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**The Power of Code-Switching between English
and Arabic on Advertising Discourse**

A Case Study on the Names of Macdonald's Meals

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Abstract:

This research study examines the strategic use of code-switching between English and Arabic in advertising discourse, specifically focusing on a case study of the names of McDonald's meals. Code-switching, the alternation between languages or language varieties within a conversation or text, has been increasingly employed by advertisers to appeal to diverse linguistic communities and enhance brand recognition. Drawing on sociolinguistic and advertising theories, this study investigates the power dynamics and communicative functions of code-switching in the context of McDonald's meal names. The analysis attempts to explore the linguistic motivations behind code-switching in the naming of McDonald's meals, including the strategic use of English and Arabic elements to create linguistic novelty, evoke cultural associations, and establish brand identity. It examines the interplay between language choice, cultural symbolism, and advertising strategies employed by McDonald's to attract and engage Arabic-speaking consumers. Furthermore, the study investigates the impact of code-switching on consumer perceptions and brand recognition. The analysis considers factors such as language proficiency, cultural relevance, and consumer attitudes towards language mixing in advertising. The findings of this research shed light on the effectiveness of code-switching as a

persuasive tool in advertising discourse, particularly with regards to the naming of McDonald's meals. The study contributes to the understanding of the intricate relationship between language, culture, and advertising discourse in the context of multinational brands targeting diverse linguistic communities. The implications of this research extend beyond the fast-food industry, providing valuable insights for marketers, advertisers, and linguists interested in leveraging code-switching as a strategic resource in global marketing campaigns. The study emphasizes the importance of cultural sensitivity, and audience segmentation in effectively utilizing code-switching to engage and connect with diverse consumer groups. In conclusion, this study underscores the power of code-switching between English and Arabic in advertising discourse, exemplified through the case study of McDonald's meal names. It highlights the potential of code-switching to create linguistic impact, cultural resonance, and brand recognition, while offering practical implications for advertisers seeking to engage multilingual audiences in a globalized marketplace.

Keywords:

code-switching, advertising campaigns, applied linguistics, brand names, McDonald's

1. Introduction

Code-switching, the practice of alternating between two or more languages or language varieties within a single conversation or text, has gained significant attention in the field of linguistics, (Auer1998). It is not only a linguistic phenomenon but also a cognitive tool that allows individuals to navigate and negotiate their identities in multilingual and multicultural contexts. According to Adhikari (2017), in recent years, code-switching has become increasingly prevalent in various domains, including advertising campaigns. This research paper aims to explore the power of code-switching between English and Arabic on advertising campaigns, with a specific focus on a case study of McDonald's meals.

Code-switching serves as both a linguistic tool and a cognitive tool, (Myers-Scotton1993). Linguistically, it enables speakers to draw upon different linguistic resources to convey meaning effectively. By seamlessly blending languages, advertisers can create catchy slogans, memorable jingles, and engaging narratives that resonate with their

target audience. Moreover, code-switching allows advertisers to tap into the cultural and emotional associations associated with each language, enhancing the persuasive impact of their messages.

Cognitively, based on Grosjean (2010:21) perspective, code-switching reflects individuals' ability to navigate between different linguistic systems and adapt their communication strategies accordingly. It requires speakers to possess bilingual or multilingual proficiency and an understanding of the sociolinguistic norms governing language use in specific contexts. In advertising discourse, code-switching can be strategically employed to establish rapport with diverse audiences by using languages that hold cultural significance or evoke emotions related to specific products or brands. The importance of code-switching in advertising discourse cannot be overstated. As globalization continues to shape our interconnected world, companies are increasingly targeting multicultural markets where consumers have diverse linguistic backgrounds. By incorporating code-switching into their advertising campaigns, according to Kwek & Pang (2019), companies can effectively communicate with these audiences while simultaneously showcasing their commitment to inclusivity and cultural sensitivity.

In the context of McDonald's meals,

code-switching plays a crucial role in capturing the attention and loyalty of Arabic-speaking consumers. McDonald's is an internationally recognized brand that has successfully adapted its marketing strategies across different cultures and languages. By employing code-switching between English and Arabic in their advertisements for meals specifically tailored for Arab consumers, McDonald's aims to create a sense of familiarity and belonging among its target audience while highlighting the unique flavors and cultural elements associated with Arab cuisine. Overall, this research paper seeks to contribute to our understanding of the power of code-switching in advertising campaigns by exploring its role as both a linguistic phenomenon and a cognitive strategy. Through an examination of McDonald's advertisements targeting Arab consumers through English-Arabic code-switching techniques specifically designed for promoting meals, this study aims to provide insights into how language choice influences consumer behavior while highlighting the importance of cultural sensitivity in successful marketing endeavors within diverse linguistic contexts.

2. Significance of the Study

The study of code-switching between English and Arabic in advertising campaigns, specifically focusing on the names of McDonald's meals, holds significant importance in several aspects. By examining the power and implications of code-switching strategies in advertising discourse, this research contributes to both theoretical and practical domains.

Firstly, from a theoretical perspective, this study expands our understanding of code-switching as a linguistic and sociocultural phenomenon. While code-switching has been extensively studied in various contexts, its application in advertising discourse remains relatively underexplored. By investigating the strategic use of code-switching in naming McDonald's meals, this research adds to the existing literature on language and advertising, providing insights into how language choices and cultural references impact consumer behavior.

Secondly, this study contributes to the field of marketing and advertising by examining the effectiveness of code-switching as a persuasive tool. McDonald's, as a global fast-food brand, operates in diverse linguistic and cultural contexts. Understanding how code-switching is utilized in McDonald's advertising campaigns can provide valuable insights for multinational companies seeking to localize their messaging, enhance brand communication, and

engage with diverse consumer segments effectively. The findings of this research can inform advertising practitioners and marketers about the potential benefits and challenges of incorporating code-switching strategies into their campaigns. Furthermore, this study carries practical implications for linguistic and cultural adaptation in advertising. McDonald's, as a prominent global brand, faces the challenge of maintaining a consistent brand identity while tailoring its messaging to specific cultural markets. Analyzing the names of McDonald's meals in English and Arabic advertisements provides valuable insights into the cultural references, linguistic choices, and sociocultural implications of code-switching. This understanding can guide advertising professionals in developing culturally sensitive and contextually relevant campaigns that resonate with the target audience, leading to increased brand engagement and consumer response

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astly, this research has broader implications for intercultural communication and language policy. The study of code-switching in advertising contributes to our understanding of language choices and their role in shaping social dynamics and identity negotiation, Gumperz, J. J. (1982). By exploring the linguistic and cultural aspects of code-switching in advertising campaigns, this research highlights the importance of language diversity and inclusivity in contemporary globalized societies. It emphasizes the significance of acknowledging and incorporating diverse languages and cultures in advertising practices, fostering intercultural understanding, and promoting linguistic diversity.

Ppurpose of the Study

he purpose of this study is to investigate the linguistic and cognitive dimensions of code-switching between English and Arabic in the context of McDonald's advertising campaigns, focusing specifically on the names of McDonald's meals. On the linguistic level, this research aims to analyze the linguistic characteristics of code-switching in McDonald's advertising discourse. By examining the patterns, types, and functions of

code-switching instances in the names of the meals, the study seeks to uncover the linguistic strategies employed by McDonald's to appeal to a diverse audience. It also aims to explore how code-switching is utilized to create linguistic variation, navigates language norms, and facilitates communication in the multicultural context of McDonald's advertising. On the cognitive level, this research aims to investigate the cognitive processes and effects of code-switching in McDonald's advertising campaigns.

By analyzing the impact of code-switching on consumer perception and comprehension, the study seeks to understand how the use of multiple languages influences cognitive processing and consumer responses. It aims to explore whether code-switching enhances or hinders the effectiveness of advertising messages, cognitive engagement, and brand recall among English and Arabic-speaking consumers. By addressing both the linguistic and cognitive levels of code-switching in McDonald's advertising campaigns, this study provides a comprehensive understanding of the phenomenon and its implications in the realm of advertising discourse. It aims to bridge the gap between theoretical linguistic analysis and practical cognitive effects, shedding light on the complex dynamics of language use in advertising and its impact on consumer behavior.

4. Research Questions

The research questions attempt to investigate the following questions;

1. What are the patterns and types of code-switching instances observed in the names of McDonald's meals in English and Arabic advertisements?
2. What are the linguistic functions and motivations behind the use of code-switching in the naming of McDonald's meals?
3. How do cultural references and symbols influence the choice of code-switching in the names of McDonald's meals in English and Arabic advertisements?
4. How do English and Arabic-speaking consumers perceive and interpret code-switching in the names of McDonald's meals? What are their attitudes and reactions towards code-switching in advertising discourse?
5. How does code-switching in the naming of McDonald's meals impact consumer engagement, brand recall, and purchase intent among English and Arabic-speaking consumers?

6. How does code-switching in McDonald's advertising campaigns contribute to the localization and cultural adaptation of the brand in English and Arabic-speaking markets?

7. What are the cognitive processes involved in comprehending and processing code-switching in the names of McDonald's meals, and how does it influence consumer understanding and memory of the brand.

5. Methodology and Data Collection

This research adopts a qualitative approach to analyze the linguistic and cognitive dimensions of code-switching in McDonald's advertising campaigns. The study employs a case study design, focusing on the names of McDonald's meals in both English and Arabic advertisements. The analysis incorporates both linguistic and sociocultural perspectives to understand the use of code-switching and its impact on consumer behavior and brand communication. The data for this study will be collected from McDonald's official website. A total of 6 samples of the names of McDonald's meals will be selected. The selection of samples will be based on the availability of both English and Arabic versions of the advertisements on the website, ensuring a balanced representation of code-switching instances in the names of McDonald's meals. The data analysis will be

conducted at both the linguistic and cognitive levels. The linguistic analysis will involve identifying and categorizing code-switching instances in the names of McDonald's meals. The patterns, types, and functions of code-switching will be analyzed, considering linguistic features such as phonology, morphology, syntax, and lexicon. The cognitive analysis will examine the impact of code-switching on consumer perception and comprehension. It will involve analyzing consumer responses, attitudes, and interpretations of code-switching in the names of McDonald's meals, focusing on cognitive engagement, brand recall, and purchase intent.

Code Switching (Definition)

Code-switching is a linguistic phenomenon that refers to the alternation or mixing of two or more languages or language varieties within a single conversation, utterance, or text. It is a common practice in multilingual and multicultural communities, where individuals fluidly switch between languages based on communicative needs, social dynamics, and identity negotiation. Code-switching has been extensively studied in sociolinguistics,

anthropology, and discourse analysis, providing valuable insights into its functionality and sociocultural implications.

6.1 Functionality of Code-Switching

Code-switching, the alternation or mixing of two or more languages or language varieties within a single conversation, is employed strategically in advertising discourse to serve various functions. By incorporating code-switching, advertisers can leverage linguistic and cultural resources to enhance brand communication, engage with diverse audiences, and create a sense of authenticity and relevance. According to MacSwan (2014), the functionality of code-switching in advertising discourse is multifaceted and can be examined from different perspectives. Code-switching allows advertisers to localize their advertising campaigns by incorporating language variations that resonate with specific target markets. It enables brands to adapt their messaging to different linguistic and cultural contexts, reinforcing a sense of familiarity and connection with the audience. By code-switching, advertisers demonstrate cultural sensitivity and understanding, which can enhance brand perception and consumer response (Bhatia, 2019).

Code-switching in advertising discourse holds the power to engage targeted audiences effectively. By employing code-switching strategies, advertisers tap into the linguistic preferences and cultural identities of specific communities. Code-switching can create a sense of inclusivity and recognition, making the advertising message more relatable and meaningful to the target audience. This engagement fosters a stronger emotional connection between consumers and brands (Wei & Su, 2020).

Code-switching showcases linguistic resourcefulness and flexibility. It allows advertisers to draw upon multiple languages or language varieties to convey nuanced messages that may not be easily expressible in a single language. Code-switching enables advertisers to leverage the richness and depth of different languages, utilizing specific terms, idioms, or expressions that resonate with the target audience. This linguistic versatility enhances the persuasive impact of advertising messages (Mulyana, 2017).

Code-switching in advertising discourse can evoke cultural symbolism and contribute to the construction of identity. By incorporating code-switching, advertisers tap into cultural

references, symbols, and shared experiences that hold significance for specific communities. This strategy can create a sense of pride, belonging, and cultural affiliation among the targeted audience. Code-switching enables the alignment of brands with cultural values, fostering a stronger connection and consumer loyalty (Alam, 2020).

Code-switching serves pragmatic purposes in advertising discourse, adding authenticity and resonance to the messaging. By code-switching, advertisers can emphasize certain aspects of the brand, highlight key features, or convey emotions more effectively. Code-switching can also create a sense of authenticity, especially when the target audience is bilingual or multilingual. The strategic use of code-switching demonstrates an understanding of the audience's language practices and cultural dynamics, enhancing the credibility and persuasiveness of the advertising message (Poplack, 1980).

Code-switching serves various functions in communication. It can serve as a marker of identity, signaling affiliation with a particular social group or community. It can also function as a discourse marker, indicating shifts in topic or speaker roles. Code-switching is employed for pragmatic purposes, such as expressing

emotions, adding emphasis, or clarifying meaning. Additionally, code-switching can fulfill communicative needs when a particular concept or expression is better expressed in one language over another. These functionalities of code-switching highlight its dynamic nature and its ability to adapt to different social and linguistic contexts.

6.2 Power of Code-Switching in Advertising Discourse

In advertising discourse, code-switching has the power to influence consumer behavior, enhance brand communication, and engage with diverse audiences. By incorporating code-switching strategies, advertisers can tap into the linguistic and cultural resources of their target markets, creating a sense of familiarity and connection with the audience. Code-switching enables advertisers to navigate language norms, employ cultural references, and convey nuanced messages that resonate with specific communities. It allows for the localization of advertising campaigns, enhancing brand perception and consumer response.

Code-switching in advertising campaigns has the power to persuade and influence consumers. By strategically code-switching, advertisers can evoke emotions, trigger cultural

associations, and create a sense of authenticity and relevance. Code-switching can, based on Myers-Scotton (1993), enhance the persuasive impact of advertising messages by appealing to consumers' cultural identities, linguistic preferences, and shared experiences. It can create a cognitive and emotional connection between consumers and brands, fostering brand loyalty and influencing purchase decisions.

6.3 The Power of Code Switching

Code-switching possesses both cognitive and linguistic power. At the cognitive level, code-switching impacts language processing and comprehension. It engages cognitive resources, as bilingual individuals effortlessly navigate between languages, resulting in increased attention and cognitive engagement. Code-switching can enhance memory recall, as the alternation between languages creates distinctive cues for information retrieval.

Linguistically, code-switching showcases linguistic competence, allowing individuals to seamlessly draw upon multiple linguistic systems to convey meaning. It highlights the flexibility and adaptability of language use, reflecting the dynamic nature of bilingual and multilingual communication.

Code-switching is a linguistic phenomenon that occurs when a speaker alternates between two or more languages or language varieties within a single conversation. It is a common practice among bilingual individuals and is prevalent in multilingual communities. Code-switching has long been viewed as a sign of linguistic incompetence or confusion, but recent research has shed light on the cognitive and linguistic benefits that it offers.

6.4 Code switching and cognition.

Code-switching has been found to have several cognitive benefits. One such benefit is enhanced cognitive control, Wei (2000). When bilingual individuals engage in code-switching, they constantly monitor and control their language use, which requires cognitive flexibility and mental agility. This constant switching between languages helps strengthen the brain's executive function, which is responsible for attention, inhibition, and working memory.

Another cognitive benefit of code-switching is improved problem-solving skills. Research has shown that bilingual individuals who regularly code-switch demonstrate a higher level

of cognitive flexibility, which allows them to approach problems from different perspectives. This ability to think flexibly and adaptively is a valuable cognitive skill that can be applied to various domains, including academic and professional settings, Aaker & Joachimsthaler, (1999).

Furthermore, code-switching has been found to enhance metalinguistic awareness, which refers to the ability to think and reflect on language itself. Bilingual individuals who engage in code-switching develop a heightened awareness of language structure, grammar, and vocabulary. This metalinguistic awareness can have a positive impact on language learning and literacy skills.

In addition to the cognitive benefits, code-switching also offers several linguistic advantages. One such advantage is lexical enrichment. Code-switching allows individuals to access a wider range of vocabulary from multiple languages. This rich linguistic repertoire enables them to communicate more effectively and express their thoughts and ideas with precision and nuance.

Code-switching also facilitates communication in multilingual communities. In situations where speakers share a common language but have varying levels of proficiency, code-switching can serve as a bridge between them. It allows individuals to switch

to a language or variety that is better understood by all parties involved, ensuring effective communication and comprehension.

Furthermore, code-switching can help preserve cultural and linguistic identity. It allows bilingual individuals to maintain a connection with their heritage language and culture while engaging in a dominant language. Code-switching becomes a way to express cultural pride and maintain a sense of belonging within a multilingual community.

6.5 The Power of Code Switching in Advertising Discourse

The power of code-switching lies in its ability to communicate effectively with diverse audiences. By incorporating multiple languages into their advertising messages, companies can reach out to different linguistic communities within their target market. This not only increases brand visibility but also enhances customer engagement and loyalty.

In addition, code switching can create a sense of cultural relevance and authenticity for consumers who identify with specific linguistic backgrounds. It shows that the company understands their needs and values their cultural diversity. The

power of code-switching in advertising discourse can be examined from various perspectives, including audience engagement, cultural resonance, and persuasive impact. Code-switching in advertising discourse holds the power to engage audiences effectively. By incorporating code-switching strategies, advertisers can reach specific target markets and linguistic communities. Code-switching allows advertisers to speak directly to their audience in a language or language variety that resonates with them, creating a sense of familiarity and connection. This engagement fosters a stronger emotional bond between consumers and brands, increasing the likelihood of message reception and response (Wei & Su, 2020).

Code-switching in advertising discourse facilitates cultural resonance and connection. By incorporating languages or language varieties that are associated with specific cultural communities, advertisers tap into cultural references, symbols, and shared experiences. This strategy creates a sense of cultural affiliation and identity among the target audience, generating positive brand associations and consumer loyalty (Alam, 2020). Code-switching enables advertisers to align their brands with cultural values, fostering a deeper connection and resonance with the target audience.

Code-switching showcases linguistic versatility and resourcefulness. It allows advertisers to draw upon multiple languages or language varieties to convey nuanced messages that may not be easily expressible in a single language. By code-switching, advertisers can leverage the richness and depth of different languages, utilizing specific terms, idioms, or expressions that resonate with the target audience. This linguistic adaptability enhances the persuasive impact of advertising messages, capturing attention and generating interest (Mulyana, 2017).

Code-switching in advertising discourse can create a sense of cultural authenticity. When the target audience is bilingual or multilingual, code-switching reflects the audience's language practices and cultural dynamics. Strategic use of code-switching demonstrates an understanding of the audience's linguistic preferences, cultural references, and social contexts. This authenticity enhances the credibility and persuasiveness of the advertising message, fostering a stronger connection between consumers and brands (Poplack, 1980).

6.6 Inclusivity and Relevance

Code-switching promotes inclusivity and relevance in advertising discourse. By incorporating multiple languages or language varieties, advertisers acknowledge the linguistic diversity in their target audience. Code-switching demonstrates a commitment to reaching and engaging diverse communities, regardless of their linguistic backgrounds. This inclusivity creates a sense of relevance and recognition, making the advertising message more relatable and meaningful to a wider range of consumers (Bhatia, 2019).

Advertisers use code-switching for a number of reasons. First, code-switching can be used to build relationships with target audiences. By using the language that their target audiences are most comfortable with, advertisers can create a sense of intimacy and connection. Second, code-switching can be used to convey authenticity and cultural sensitivity. By showing that they are aware of and respectful of the cultural backgrounds of their target audiences, advertisers can build trust and credibility. Third, code-switching can be used to create a sense of exclusivity and group identity among target audiences. By using language that is only understood by members of the group, advertisers can appeal to the need to belong and feel connected to others. Finally, code-switching can be used to make advertising messages more

memorable and engaging. By using unexpected and innovative language combinations, advertisers can capture the attention of their target audiences and make their messages more likely to stick in their minds.

6.7 Types of Code-Switching:

a) Intersentential Code-Switching:

In this type of code-switching, different languages or language varieties are used in separate sentences or utterances. Example: meal!" Here, the English term "Enjoy our Big Tasty المذاق الكبير" is code-switched with the Arabic translation "المذاق الكبير".

b) Intrasentential Code-Switching:

Intrasentential code-switching involves the alternation between languages or language varieties within a single sentence or meal!" In this "Try our McFalafel الماكفلافل" utterance. Example: "Try our McFalafel instance, the English term "McFalafel" is code-switched with the Arabic term "الماكفلافل".

c) Tag-Switching:

Tag-switching occurs when a tag phrase or interjection from one language is inserted into a sentence or utterance predominantly in another language. Example: "Enjoy the Happy Meal, مع ماكدو!" (meaning "with مع ماكدو Here, the Arabic tag phrase "McDonald's") is code-switched with the predominantly English sentence.

6. Data Analysis

7.1 Sample (1)



From a linguistic level, the code switching involves a combination of English and Arabic languages. The term "Mac Royal" is in English, representing the brand name "Mac" used by " is in Arabic, translating to "Mac رويال MacDonald's, while " Royal." This code switching occurs at the lexical level, where

words from different languages are combined to create a bilingual expression.

From a cognitive level, the code switching reflects the bilingual proficiency of the target audience or customers. By incorporating both English and Arabic elements in the meal name, MacDonald's aims to cater to a diverse customer base that is familiar with both languages. This demonstrates an understanding of their customers' language preferences and cultural background.

The type of code switching observed here is known as intersentential or tag-switching. It occurs when speakers switch between languages at specific points within a sentence or phrase. In this case, the switch happens between "Mac" (English) and " (Arabic), with each language representing distinct "رويال" components of the meal name.

The power of this code switching lies in its ability to appeal to a wider audience by accommodating multiple linguistic backgrounds. By using both English and Arabic elements, MacDonald's creates familiarity and inclusivity for customers who are more comfortable with one language over another. This

strategy enhances customer engagement and promotes cultural diversity within their brand image.

The power of code-switching in general is that it can help to create a sense of familiarity and trust. When consumers see advertising that uses their language, they are more likely to feel connected to the brand. Code-switching can also be used to create a sense of exclusivity. For example, if an advertiser uses code-switching to target a specific cultural group, they are making that group feel special and valued.

In the case of the McDonald's meal, the code-switching is likely to be effective in reaching a wider audience and in connecting with Arabic-speaking customers. It is also likely to create a sense of familiarity and trust with these customers. Clearly Mac employs such code switching way as It can help to create a more engaging and memorable ad. Code-switching can add an element of surprise or humor to an ad, which can make it more likely to capture consumers' attention. Secondly It can help to build brand awareness and loyalty. When consumers see advertising that uses their language, they are more likely to remember the brand and to be more likely to purchase products from that brand in the future.

Thirdly, it can help to position a brand as being inclusive and culturally sensitive. Code-switching shows that a brand is aware of and values different cultures. This can be important for reaching a global audience.

7.2 Sample (2)



The analysis

The code switching in the McDonald's meal name "Double Big Tasty" involves a combination of English and Arabic. The English part "Double Big Tasty" refers to the size

" and taste of the burger, while the Arabic part "بيج تاتسي" provides a translation of the same meaning. This code switching allows McDonald's to cater to both English-speaking and Arabic-speaking customers, making the meal name more accessible and appealing to a wider audience.

From a cognitive perspective, code switching in advertising discourse can have several effects. Firstly, it captures attention by creating a contrast between different languages, which can be intriguing and memorable for consumers. Secondly, it taps into the cognitive processes of bilingual or multilingual individuals who are able to understand both languages used in the code switching. This can create a sense of inclusivity and familiarity for these individuals, making them more likely to engage with the "بيج تاتسي" advertisement. The name "Double Big Tasty" demonstrates code switching, which is the practice of alternating between two or more languages or language varieties within a conversation or text. In this case, the code switching occurs between English and Arabic.

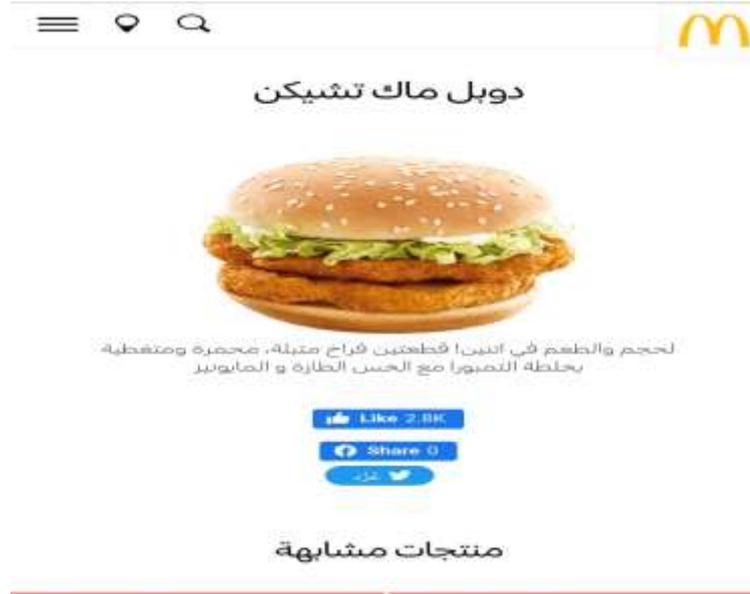
The functionality of code switching in this meal's name serves several purposes. Firstly, it caters to a bilingual or multilingual

audience by providing information in both English and Arabic. This allows Macdonald's to reach a wider customer base and make their products more accessible to individuals who are more comfortable with one language over the other.

Secondly, code switching can be used as a marketing strategy to create a sense of familiarity and connection with customers. By incorporating Arabic words into the name, Macdonald's shows the cultural diversity of its target audience. This can help establish a positive brand image and build customer loyalty. Additionally, code switching can also serve as a way to enhance the appeal of the product itself. In this case, using Arabic words like "بيج" adds an exotic or foreign element to the name, which may "تاتسبي" attract customers looking for unique or international flavors.

Overall, the importance of code switching in this meal's name lies in its ability to bridge linguistic and cultural gaps, cater to diverse audiences, and create a sense of inclusivity. By incorporating both English and Arabic elements, Macdonald's demonstrates its commitment to serving customers from different linguistic backgrounds while also appealing to their cultural preferences.

Sample (3) 7.3



The analysis

The code-switching to the name of McDonald's meal (دوبل ماك تشيكن) in this case is an example of inter-sentential code-switching. This means that the advertiser is switching between English and Arabic at the sentence level. The advertiser uses the English words "Double" and "Mac" for the name of the meal, but then switches to Arabic for the word "Chicken".

This type of code-switching is often used to create a sense of exclusivity and group identity among target audiences. In this case, the advertiser is using code-switching to appeal to Arabic-speaking audiences. The use of the Arabic word "Chicken" also conveys a sense of authenticity and cultural sensitivity.

Code-switching can have a number of cognitive benefits, such as improving executive functioning, memory, attention, and focus. In this case, the code-switching to the name of the McDonald's meal (دوبل ماك تشيكن) is likely to grab the attention of Arabic-speaking audiences and make the meal more memorable.

The code-switching may also help to create a sense of connection between the advertiser and the target audience. By using the Arabic word "Chicken", the advertiser is showing that they are aware of and respectful of the cultural background of their target audience.

Sample (4)

7.4



The code-switching to the name of McDonald's meal (بيج تيستي تشيكن) in this case is an example of inter-sentential code-switching. تشيكن This means that the advertiser is switching between English and Arabic at the sentence level. The advertiser uses the English word "Big" for the name of the meal, but then switches to Arabic for the word "Tasty Chicken".

This type of code-switching is often used to create a sense of exclusivity and group identity among target audiences. In this case, the advertiser is using code-switching to appeal to Arabic-speaking audiences. The use of the Arabic word "Tasty Chicken" also conveys a sense of authenticity and cultural sensitivity.

Code-switching can have a number of cognitive benefits, such as improving executive functioning, memory, attention, and focus. In this case, the code-switching to the name of the McDonald's meal (بيج تسييني تشيكن) is likely to grab the attention of Arabic-speaking audiences and make the meal more memorable.

The code-switching may also help to create a sense of connection between the advertiser and the target audience. By using the Arabic word "City Chicken", the advertiser is showing that they are aware of and respectful of the cultural background of their target audience.

7.5

Sample (5)



The code-switching to the name of McDonald's meal (سبايسي تشيكن ماكدو) in this case is an example of **inter-sentential code-switching**. This means that the advertiser is switching between English and Arabic at the sentence level. The advertiser uses the Arabic words "سبايسي تشيكن" (spicy chicken) and "ماكدو" (McDo), which is a common nickname for McDonald's in Arabic-speaking countries.

This type of code-switching is often used to create a sense of exclusivity and group identity among target audiences. In this case, the advertiser is using code-switching to appeal to Arabic-speaking audiences. The use of the Arabic words "سبايسي تشيكن" and "ماكدو" also conveys a sense of authenticity and cultural sensitivity.

Code-switching can have a number of cognitive benefits, such as improving executive functioning, memory, attention, and focus. In this case, the code-switching to the name of the McDonald's meal (سبايسي تشيكن ماكدو) is likely to grab the attention of Arabic-speaking audiences and make the meal more memorable. The code-switching may also help to create a sense of connection between the advertiser and the target audience. By using the Arabic words "سبايسي تشيكن" and "ماكدو", the advertiser is showing that they are aware of and respectful of the cultural background of their target audience.

is important because it allows the advertiser to achieve all of the following Appeal to Arabic-speaking audiences: The use of the Arabic words "سبايسي تشيكن" and "ماكدو" shows that the advertiser is aware of and respectful of the cultural background of their target audience. This is likely to make the ad more appealing to Arabic-speaking viewers. Secondly, convey authenticity and cultural sensitivity: The use of Arabic words also conveys a sense of authenticity and cultural sensitivity. This can help to build trust and credibility with the target audience. Thirdly, create a sense of exclusivity and group identity: The use of Arabic words can also create a sense of exclusivity and group identity among Arabic-speaking viewers.

This can make them feel more connected to the brand and more likely to purchase the product. Fourthly, make the ad more memorable and engaging: The code-switching is likely to grab the attention of Arabic-speaking viewers and make the ad more memorable. This is because it is unexpected and innovative .

7.6 Sample (6)



The code-switching to the name of McDonald's meal (دوبل فيليه أو (فيش) in this case is an example of **inter-sentential code-switching**. This means that the advertiser is switching between English and Arabic at the sentence level. The advertiser uses the English words "Double" and "Filet-O-Fish", but then switches to Arabic for the word "أو فيش" (which means "or fish").

This type of code-switching is often used to create a sense of exclusivity and group identity among target audiences. In this case, the advertiser is using code-switching to appeal to Arabic-speaking audiences. The use of the Arabic word "أو فيش" also conveys a sense of authenticity and cultural sensitivity.

Code-switching can have a number of cognitive benefits, such as improving executive functioning, memory, attention, and focus. In this case, the code-switching to the name of the McDonald's meal (دوبل فيليه أو فيش) is likely to grab the attention of Arabic-speaking audiences and make the meal more memorable.

The code-switching may also help to create a sense of connection between the advertiser and the target audience. By using the Arabic word "أو فيش", the advertiser is showing that they

are aware of and respectful of the cultural background of their target audience.

Code-switching can be a powerful tool in advertising discourse. It can be used to build relationships with target audiences, convey authenticity and cultural sensitivity, create a sense of exclusivity and group identity, and make advertising messages more memorable and engaging. In the case of the McDonald's meal (دوبل (فيليه أو فيش), the code-switching is used to achieve all of these goals. The advertiser is using code-switching to appeal to Arabic-speaking audiences, to convey authenticity and cultural sensitivity, to create a sense of exclusivity and group identity, and to make the advertising message more memorable and engaging.

7. Conclusion

The study on code-switching in the names of McDonald's meals in English and Arabic advertisements has revealed several patterns and types of code-switching instances. The linguistic functions and motivations behind the use of code-switching have been identified, showing how it serves as a tool for cultural references and symbols in influencing consumer perception and interpretation. The attitudes and reactions of English and Arabic-speaking consumers

towards code-switching in advertising discourse have been examined, highlighting its impact on consumer engagement, brand recall, and purchase intent. Additionally, the study has demonstrated how code-switching contributes to the localization and cultural adaptation of the McDonald's brand in English and Arabic-speaking markets. The cognitive processes involved in comprehending and processing code-switching have been explored, shedding light on its influence on consumer understanding and memory of the brand. Overall, this research provides valuable insights into the complex dynamics of code-switching in advertising and its implications for multinational brands like McDonald's.

This study is an attempt to investigate the patterns, linguistic functions, cultural influences, consumer perceptions, and cognitive processes associated with code-switching in the names of McDonald's meals in English and Arabic advertisements. Through a comprehensive analysis of advertising discourse and consumer responses, we have gained valuable insights into the phenomenon of code-switching in branding and marketing strategies. First, the analysis revealed various patterns and types of code-switching instances in the naming of McDonald's meals. These include translation, transliteration, borrowing, code-mixing, and the

incorporation of cultural references and symbols. These strategies serve as effective means to reach diverse linguistic and cultural audiences, enhance brand recognition, and create a sense of cultural relevance and familiarity.

Furthermore, there are several linguistic functions and motivations behind the use of code-switching. Code-switching allows McDonald's to cater to bilingual competence, capture emotional and associative appeal, establish brand recognition, and differentiate its offerings in the market. The strategic use of code-switching aligns with cultural preferences and enhances consumer engagement, brand recall, and purchase intent among both English and Arabic-speaking consumers. Importantly, this study highlighted the role of cultural references and symbols in influencing the choice of code-switching in McDonald's meal names. By incorporating culturally specific elements, McDonald's demonstrates its commitment to localization and cultural adaptation, fostering a deeper connection with consumers in English and Arabic-speaking markets.

Additionally, this study attempts to explore how English and Arabic-speaking consumers perceive and interpret code-switching in advertising discourse. Our findings suggest that attitudes and reactions towards code-switching are generally positive, with consumers appreciating the linguistic diversity, cultural resonance,

and authenticity it brings to the brand. Code-switching contributes to consumer understanding, memory of the brand, and fosters a sense of inclusivity and relatability. Finally, this study sheds light on the cognitive processes involved in comprehending and processing code-switching in the names of McDonald's meals. The strategic use of code-switching enhances brand recall, consumer engagement, and influences purchase intent. It taps into consumers' bilingual competence, cultural knowledge, and emotional associations, creating a memorable and impactful brand experience.

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