

## **Anglicism in Pashto: A Case Study of Pashto Media**

1. Riaz Ahmad \*
2. Muhammad Waqar Ali \*\*

### **Abstract:**

This paper explores the influence of English on Pashto, focusing on Pashto media, including TV and social media. It analyzes Anglicisms in terms of loan words and code-switching. It uses a qualitative content analysis approach and focuses on descriptive research to explore Anglicisms in Pashto media, including selected TV show episodes and social media content. It uses non-probability purposive sampling to examine types and contexts of Anglicisms in these media sources. More code-switching than loan words is found. This shows Pashto speakers prefer integrating English for style and communication. The paper discusses Anglicisms like ‘retire’, ‘chairman’, and ‘election’ in Pashto media. It considers the impact of global English media and the need for precise communication. Code-switching examples show a bilingual trend and a shift to global communication styles among Pashto speakers. The study highlights significant changes in the Pashto language. These changes are influenced by global trends, societal changes, and media exposure. They raise important issues about cultural identity and language preservation. This is especially relevant for young, urban, educated Pashto speakers. The paper provides insights into language use in media and contributes to the broader discourse on language evolution in globalization. The study recommends maintaining a balance between embracing global linguistic trends and preserving linguistic heritage.

**Keywords:** Anglicism, EIL, Language evolution, Pashto Language, Pashto media.

---

\* MPhil. Scholar Islamia College University Peshawar

\*\* Assistant Prof. Islamia College University Peshawar

---

## **Introduction**

Anglicism refers to the incorporation of English language elements into other languages. This linguistic phenomenon include a range of influences, from direct loanwords to subtler forms of language adaptation. The term ‘Anglicism’ itself was coined to describe this influence, which can manifest in lexical, phonological, syntactical, and semantic forms. Anglicisms are often most apparent in the form of borrowed words, however, they also include other linguistic aspects like idioms, grammatical structures, and even stylistic nuances (Gorlach, 2002). English is a global lingua franca; it thereby introduces different Anglicisms in other languages. Each is uniquely incorporated into its linguistic framework.

The spread of Anglicism is a global phenomenon, and it is thereby affecting many languages worldwide. This widespread influence is primarily attributed to the dominance of English in several key areas such as science, technology, business, and popular culture. As English becomes increasingly prevalent in these areas, its lexical and structural elements naturally permeate other languages. This phenomenon is not limited to one area or language family. It happens globally. Studies report Anglicisms in numerous European and Asian languages (Adamska-Salaciak, 2013; Choi, 2021; Filipovic, 1974; Imamura, 2018). There are various reasons for this trend but it very often relate to the prestige associated with English. Also, its utility is seen in a global context.

Media, in its broadest sense, encompasses various forms of communication, including print, broadcast, and digital platforms. Each medium plays an important role in language evolution and dissemination. Media mirrors language trends. It also creates them. It is a channel for new phrases and styles. In the context of Anglicism, media acts as a primary vehicle for English language elements to enter and become normalized in other languages. This is particularly evident in digital and social media, where the rapid exchange of information across borders accelerates the adoption of Anglicisms (Kelly-Holmes, 2000). The media's influence extends beyond vocabulary and it is affecting language structure and usage patterns. The influence of media is not confined to vocabulary. It is impacting the structure as well as the usage of language.

Pashto, the language of the Pashtuns in Pakistan and Afghanistan, is witnessing a rise in Anglicisms, which is more evident in the Pashto journalese. English terms are common in Pashto media. The factors responsible for this prevalence of Anglicisms in the media include incorporation of English in education and technology. Global media networks also play an important role. This blend of English into Pashto raises questions of language purity. It also shows a trend of linguistic globalization (Rahman, 2006).

---

## Literature Review

Rasheed & Isabel (2023) studied Anglicism in Urdu. They focused on English words in Urdu. This involved phono-semantic matching (PSM). PSM borrows neologisms keeping similar sound and meaning. They collected their data from the Urdu newspaper, *The Daily Jang*. They identified various types of PSM in Urdu. These types included pre-existent and new forms of PSMs. The study found new forms as most productive in Urdu, thereby suggesting partial PSMs impact the Urdu vocabulary too much.

Azizah (2018) studied Anglicisms in Indonesian. The focus of this study was the phonological and semantic changes. The study collected its data from social media and common conversations. It found Anglicisms with ng-/nge- prefixes. The study noticed that phonologically loanwords mostly follow Indonesian rules. However, there existed some exceptions. The study divided Anglicisms into three semantic groups: restricted, expanded, and static meanings. The study concluded that English has both phonological and semantic impact on Indonesian.

Nogueroles (2017) studied the effect of English on Spanish. This study researched many Anglicism aspects in Spanish. It also looked into historical perspectives of Anglicisms in Spanish. Moreover, the paper studied sociolinguistic effects of Anglicisms. It used corpus linguistics for the analysis of Anglicism. The study also researched pseudo-Anglicisms. Thus, it provided a good review of language borrowing and English's influence on Spanish.

Chesley (2010) studied the impact of English on French. The main focus of the study was on new English lexical borrowings. It compared English borrowings with borrowings from other languages. The study collected its data from articles of a French newspaper. The researcher noticed more Anglicisms than other foreign words. Anglicisms were more incorporated into the French lexicon. The study also looked into the cultural contexts of these borrowings. The study found that Anglicisms appeared more in unrestricted cultural settings. The findings suggested that there is a broader integration of Anglicism into French.

Onysko (2004) studied Anglicisms in German language. It looked into the historical as well as current usage of Anglicism. The study researched evolution of Anglicism in German language since the early 20th century. It explored types of Anglicisms in German language. It also looked into their phonological and morphological integration. The paper also went on to analyze the motivation behind the use of Anglicism. The findings of this paper suggested that there is a shift in attitudes towards Anglicisms in German. The attitude of the German people changed from that of resistance to acceptance of Anglicisms.

Jadar Sanchez & Tuomainen (2014) studied the impact and perception of English language in Finland. Their study focused on use of Anglicisms. They used

---

surveys and interviews to carry out their study. The result of their study showed varying attitudes towards English in Finland. It showed how English integrates into Finnish society and language. Also, how it influences various domains like education, media, and everyday communication. The paper highlighted the different perspectives of Finns towards this linguistic phenomenon. It showed that the Finns' attitude reflects a balance between cultural identity and global interconnectedness.

Pirmoradian & Chalak (2022) explored Iranian students' attitudes towards Anglicism and English loanwords in Persian. It specifically investigated whether there are significant differences in attitudes between male and female students. The study used questionnaires distributed among students majoring in law and business. The data was analyzed with descriptive statistical methods. The findings revealed a generally positive attitude towards English loanwords among the participants. There were no significant gender-based differences in these attitudes. This study helped understand loanword use in Persian. It looked at sociolinguistics and gender's impact on language choices.

Sailaja (2011) examined the use of Hinglish, a blend of Hindi and English, in the popular Hindi film "Jab We Met." The study focused on the linguistic aspects of code-switching between Hindi and English. It analyzed dialogues from the film to show how English words and phrases are integrated into Hindi speech. Sailaja discussed the various categories and subcategories of English usage in the film, such as vocabulary borrowings, set expressions, and code-switching. The study shed light on India's current linguistic landscape.

Anglicisms are increasingly integrated in Pashto media, both TV and social media. It is reshaping the Pashto language. Not only is this trend causing concerns about the integrity of Pashto, but it is also affecting the speakers' cultural identity. Lack of research on the aforementioned construct inspired the current enquiry. This study aims to explore English's influence on Pashto in media. It also looks into the global language trends which are impacting Pashto. It examines how these changes affect Pashto culture preservation and communication among its speakers.

### **Research Questions**

1. How do Anglicisms manifest in Pashto media, and what is their frequency and distribution in different forms of media (TV shows and social media)?
2. What are the impacts of Anglicisms on the Pashto language and its speakers?

### **Methods**

This study uses a Qualitative Content Analysis approach (Morgan, 1993). It aims to explore and interpret Anglicism in Pashto media, specifically through TV shows and social media Facebook pages. Being a descriptive study, it focuses on

---

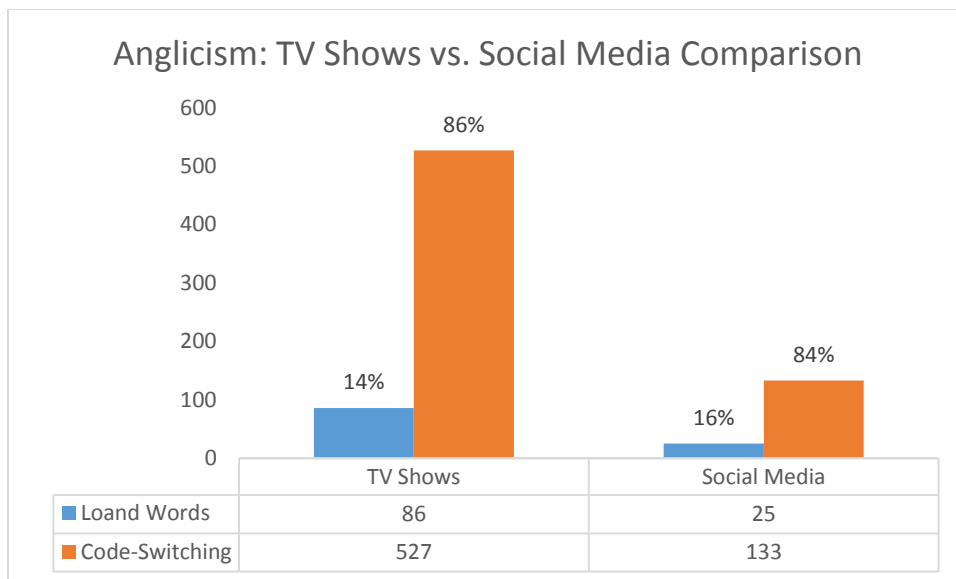
describing the occurrence and characteristics of Anglicisms in these media. Descriptive research design is aimed at systematically and accurately describing a population, situation, or phenomenon. It is appropriate when the research objective is to identify characteristics, frequencies, trends, and categories (Denscombe, 2021). For Data Analysis, Thematic Analysis is employed to identify patterns of Anglicism, like types, contexts, and functions in the media content.

The population for this study encompasses a broad range of Pashto media content. It uses non-probability purposive sampling. In purposive sampling, samples are selected based on the researcher's judgment and the purpose of the study (Buelens, Burger, & van den Brakel, 2018). The sample includes 5 episodes of the selected TV show (Famous Khyber News show *Ghair Siyasi with Syed Wiqas Shah* and the last 2 weeks (i.e. Jan-Feb 2024) posts from five famous Pashto *Facebook* pages: “What is going on in Peshawar,” “University of Peshawar,” “Peshawar,” “Pukhtoogle,” and “Swat News”. These sources represent varied aspects of Pashto media and provide a comprehensive view of Anglicism in this linguistic and cultural context.

## **Results**

In the analysis of Anglicisms in Pashto TV shows, it was found that out of the total 613 occurrences, 86 instances were categorized as loan words, while 527 were instances of code-switching. This suggests a predominant tendency towards code-switching over the direct borrowing of English terms. As shown in Figure 1, code-switching is more prevalent than the use of loan words in Pashto TV shows.

---



*Figure 1 Anglicism: Pashto TV Shows vs. Social Media*

In a parallel analysis focusing on Anglicisms in social media, a total of 158 instances of Anglicism were observed particularly over the last two weeks of content from five prominent Pashto pages. Of these, 25 instances were identified as loan words, whereas a significantly higher number, 133 instances, were classified as instances of code-switching. This pattern, similar to that observed in TV shows, further highlights a marked preference for code-switching over the direct borrowing of English terms in Pashto social media content. The distribution of these Anglicism types in social media content are visually represented in Figure 1.

A comparative analysis between TV shows and social media was also conducted. The data revealed distinct patterns in the usage of Anglicisms across these platforms. As demonstrated in the clustered bar chart below, both mediums showed a higher frequency of code-switching compared to loan words. However, the proportion of code-switching is more pronounced in TV shows. Social media exhibited a relatively balanced distribution between loan words and code-switching. This suggests varying linguistic influences in different forms of media.

### **Analysis of Specific Anglicisms in Pashto Media**

Following the quantitative analysis that highlighted the prevalence of Anglicisms in Pashto media, this section's purpose is to dig deeper into the nature of these linguistic elements. In order to provide a more tangible understanding of how Anglicisms manifest in Pashto, the researcher will present and examine specific

examples drawn from the dataset. This analysis will focus on five loan words and five instances of code-switching. Each will be carefully selected to show the different ways in which English influences the Pashto language within media contexts. The section will offer insights into the contextual and cultural dynamics that cause this linguistic phenomenon. This approach will help bridge the quantitative data with a qualitative understanding. It will enrich the overall analysis of Anglicisms in Pashto media.

### **Analysis of Loan Words in Pashto Media.**

This section will analyze in detail five examples of loan words in Pashto media.

Example 1: “Retire”

Instance in Pashto Media:

Pashto: دوي اوس ريتائر شوي دي. (*Doe Ws Retire Shwe De.*)

English Translation: He is retired now.

Analysis: The term ‘retire’ in the Pashto context is a direct borrowing from English. Pashto does not have a specific equivalent that captures the full essence of ‘retirement’ as understood in modern employment contexts. In Pashto, there are words for ending a job or career, but none specifically mean retiring from work, especially after reaching a certain age. This gap in the Pashto vocabulary leads to the widespread adoption and use of the English word ‘retire’ among Pashto speakers. It's a clear example of how English words fill lexical gaps in Pashto. The use of ‘retire’ in Pashto media is not just a linguistic choice but also reflects the cultural and societal changes influencing the language, particularly as concepts of career and employment evolve in the Pashtun context.

Example 2: “Chairman”

Instance in Pashto Media:

Pashto: دا چئيرمين هم پاتي شومے دے. (*Da chairman hom patay shway Dy.*)

English Translation: He has remained the chairman too.

Analysis: In Pashto, the use of the English term ‘chairman’ is a common practice. It shows another example of linguistic borrowing. Pashto has native words for leadership roles such as ‘senior’, ‘leader’, or ‘guardian’, and even a direct equivalent ‘Raees’ (رئيس) for ‘chairman’, but the preference for the English term is noticeable among Pashto speakers. The rationale behind this preference is twofold. Firstly, the term ‘Raees’ in Pashto denotes a position of leadership but it is not exclusive to the administrative role of a chairman. It is often used more broadly for various leadership positions. This ambiguity can cause confusion about the exact role. Secondly, the word ‘chairman’ brings clarity and exactness in conversation. It conveys the exact meaning meant by the speaker. This

---

preference shows that Pashto media tends towards English for clarity. In this example it is clear that English is preferred for its precision and global recognition.

Example 3: “Bureaucrat”

Instance in Pashto Media:

Pashto: دوي بيوروکړېت هم پاتې شوي دي. (*Doe bureaucrat ham pati shwe de.*)

English Translation: He has remained a bureaucrat too.

Analysis: The English term bureaucrat is frequently used in Pashto media. This contrasts with the native Pashto term “دولتي چارواکي” (*Dawlati charwaki*), which is not widely recognized among Pakistani Pashtuns although it is the accurate translation. The preference for the English word ‘bureaucrat’ is primarily due to the unfamiliarity of the majority of Pakistani Pashtun speakers with the term “دولتي چارواکي”. This term is more commonly understood and used by Pashtuns in Afghanistan. It shows regional differences in vocabulary within the Pashto language. Moreover, there is a direct transliteration of ‘bureaucrat’ into Pashto as “بيوروکرات” but it is seldom used. Using English words in government and administrative settings shows a preference for English because it’s widely known and clear.

Example 4: “Connect”

Instance in Pashto Media:

Pashto: دا خبرې کنکټ کوم. (*Da khabaray connect kom.*)

English Translation: I am connecting the points.

Analysis: In contemporary Pashto media, the English term ‘connect’ is commonly used. This is seen in contexts ranging from everyday conversations to technical discussions, such as “انټرنیټ کنکټ کړی” (*internet connect krai*), which means ‘connect to the internet’. There is an equivalent Pashto word for ‘connect’ – “پیوستول” (*Paywastol*) – but its use has become very rare. The widespread adoption of the English term ‘connect’ is due to many reasons. The prevalence of this word in media, both international and local, has played a significant role in popularizing it among Pashto speakers. The consistent use of ‘connect’ in English media sources, and its subsequent adoption by Pashto media, has caused the gradual decline in the use of the native term “پیوستول”. This linguistic shift shows a broader trend where native vocabulary is gradually replaced by English terms. It happens mostly in contexts involving technology and modern concepts.



The preference for ‘connect’ over “پیوستول” is not just a matter of convenience but also proves the influence of global media.

Example 5: “Case”

Instance in Pashto Media:

Pashto: دا نه بل کيس (Daa na bal case)

English Translation: Not this one, another case.

Analysis: The English term ‘case’, especially as used in political and judicial contexts, is commonly adopted in its original form by Pashto speakers. This use is common in discussions of legal and political situational analyses. In Pashto, while there are various terms that relate to the concept of a ‘case’, none of them precisely covers the specific meaning conveyed by the English term. Terms in Pashto might cover aspects of a situation, incident, or matter, but the comprehensive connotation of ‘case’ as used in judiciary and political contexts is not captured by any single Pashto word. This linguistic gap has caused the adoption of the English word ‘case’ in Pashto media. The term is used to refer to legal cases, political situations, or specific scenarios being discussed. Its adoption shows the influence of English on Pashto. Especially in the domains where precise terminology is important, for example, law and politics.

#### **Analysis of Code-switching in Pashto Media.**

This section will analyze in detail five examples of code-switching between Pashto and English in Pashto media.

Example 1: “Jail”

Instance in Pashto Media:

Pashto: عمران خان راوباسی د جیل نه. (Imran Khan Raobasai Da “Jail” na)

English Translation: Release Imran Khan from Jail.

Analysis: The English term “jail” is integrated into the Pashto sentence. Pashto has its own words for prison, such as “زندان” (zandan) or “بند” (band). However, the speaker uses the English word very frequently. There are two potential reasons for this. Firstly, it brings more smooth flow of the speech. Secondly, this term is frequently used because of its widespread acceptance in the Pashto media. This example shows that certain English terms are used in Pashto media because of their familiarity. It also reveals that English has greater impact on the vocabulary of Pashto.

Example 2: “Election”

Instance in Pashto Media:

Pashto: الیکشن ته شپږ ورځې پاتې دي. (Election ta Shpag Wrazay Pati de.)

English Translation: There are six days left in the election.

Analysis: In this example, the English word “election” is incorporated into the Pashto sentence. Although there exists a Pashto equivalent “ټاکنې” (*takane*), the speaker chooses to use the English term. This decision likely comes from several factors. Firstly, “election” has gained widespread acceptance in Pashto, particularly in media discourse which has made this term a familiar term to Pashto speakers. Also, the native Pashto term “ټاکنې” is comparatively less used in media, thus very rare in everyday language. Another potential reason for this choice preference could be the global nature of the term “election”. Political discourse and news very often go beyond national boundaries so, using universally recognized terms like “election” can make the content more accessible to a broader audience. This example of code-switching shows global terms are adopted in Pashto. These terms are often political and technological. They are known worldwide and easy to understand.

Example 3: “Play”

Instance in Pashto Media:

Pashto: ډیر بڼه کردار ئې پلے کړے دے. (*Der Kha kirdar ye Play karay dy*)

English Translation: It has played a great role.

Analysis: In this sentence, the English verb “play” is used in conjunction with the Pashto word for ‘role’ (*kirdar*). There exists a Pashto equivalent for “to play a role” – “کردار ئې ادا کړے” (*kirdar ye ada kray*), but the speaker opts for a combo of Pashto and English. This has resulted in “*Kirdar ye Play karay.*” This choice is likely impacted by the popular English phrase “Play the role,” which has a wide acceptance and recognition. This instance of code-switching can be attributed to the influence of English idiomatic expressions in Pashto. The phrase “play a role” is not only linguistically easy but also has a certain level of universality in its meaning and use. Moreover, such a blend of Pashto and English might be seen as more modern which shows the evolving nature of Pashto media discourse. The use of “play” in this context is also a proof of the media’s role in shaping language. Media often adopts and popularizes certain terms or phrases from dominant languages like English.

Example 4: “Exactly”

Instance in Pashto Media:

Pashto: ایگزکتلی! هم داسې ده. (*Exactly! hom dasy da.*)

English Translation: Exactly! It is so.

Analysis: Pashto speakers are more frequently adopting “exactly” from English. This is common in Pashto media and education. Although Pashto possesses equivalent terms such as “بيخي” (*bekhi*) or “بلکل” (*bilkul*), the preference for the English term is notable. The frequent use of “exactly” in English-language media has an influence in Pashto speakers. It has led to its natural incorporation into everyday Pashto speech. This shows a broader linguistic trend where English expressions and words enter the Pashto language. Also, the use of English words like “exactly” might be associated with a certain level of modernity. For Pashto speakers, especially the younger generation, using such English terms can signify being up-to-date or aligned with global communication styles. This trend is further reinforced by the media, where English terms are often used to appeal to a wider audience.

Example 5: “Go ahead please”

Instance in Pashto Media:

Pashto: تاسو ووايئ، گو اهيډ پليز (*Tasu owayai, Go ahead Please*)

English Translation: You talk, Go ahead please.

Analysis: In this example, the English phrase “Go ahead Please” is smoothly integrated into a Pashto sentence. The speaker uses this phrase as a polite way to invite the next person to speak. It essentially is the translation and reinforcement of the first part of the utterance "تاسو ووايئ" (*Tasu owayai - You talk*). This use is a respectful and formal way of giving the floor to another speaker in a conversation or discussion. The prevalence of “Go ahead please” in formal settings and Pashto media is a key reason for its adoption. The phrase has become a standard in formal discourse. It is often used in interviews, discussions, and meetings. It generally conveys respect and politeness. Its use in Pashto media, particularly in talk shows and formal interviews, has normalized among Pashto speakers. Another reason for this linguistic combo could be the desire to maintain a bilingual communication style, which is valued in formal and educated circles. Using English phrases like “Go ahead please” in combination with Pashto adds formality. It also aligns the speaker with a more global and modern communication style. This trend shows the growing influence of English as a global language, entering even the formal aspects of other languages like Pashto.

## Discussion

Studying Anglicisms in Pashto media shows a pattern: code-switching is more common than loan words in TV and social media. This trend suggests that Pashto possesses a good vocabulary capable of expressing these concepts but speakers

often opt for English terms. This choice shows a preference or habit rather than a linguistic necessity.

Several factors may contribute to this linguistic phenomenon: The major focus on topics like politics, economy, and international relations incorporates a higher proportion of English vocabulary. These domains are heavily influenced by Western thought and media and thus naturally embed more English terms into their discourse. Pashto media then adopts these terms. The educational profiles of TV show hosts and guests is also an important factor. These people are typically well-educated and often products of English-medium schools. Their inclination towards English is shaped by their education which is reflected in their language choices. Certain terms, particularly those associated with digital media (e.g., “media”, “press conference”, “show”), have become universal jargons across languages in Pakistan. Their use in English ensures comprehensibility and consistency across diverse media landscapes. The widespread consumption of Urdu TV shows among the Pashtun population contributes significantly. Urdu media using similar Anglicisms and sets a precedent that Pashto media and speakers often follow. It shows a broader linguistic trend across different language media within the country.

That said, there are some other essential considerations too which are crucial in the large scale adaptation of Anglicism in Pashto media. The adoption of English terms in Pashto media is not just a matter of linguistic convenience. It is also a reflection of the cultural prestige associated with English language. In many societies, including the Pashtun community, English is often perceived as a language of modernity and intellect. This perception influences language choices in media. Thus, one’s use of English shows modern global trends.

The process of rapid globalization has made English more important. It is true particularly in the case of digital communication. English incorporation in Pashto media does two things. Firstly, it suits to the interest of local Pashto audiences. Secondly, it also gives Pashto media a place in the global linguistic trend. Global English dominance is clearly visible in technology and internet. So, when Pashto media uses English words, it connects with the whole world.

The language choice of the audience hugely affects content of every media. In the case of Pashto media, many urban educated viewers know English well and they prefer to use it more frequently. This familiarity shapes what these viewers expect from Pashto media. As a result, Pashto media is increasingly becoming more dependent upon English words. In this case, choosing English is more about meeting the needs of the audience. This phenomenon results in reciprocity: audience impacts the language of the Pashto media and vice versa.

---

Having being exposed to English from school, young and urban viewers like Anglicism in Pashto media. Almost the whole of this group is multilingual. Their response to Anglicisms is positive. They connect new information with their existing knowledge. Social media content with Anglicisms engages them better. It leads to more interaction and feedback. This shows a generational and urban-rural language use difference. Urban, educated people prefer English. This preference is shaped by their linguistic environment and education.

The long-term effects of English through media on Pashto, especially for the young, are clear. They are drifting from traditional Pashto, often using code-switching in formal settings. This shift, driven by media, shows a loss of L1 and its idioms. Language educators and experts express concern over this development (Ullah, Ullah, & Khan, 2023). They do not oppose English but they advocate Pashto language education to preserve the language's richness and diversity (Siddiqui, Inamullah, & Irshadullah, 2017). The shift towards English in media is not just a linguistic change but is a cultural one. It is affecting the way younger generations connect with their linguistic heritage.

The widespread use of Anglicisms significantly affects Pashto language status and Pashtun identity. Educated Pashtuns in formal settings often choose English over traditional Pashto. This is due to unfamiliarity with Pashto original words or fear of seeming uneducated. This trend lowers Pashto's status and challenges cultural preservation. Although there are 69 languages being spoken in Pakistan as of 2023, research and academics favor English. This trend impacts Pashto's visibility and viability. It also shapes the Pashtun community's view of their language and culture.

Direct exposure to Anglicisms in media improves English proficiency among Pashto speaking youth. It helps them easily learn English in schools. At the same time, it reduces their Pashto proficiency. This leads to a problem, younger generations are losing touch with their native language. This change in education raises questions. The key is to balance global languages like English and preserve regional languages like Pashto, including their linguistic and cultural integrity.

The findings of this study match with those of Azizah (2018). Azizah's study found that most loanwords in Indonesian follow the native linguistic rules. Similarly, in Pashto, loanwords often follow Pashto's rules. One best example in this regard is that of pluralization of loan words in Pashto. The findings of this study slightly differ from Chesley's (2010) results. Chesley found that English mixed into French by the French at all educational levels. In Pashto, Anglicisms are used in formal, educated groups. This study also agrees with Onyskos' (2004) research. Onysko found a shift in Germany community from resistance to acceptance of English. A similar change of mind is also evident in the Pashto-

---

speaking community. English is increasingly accepted in Pashtun community. It is becoming a new normal in Pashto media. Moreover, this research also coincides with the findings of Pirmoradian & Chalak (2022). They noted a generally positive attitude towards English loanwords. This is also the situation for Pashto and people mostly like English loanwords.

## **Conclusion**

The study explored Anglicisms in Pashto media, including TV shows and social media. It uncovered a notable presence of Anglicisms. These were mainly shown through code-switching, not just loan words. This pattern was consistent across different types of media. It suggests a wider linguistic trend, not just isolated cases. The quantitative analysis highlighted more frequent code-switching. This shows Pashto speakers' intentional choice to include English in their speech. This is particularly true in formal or modern settings.

The integration of Anglicisms in Pashto media shows the language's flexibility, but it also questions its long-term linguistic integrity. The findings show this trend is not due to a lack of Pashto vocabulary. Instead, it is a preference for English. This is influenced by globalization, education, and English's prestige. The audience—especially younger, urban, and educated people—mostly reacts positively to these Anglicisms, accepting and understanding these linguistic incorporations effortlessly. This acceptance signifies a shift in linguistic preferences. It highlights the dynamic nature of language as it adapts to contemporary communication needs.

Easy and smooth integration of Anglicisms in Pashto media, shows cultural changes in Pashtun society. More importance is given to English than Pashto in formal and academic settings. This trend in Pashtun society resonates with the global linguistic trend. On contrary, this trend jeopardizes Pashtun language and culture. The study also highlighted the important connection between global linguistic trends and education. It found that English words in the media help Pashtun youth learn English easily, but at the cost of their knowledge of Pashto. Therefore, this situation demands an effective plan to balance global linguistics trends and preservation of local culture and language. Future studies can look at the role of factors like age, education, and urban-rural divide affecting language choices and competence.

In conclusion, this study increases our understanding of local languages like Pashto. It shows how Pashto adapts and evolves under the influence of English. It also shows the way Pashto responds to modern communication trends. It addresses implications for language policy, education, and cultural identity as well. Local languages, like Pashto, are evolving under the influence of

---

globalization. Studies like this provide a clear understanding of the situation on the ground. They help us understand the complex balance of language adaptation and preservation.

## References

- Adamska-Salaciak, A. (2013). The Anglicization of European Lexis. *International Journal of Lexicography*, 26(4), 504-509.
- Azizah, N. (2018). Anglicism in Indonesian. *Ethical Lingua: Journal of Language Teaching and Literature*, 5(1), 61-71.
- Buelens, B., Burger, J., & van den Brakel, J. (2018). Comparing inference methods for non-probability samples. *International Statistical Review*, 86(2), 322-343.
- Chesley, P. (2010). Lexical borrowings in French: Anglicisms as a separate phenomenon. *Journal of French Language Studies*, 20(3), 231-251.
- Denscombe, M. (2021). *The good research guide: Research methods for small-scale social research projects*. UK: McGraw-Hill Education.
- Filipovic, R. (1974). A contribution to the method of studying Anglicism in European languages. *Studia Romanica et Anglica Zagrabienisia: Revue publiee par les Sections romane, italienne et anglaise de la Faculte des Lettres de l'University de Zagreb*, 37, 135-148.
- Gorlach, M. (2002). *English in Europe*. Oxford: Oxford University Press.
- Imamura, K. (2018). The lexical influence of English on Japanese language: Toward future comparative studies of Anglicisms. *Global Studies*, 2, 101-116.
- Jodar Sanchez, J. A., & Tuomainen, S. (2014). English in Finland: Opinions and attitudes on the use of Anglicisms. *Elia*, 14(13), 97-144.
- Kelly-Holmes, H. (2000). Bier, parfum, kaas: language fetish in European advertising. *European Journal of Cultural Studies*, 3(1), 67-82.
- Morgan, D. L. (1993). Qualitative content analysis: A guide to paths not taken. *Qualitative Health Research*, 3(1), 112-121.
- Nogueroles, E. E. (2017). An up-to-date review of the literature on Anglicism in Spanish. *Dialogo de la Lengua*, 9, 1-54.
- Onysko, A. (2004). Anglicism in German: From iniquitous to ubiquitous? *English Today*, 20(1).
-



- Pirmoradian, N., & Chalak, A. (2022). Iranian students' attitudes towards English loanwords in Persian with a focus on gender differences. *International Journal of Language and Translation Research*, 2(1), 23-38.
- Rahman, T. (2006). Language policy, multilingualism and language vitality in Pakistan. In W. Bisang, H. H. Hock, W. Winter, A. Saxena, & L. Borin (Eds.), *Lesser-Known Languages of South Asia: Status and policies, case studies and applications of information technology* (pp. 73-106). Mouten de Gruyter.
- Rasheed, S., & Garcia, M. I. (2013). A corpus based study of Anglicism: Neologism in Urdu through phono-semantic matching. *Journal of Policy Research*, 9(1), 64-71.
- Sailaja, P. (2011). Hinglish: Code-switching in Indian English. *ELT Journal*, 65(4), 473-480.
- Siddiqui, A. B., Inamullah, H. M., & Irshadullah, H. M. (2017). Attitudes of parents towards Pashto medium of instruction in government primary schools of Khyber Pakhtunkhwa. *Journal of Research in Social Sciences*, 5(2), 54-65.
- Ullah, S., Ullah, T., & Khan, H. (2023). Threats and opportunities of globalization: Analyzing the impact of globalization on Pashto language. *Pakistan Journal of Society, Education and Language (PJSEL)*, 9(2), 611-619.
-