which gives a glimpse into her active lifestyle as an influencer.

The table presents the observations, types and communicative functions of code-switching in the statements of Jannat Mirza where she uses both intra and inter sentential code-switching for her personal expressions and emotional engagements. The analysis shows a frequent use of intra-sentential code-switching where English and Urdu elements are combined within a single sentence. Overall, the table highlights that Urdu has been used to express emotional depth, narration and personal connection while English is used for emphasis, evaluation and global appeal. Moreover, the code-switching strengthens audience relatability, and expressive richness, and above all, influencer strategically alternates between Urdu and English to enhance clarity, express identity, create humor, and maintain an interactive and accessible communication style for a bilingual audience.

Table 6

Observations, Types and Functions of Code-Switching in Influencer HSY's Statements

Sr.	Influencer's Statements	Observation	Type of Code-Switching	Function
1	log hamesha ye hi sochte ha ke red outfit ke sath red jewelry achi lagye gi. But that's not true	Urdu opinion; English for emphasis.	Intra-sentential	Giving fashion advice.
2	Design is not what you wear how you live, how you belong, for the first time HSY, Designs the way you live	English explains concept; Urdu implied.	Intra-sentential	Promoting lifestyle and brand.
3	I am wearing Pakistan shalwar kameez and that's my brand HSY aur es ke sath	English mentions outfit; Urdu adds details.	Intra-sentential	Showing fashion and style.

Sr.	Influencer's Statements	Observation	Type of Code-Switching	Function
	ek wase coat aur opar mein ne shawal li ha			
4	Chaye sab se zaroori cheez ek gar ke reception mein it's not just its beauty but warmth and how you received with a nice warm cup of tea and big smile	Urdu sets scene; English adds warmth.	Intra-sentential	Highlighting hospitality.
5	Aj ap logo ka ek bouht acha din ha aj ap kar rahe ha jewelry shoot, And Cover shoot for Sunday magazine	Urdu shows day; English gives events.	Intra-sentential	Updating followers.
6	I appreciate that colours ko passand karna bouht zaroori ha.	English show's opinion; Urdu emphasizes choice.	Intra-sentential	Sharing fashion preference.
7	Aur jaha dosree country mein style ya trend ko follow Kiya jata hai. I think in other country log fashion ko define karte ha	Urdu explains trend; English shows opinion.	Intra-sentential	Commenting on fashion trends.

Table 6 comprises the statements of HSY, whose full name is Hassan Sheheryar Yasin, a well-known Pakistani fashion designer, TV host, and social media star, especially recognized for his active and popular Instagram profile. On his Instagram, he posts videos about fashion, gives tips on how to style clothes, and shows the inside story of his high-end designs, explaining how outfits and accessories are put together with expert help and attention to detail. His posts usually show off his luxury designs, highlights from fashion shows, and new ideas for styling clothes and jewelry, which encourage his fans who are into fashion and beauty.

The statements' analysis in the table above predominately reflects intra-sentential code-switching used for descriptive narration, updates and opinion sharing particularly in lifestyle and fashion. He further represents cultural and situational context with the use of Urdu language while he uses English language for conceptual and descriptive sophistication and his code-switching enhances descriptive depth and informational clarity.

In addition, HSY shares personal moments, event photos, brand updates, and professional accomplishments, such as celebrating design milestones or sharing that his work has been featured in international magazines like Vogue. His Instagram posts show off cool outfits, share fashion advice, and talk about his personal life, making it seem like he's both a fashion expert and a designer.

Findings

The findings answer the following questions:

Q1. Which languages are most frequently used by Pakistani Instagram influencers in their videos?

Q2. What type of code switching is used by Pakistani Instagram influencers in the videos?

Table 7
Overall Frequencies, Percentages, and Levels of Types of Code-Switching

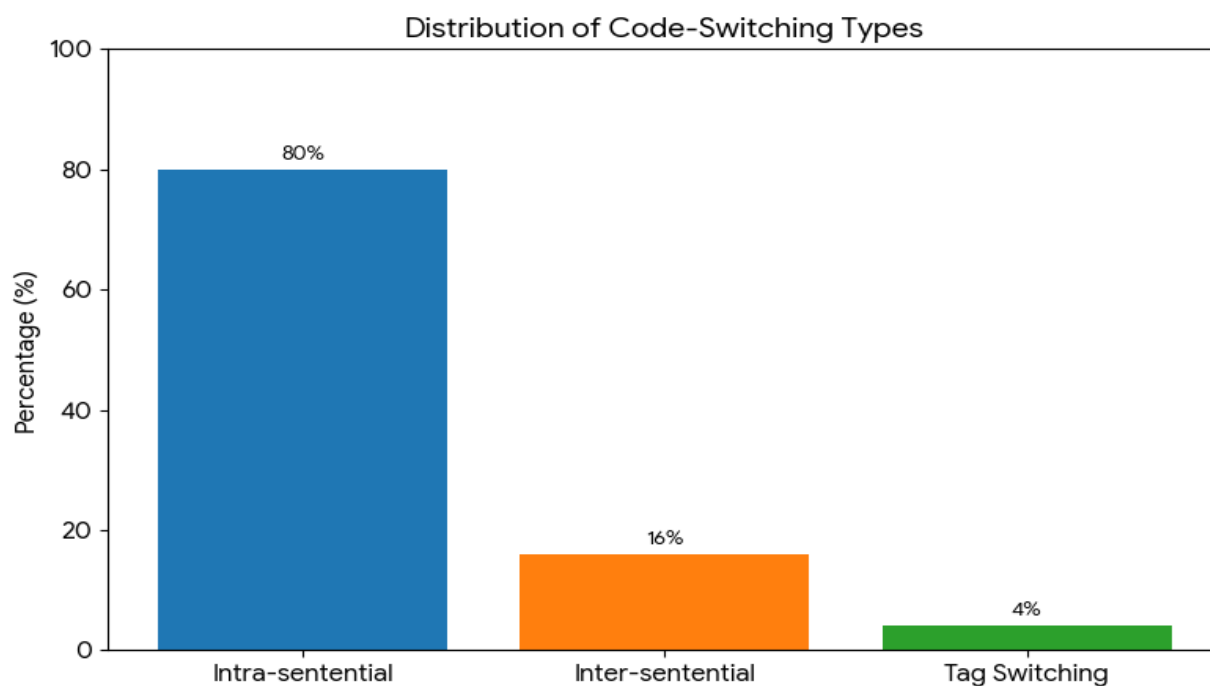
Code-Switching type	Frequency	Percentage	Level of Frequencies
Intra-sentential	40	80%	Most Frequent
Inter-sentential	8	16%	Medium Frequency
Tag Switching	2	4%	Least Frequent

The findings in Table 7 show the overall frequency levels of the use of code-switching types in the cumulative posts by all the influencers in Urdu and English. The table shows the most striking findings which indicate the most frequent, medium frequency and the least frequent levels of codeswitching used by the influencers in their social media posts. The most frequent level or type of code-switching used by the influencers is intra-sentential with 80% of the total instances ($f = 40$) use in Urdu-English switching in their statements on social media platforms. This indicates that participants predominantly switch languages within a single sentence or clause boundary. According to Poplack (1988) framework depicts that a high frequency of intra-sentential switching suggests a high level of bilingual proficiency which requires the speakers to integrate the syntactic rules of both languages simultaneously without violating the grammatical constraints of any language.

Further, another finding indicates intra-sentential switching with medium frequency. The medium frequency level or type of code-switching used by the influencers is inter-sentential with 16% of total instances ($f = 8$) use in Urdu-English Switching in their statements on social media platforms. This indicates that speakers are more inclined to weave languages together than to keep them separated by full utterances.

Lastly, the last finding indicates tag-switching with least frequency. The least frequency level or type of code-switching used by the influencers is tag-switching with 4% of total instances ($f = 2$) use in Urdu-English Switching in their statements on social media platforms. This means that switching between tags requires the least amount of grammar blending, and the fact that it happens rarely shows that the people in the study are using more complex and mentally demanding ways of mixing languages.

Figure 1
Distribution of Code-Switching Types



The findings in figure 1 show the code-switching distribution of all three code switching types. Intra-sentential code-switching was the most common language technique used, making up 80% of the data seen, as shown in Figure 1. The subjects seem to have a strong command of both languages, as shown by the significant margins of inter-sentential 16% and tag-switching 4%. The speakers demonstrate the ability to handle complex grammatical overlaps, which show their linguistic identities, even when the changes are small.

Conclusion

This study shows that Pakistani Instagram influencers often use language switching as a key part of their communication. Influencers who speak different languages, such as Shahveer Jafry, Ken Doll, Jannat Mirza, HSY, and Shahzad Roy, use both Urdu and English in their communication. This lets people show who they really are, be creative, and stay true to themselves. By switching between languages, they can talk to their fans, make tough ideas easier to understand, show off their personality and lifestyle, and express feelings in a way that feels familiar and fun. The analysis shows that influencers on purpose use different ways of speaking, both inside and between sentences, to highlight important points, add humor, or share cultural information. This backs up Gumperz's (1982) idea that code-switching isn't done on a whim but has meaningful purposes such as highlighting points, shaping personal identity, and engaging with the audience. By using different languages, they link local culture with global trends, making their work attractive to both people within their own country and those from other parts of the world. Code-switching on Instagram goes beyond just switching languages; it's a way to connect with others online, build relationships, and grow your digital influence. This finding is also backed by Androutsopoulos (2015), who notes that digital platforms promote multilingual activities and play a key role in shaping identity and how people communicate online. It shows how the ability to use language in different ways is a strong tool for changing people's views, building connections with groups, and creating a sense of community in today's digital world. This study shows how being able to speak multiple languages is becoming more important on social media and how it affects how Pakistani people interact online and share their culture.

REFERENCES

- Androutsopoulos, J. (2015). Networked multilingualism: Some language practices on Facebook and their implications. *International Journal of Bilingualism*, 19(2), 185–205.
<https://doi.org/10.1177/1367006913489198>
- ASSAJ, 4(01), 614-625. Nordin, N. R. M. (2023). Code-switching and code-mixing among users of social media. *Jurnal Javanologi*, 6(2), 1267-1273.
- Azhar, K. A. A. K. A., Noorani, I. N. I., Ahmed, H. A. D. H., Ahsan, M. D. A. M. D., & Ullah, A. U. A. (2023). Exploring Code-Mixing among Social Media Influencers in Pakistan: A Content Analysis. *Psychological Sciences*, 3(1), 349-358.
- Bell, A. (1984). *Language style as audience design*. Language in Society. Gumperz, J. J. (1982). *Discourse strategies*. Cambridge University Press.
<https://doi.org/10.1017/S004740450001037X>
- Jehan, N., Javed, T., & Banu, S. (2025). The Evolution of Code-Switching in Multilingual Societies: A Sociolinguistic Perspective: <https://doi.org/10.55966/assaj.2025.4.1.054>.
- Kainat, N., Moon, M. M., & Gull, S. (2025). Code-Switching Patterns Among Young Adults in Pakistan: A Comparative Study of Punjabi-English and Pashto-English Bilingualism in Informal Settings. *ASSAJ*, 4(01), 1453-1464.
- Kumar, R. (2011). *Research methodology: A step-by-step guide for beginners* (3rd ed.). Sage Publications.
- Mahboob, A. (2020). Has English medium instruction failed in Pakistan? In *Functional variations in English: Theoretical considerations and practical challenges* (pp. 261-276). Cham: Springer International Publishing.
<https://doi.org/10.4324/9781003135714>
- Mansoor, S. (2004). *Language planning in higher education: A case study of Pakistan*. Oxford University Press.
- Poplack, S. (1980). Sometimes I'll start a sentence in English y termino en espanol: toward a typology of Code Switching. *Linguistic*, 18.581-618.
<https://doi.org/10.1515/ling.1980.18.7-8.581>
- Poplack, S. (1988). Contrasting patterns of code-switching in two communities. *Codeswitching: Anthropological and sociolinguistic perspectives*, 48, 215-244.