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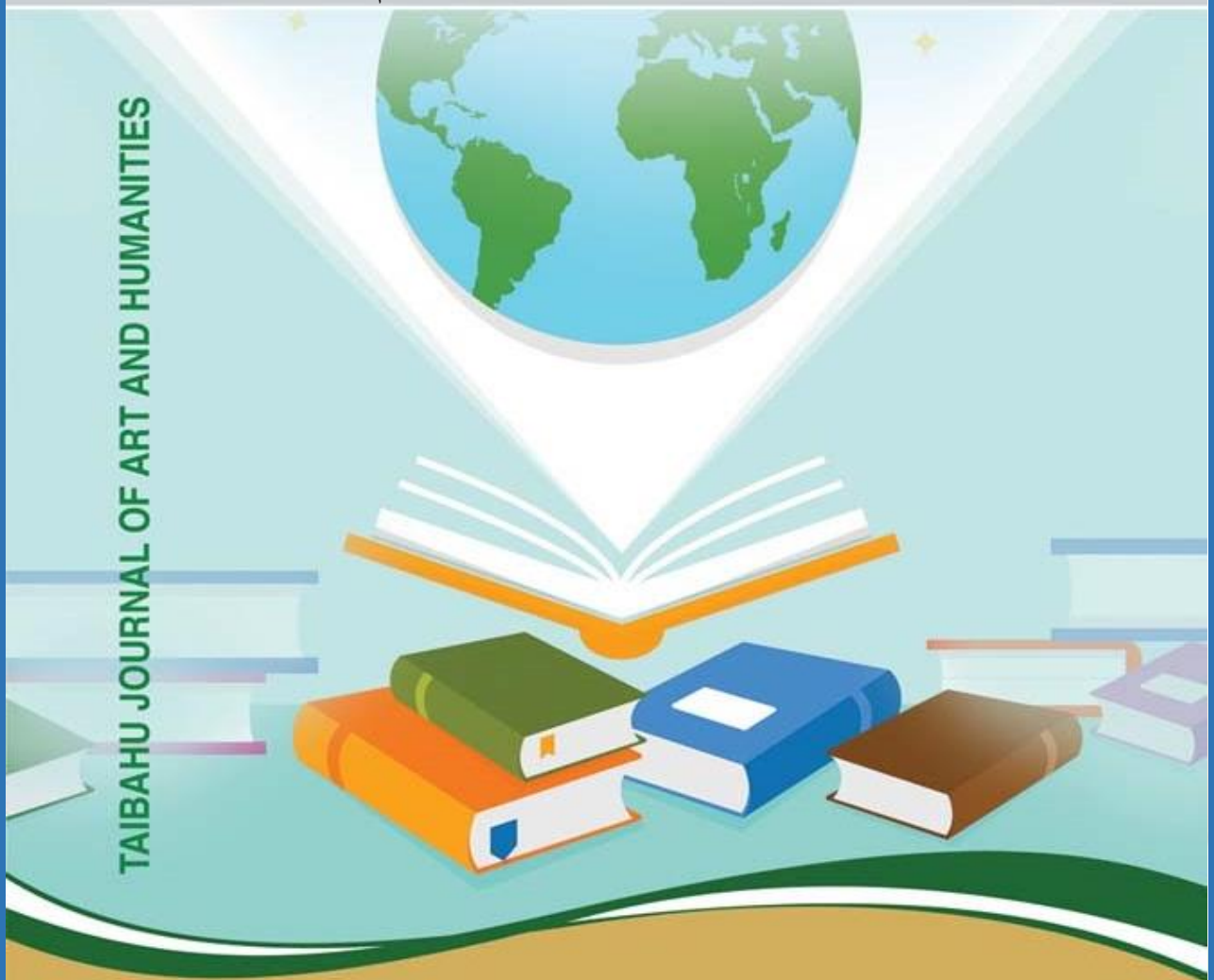
الآداب والعلوم الإنسانية A&H

العدد الواحد والأربعون لسنة ١٤٤٦هـ/مارس ٢٠٢٥م (الجزء الأول)



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مجلة جامعة طيبة للآداب والعلوم الإنسانية

دورية علمية محكمة

كلية الآداب والعلوم الإنسانية بجامعة طيبة

العدد الواحد والأربعون لسنة ١٤٤٦هـ/مارس ٢٠٢٥م (الجزء الأول)

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للدخول للموقع الإلكتروني للمجلة والاطلاع على بحثكم والبحوث المنشورة، يرجى مسح كود QR التالي عن طريق أي قارئ لأكواد QR

هيئة التحرير

التعريف بمجلة جامعة طيبة للآداب والعلوم الإنسانية

مجلة جامعة طيبة للآداب والعلوم الإنسانية هي مجلة علمية محكمة، تصدر عن كلية الآداب والعلوم الإنسانية، بجامعة طيبة، تنشر البحوث والدراسات الأصيلة، باللغتين العربية والإنجليزية.

الرؤية

الريادة في نشر البحوث العلمية الأصيلة في الآداب والعلوم الإنسانية

الرسالة

نشر الأبحاث العلمية المحكمة في مجالات الآداب والعلوم الإنسانية وفق المعايير المعمول بها عالميا للتحكيم ونشر الأبحاث

الأهداف

- نشر الأبحاث الأصيلة في مجالات الآداب والعلوم الإنسانية التي تسهم في خدمة الإنسان وتقدم المجتمعات.
- تلبية حاجة الباحثين محليا، وإقليميا، وعالميا لنشر الأبحاث الأصيلة في مجالات الآداب والعلوم الإنسانية.
- الإسهام في إيجاد مرجعية علمية محكمة في مجالات الآداب والعلوم الإنسانية.
- العمل على النهوض بعدد الاستشهادات المرجعية بأبحاث المجلة.
- الحصول على معامل تأثير إقليمي ودولي متميز في تخصص الآداب والعلوم الإنسانية.
- إدراج المجلة ضمن شبكة كلاريفيت للعلوم (ISI سابقا) وكشاف الاستشهادات المرجعية الدولي للمجلات العلمية المصنفة عالميا.

قواعد النشر بالمجلة

- البحوث المقدمة للنشر يجب ألا يكون قد سبق نشرها، حتى وإن كان من الباحث نفسه، أو مقدمة للنشر في جهة أخرى، وإذا قبلت للنشر فلا يسمح بنشرها، سواءً باللغة العربية أو وبأية لغة أخرى.
- في حال ثبت أن بحثاً تم نشره بالمجلة قد نشر سابقاً في مجلة أخرى – ولو كان ذلك من طرف الباحث نفسه –، فإن للمجلة الحق في اتخاذ الإجراءات القانونية المناسبة ذات العلاقة.
- تمتنع المجلة عن تحكيم البحث الثاني لأي باحث إلا بعد صدور أربعة أعداد من تاريخ نشر بحثه الأول بالمجلة.
- يقدم الباحث طلبا بنشر بحثه متضمناَ العناوين التي تمكن من الاتصال به ومراسلته عليها، وتعهده بالملكية الفكرية، ومشفوعاً بسيرته العلمية، والتزامًا بعدم نشر بحثه في أي جهة نشر أخرى وهذه المرفقات يتم تحميلها من الموقع الإلكتروني للمجلة على الرابط التالي) أمسح الكودَ QR أسفله عن طريق أي قارئ للأكواد للدخول لموقع المجلة)
- يُعدُّ إرسال البحث عبر موقع المجلة الإلكتروني قبولاً من الباحث بقواعد النشر في المجلة.
- لا ترد المجلة على استفسارات الباحثين عن حالة أبحاثهم، إلا بعد انقضاء فترة ستين يومًا (شهرين) من تاريخ وصول البحث للمجلة.
- تعتذر المجلة عن استقبال الأبحاث خلال الإجازات الدراسية في منتصف العام، ونهاية السنة الدراسية، وفق تقويم الدراسة في جامعة طيبة، المعتمد في موقع الجامعة الإلكتروني.
- تخضع الأبحاث المقدمة للمجلة للتحكيم من قِبَلِ محكمين متخصصين ومعتمدين لدى المجلة، ولهيئة تحرير المجلة حق تقرير أهلية البحث للتحكيم من عدمه ابتداءً.
- تقدم المواد العلمية والبحوث عن طريق نسخة إلكترونية عبر البريد الإلكتروني للمجلة
- تكتب الآيات القرآنية للبحوث العلمية في العلوم الشرعية وفق مصحف المدينة النبوية للنشر الحاسوبي.
- يشترط ألا يتجاوز عدد كلمات البحث (١٢٠٠٠) كلمة، متضمنةً الملخصين العربي والإنجليزي والكلمات المفتاحية.
- يكون لكل بحث ملخصان: أحدهما باللغة العربية، والآخر باللغة الإنجليزية، على ألا يتجاوز عدد كلمات أي منهما (٣٠٠) كلمة.
- يتم إدراج ما بين (٤–٦) كلمات مفتاحية كحد أقصى وتكتب باللغتين العربية والإنجليزية.
- يكون توثيق النصوص والاقتباسات باستخدام إحدى الطرق العلمية الموحدة في كامل البحث.
- القواعد الخاصة بإعداد قائمة المراجع: –
  - تتضمن قائمة المراجع الأعمال التي استشهد فيها في متن البحث وترتب ترتيباً هجائياً.
  - رومنة المصادر العربية بالحروف اللاتينية في قائمة مستقلة.

ما تنشره المجلة يعبر عن وجهة نظر صاحبه، ولا يعبر بالضرورة عن وجهة نظر المجلة.

أثر طرق التعبير على معدل التناوب اللغوي بين العربية والإنجليزية في منصتي إكس وسناب شات

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الملخص

حظيت ظاهرة التناوب اللغوي بالكثير من البحث العلمي، إلا أن مقارنة معدل استخدامها في الحديث المنطوق مقارنة مع النص المكتوب لم تلق الكثير من اهتمام الباحثين، بالرغم من الاختلافات في معالجة الحديث والكتابة من قبل الدماغ البشري. لذلك، تهدف هذه الدراسة إلى مقارنة معدلات حدوث التناوب اللغوي بين العربية والإنجليزية في إعلانات المؤثرين السعوديين المنطوقة والمكتوبة على منصتي إكس (تويتر سابقاً) وسناب شات. شملت بيانات الدراسة ٨٠٠٠ كلمة (٤٠٠٠ كلمة لإعلانات منطوقة على سناب شات، و٤٠٠٠ كلمة لإعلانات مكتوبة على منصة إكس). استخدم التناوب اللغوي في الإعلانات المنطوقة بمعدلات أعلى قليلاً منه في الإعلانات المكتوبة، بيد أن الفرق بينهما إحصائياً لم يكن قوياً، سواء في معدلات التناوب اللغوي (القيمة الاحتمالية = ٠,٤٩)، أو في معدل استخدام الكلمات الإنجليزية (القيمة الاحتمالية = ٠,٣٨). وبهذا، فإن هذه الدراسة تقدم دليلاً مضاداً لفرضيات في أبحاث سابقة افترضت أن التناوب اللغوي أكثر شيوعاً في الحديث منه في الكتابة.

الكلمات المفتاحية: التناوب اللغوي، التواصل الاجتماعي، الحديث، الكتابة، اللغة العربية

Impact of Mode of Delivery on the Frequency of Arabic–English Code-Switching on X and Snapchat

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Abstract

Code-switching is a well-researched phenomenon. However, scant research has compared the rate of code-switching in speech to writing among populations, even though speaking and writing are processed differently in the brain. Thus, the current study aimed to compare instances of Arabic–English code-switching in verbalised and written online advertisements on Snapchat and X (formerly Twitter) by Saudi influencers. The data comprised 8,000 words (4,000 words from spoken advertisements on Snapchat and 4,000 words from written advertisements on X). Code-switching was slightly more frequent in the spoken advertisements than in the written advertisements (102 vs 89, respectively). However, the difference between the two datasets was not statistically significant in terms of instances of code-switching (P = 0.49) and the number of English words (P = 0.38). The results provide counterevidence to earlier research suggesting that code-switching is more common in speech than in writing.

Keywords: Arabic, code-switching, social media, speech, writing

current research and the findings of the study. After a discussion of the results and the study's implications and limitations, this paper concludes with recommendations for future research.

Literature Review

Code-switching: Types and functions

Code-switching is a phenomenon that has received considerable attention from linguists in various disciplines. Hymes (3, p. 103) defined code-switching as a 'common term for alternative use of two or more languages, varieties of a language or even speech styles'. Other definitions provide more limitations on what is considered code-switching. For instance, Gumperz (4) stated that the use of the two codes (i.e. languages or language varieties) is within one setting. According to this definition, the two languages are used side by side. Another term relevant to code-switching is code-mixing. Although the two terms are used by many researchers interchangeably (Holmes & Wilson, 5), others distinguish between them by referring to intrasentential code-switching (discussed below) as code-mixing (Liu, 6). For example, Maschler (7) stated that code-mixing describes a phenomenon in which a third code from one of the two codes spoken by a bilingual emerges. Hymes's (3) definition, while classic regarding this phenomenon, encompasses the different types of code-switching researched today (Keller, 8). Switching between two Arabic codes (e.g., Standard Arabic and Gulf Arabic) can be found in the data; how-

Introduction

Although speaking and writing are language skills that involve language production, psycholinguistic research shows that there are differences between them. For example, for most people, language is processed in the left hemisphere of the brain. When typing on a keyboard, an individual normally uses both hands, requiring their brain to perform extra tasks in motor areas that are not typically activated during speech (Zadina, 1). Another difference is that speech is a naturally acquired skill, while writing and reading are cultural products. Therefore, speech is a universal feature of all human languages, but reading and writing are not (Fernández & Cairns, 2).

Although several studies have been conducted on code-switching in speech and writing, little comparative research has investigated code-switching in these two language skills, particularly in naturally occurring language in social media. Hence, the current study aimed to bridge this gap by comparing the instances of Arabic code-switching in advertisements made by Saudi influencers on two social media platforms: X (writing) and Snapchat (speech). Two corpora were created to answer the following research question: Is there a difference in the frequency of code-switching between social media advertisements delivered verbally (on Snapchat) and in writing (on X)?

The next section reviews the related literature, focusing on the definition, types and functions of code-switching. This is followed by an elaboration of the methodology employed in the

different topic, the arrival of a new person or a change in the degree of formality. These two categories were later used by Gumperz (14) to list six functions of code-switching: quotation, addressee specification, interjection, reiteration (i.e. repeating one's own words in another language), message qualification and personalisation versus objectification. Other sociolinguists, such as Appel and Muysken (15), have developed other classifications of the social functions of code-switching. To investigate code-switching functions in classrooms, Ferguson (16) devised a list of the functions of code-switching in second language classrooms. Some sociolinguists criticised these classifications, calling them vague (17-19). Auer (20) even criticised attempts to create a comprehensive list of code-switching functions because such lists try to limit the infinite functions to a specific number. Despite the classifications above having received criticism, they are still widely cited in recent literature on the social functions of code-switching (see 21-23).

The next section reviews recent works on the types and functions of code-switching on selected social media platforms, namely Facebook, X, YouTube, Snapchat, Instagram and WhatsApp.

Studies on code-switching on social media

The term 'social media' refers to websites and applications that allow users to create, manage and upload content online (Heinz, 24). This content can in turn be viewed, shared and discussed by other users who are registered on the

ever, the current study only analyses and discusses switching between Standard Arabic and Gulf Arabic on the one hand and English on the other hand.

One area of study in this field is types of code-switching, which is mainly concerned with the exact places at which alternations occur. Poplack (9) introduced three classifications for the syntactic categories of code-switching: intersentential, intrasentential and tag-switching. Intersentential refers to code-switching between sentences, wherein the speaker or writer finishes a sentence in one language and begins a new sentence in another. Intrasentential describes using two languages in one sentence. Finally, tag-switching involves the use of tags in a different language. Syntacticians have also been interested in the potential constraints of code-switching. The main aim of such studies is to explore whether code-switching is governed by syntactic constraints, such as word order, which governs code-switching (see 10-12).

Another area of study in code-switching is functions (i.e. the reasons why bilinguals switch between languages). One prominent work that tried to establish a link between code-switching and social functions was Blom and Gumperz's (13) research on metaphorical versus situational code-switching. In the former, bilinguals switch between languages to serve social functions, such as expressing feelings and emotions. By contrast, situational switching serves the function of signalling a change in the situation, such as talking about a

Jamali et al. (33) conducted a qualitative study on code-switching by Urdu–English bilinguals on the X platform and concluded that intrasentential code-switching was most commonly used by the sample.

In another study on code-switching, Kellert (27) utilised X's geolocation feature to determine whether the size of the speech community impacted the frequency of code-switching. The data indicated that although the size of the speech community and its geographical location may play a role in the frequency of code-switching, other social factors, such as the topic under discussion, can be of greater importance in determining frequency.

Feldman et al. (30) used a Twitter corpus to investigate the correlation between balanced bilinguals' historical language preferences and the frequency of code-switching when commenting on a natural disaster (Hurricane Irma). The data showed a significant correlation between language preference and the frequency of the sample's English–Spanish code-switching.

Arabic–English code-switching on X was also investigated in several studies. For instance, Alamri (34) analysed the types of code-switching in 300 tweets posted by Saudi students at a Saudi university. The study concluded that intrasentential code-switching was the most frequent type. According to the responses to the questionnaire, Saudi students mostly code-switched because of the topic in which the code-switching instance occurred.

same platform or other similar platforms. Different social media platforms allow users to create and comment on content in various forms, including written and spoken language. Hence, the content can be in the form of text, audio, video, images or any combination of these. One interesting feature of the linguistic content created on social media platforms is that the data produced by individuals are generally less formal and more natural than the content broadcast by mass media (Karlsen, 25). Since code-switching is more likely to occur in less formal speech (26-28), the content generated on social media platforms, such as X (formerly Twitter), YouTube, TikTok and Snapchat, is of great value for code-switching studies (30-31).

A plethora of researchers have utilised social media data to study the phenomenon of code-switching. For instance, Panka (31) analysed the types, strategies and functions of Polish–English code-switching on Facebook. All three types of code-switching (i.e. intrasentential, intersentential and tag-switching) were found in the data. The most common type was intrasentential (82%). Additionally, the sample code-switched between Polish and English for various strategies, such as alternation and insertion, and for functions, including in-group membership humour and quotation.

Ting and Yeo (32) also investigated code-switching on Facebook. In their study, 24 students code-switched between Malay and English for various functions, such as interjection and message qualification.

the only study on code-switching in this platform is Almoaily's (21) account of the functions of code-switching in Snapchat advertisements. The study's data showed that most of the sample switched for availability (76%). Other less frequent functions, such as quotation, interjection and specifying addressee, were presented in the data.

Other social media platforms that have been studied for code-switching are podcasts (39-40), Instagram (41-43), WhatsApp (Elhija, 44) and TikTok (Søreng, 45).

Research gap

The previous section reflected the scarcity of comparative research on code-switching in the two linguistic modes of speech and writing. Despite the availability of many studies on code-switching on social media, to the best of our knowledge, no previous study has compared the frequency of code-switching in the two linguistic modes of delivery (i.e. writing and speech) in that realm. Hence, the current study aimed to compare the frequency of code-switching in Saudi influencers' advertisements on two social media platforms: Snapchat (spoken) and X (written). The next section highlights the methodology employed in the current study.

Methodology

The current study aimed to compare the frequency of Arabic–English code-switching in spoken versus written online advertisements. The data were collected from two social media platforms commonly used by Saudi influenc-

In another study about Saudi Arabic–English bilinguals' code-switching on Twitter, Alsamhan and Almutrafi (35) found that gender had a significant impact on code-switching frequency. The tweets posted by male users had significantly more instances of code-switching than those of female users. The level of education also had a correlation with higher rates of code-switching by the sample.

YouTube is another social media platform that has been utilised by sociolinguists to study the phenomenon of code-switching. For instance, Putri and Simatupang (36) analysed the types and functions of Indonesian–English code-switching in four episodes of a YouTube channel. The results indicated that intersentential code-switching was the most commonly occurring type in the data. Several functions were found, such as topic, change of participants and setting.

The types of code-switching employed by Swedish YouTube influencers were investigated by Andjela (37), who reported that intersentential code-switching was the most frequent type in the data.

Al-Oraibi and Himood (38) studied Arabic–English code-switching by Iraqi Youtubers. Like many of the studies reported above, intrasentential code-switching was the most common type in their data. Additionally, females in their sample code-switched more than males in their sample.

Snapchat is one of the least studied platforms in the literature. To the best of our knowledge,

spontaneous as those spoken. Indeed, writers have more time to revise advertisements before posting them. Therefore, the following hypotheses (H) were formulated to test whether reports that code-switching is more frequent and prevailing in speech than in writing (e.g. 46-47) apply to online advertisements:

H1: Verbal advertisements have more instances of code-switching than written advertisements.

H0: There is no difference between written and spoken advertisements in terms of codeswitching frequency.

board waived the requirement of written informed consent for participation in the study/for the publication of potentially identifying information. The individuals' personal and account information has not been revealed and pseudonyms have been used to conceal the identities of the sampled influencers. The social media data was accessed and analysed in accordance with the platforms' terms of use and all relevant institutional/national regulations.

The current study collected data from a limited population (Saudi influencers on social media); therefore, purposive sampling was employed to collect even amounts of data from four clusters: female advertisers on X (n = 20), male advertisers on X (n = 20), female advertisers on Snapchat (n = 20) and male advertisers on Snapchat (n = 20). In total, 100 words from each advertiser were included in the data

ers: X and Snapchat. All the advertisements included in the data were less formal than the advertisements broadcast in mass media (e.g. TV and the radio). Hence, the data produced by the sample can be classified as naturally occurring because verbal advertisements are not scripted by advertisers and are mostly unplanned and unrehearsed. Written advertisements are mostly written in nonstandard Arabic, indicating a less formal way of communicating with influencers' followers. Although both datasets represented naturally occurring language, including informal patterns of speech and writing, the written advertisements were not as

Data

The current study used naturally occurring data to compare instances of code-switching in two modes of communication (speech versus writ-

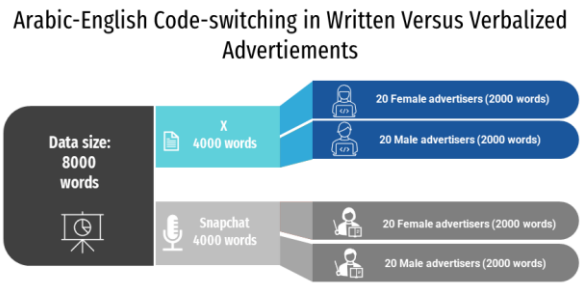

Figure 1 Distribution of the data

ing). The data were taken from advertisements made by Saudi influencers on two social media platforms: X (formerly Twitter) and Snapchat. The advertisements on X were posted as texts, while the advertisements on Snapchat were verbalised. The study was approved by the Institutional Review Board of King Saud University. As the data was publicly available, the

was considered code-switching in the current study. The data contained code-switching between Arabic codes and between Arabic and English. Given the limited scope of the current study, only the latter type of code-switching was included in the analyses. Notably, loanwords (i.e. words that have been borrowed from another language and were added to the lexicon of another [Myers, 48]) and words without Arabic equivalents, such as brand names and trademarks, were not regarded as instances of code-switching. Thus, only words and expressions with Arabic equivalents for which the sampled advertiser chose to use the English alternative (either written in English or translated into Arabic) were regarded as code-switching tokens.

Snapchat advertisements were transcribed, and instances of code-switching were highlighted. This was done in two stages. First, the advertisements were audio-recorded, and an electronic dictation app was used to transcribe the data. Given that transcriptions can lack accuracy, the second stage involved revising the transcriptions and editing them to increase their accuracy. The instances of code-switching were highlighted in bold, and the number of code-switching instances by each advertiser was entered into Microsoft Excel for quantitative analysis.

The same procedures were applied to the advertisements on X (except transcription because the advertisements were already written). The texts were copied in the data file, followed by revisions to ensure the collection of (see the procedures section below for more details about what counted as code-switching and how the 100 words were calculated). Thus, the data comprised 8,000 words (4,000 words from written advertisements and 4,000 words from verbalised advertisements) from 80 Saudi influencers (see Figure 1). All of the sampled advertisers were native speakers of Arabic who resided in Saudi Arabia and frequently posted advertisements targeting Arabic-speaking followers residing in Saudi Arabia. Thus, Saudi influencers who targeted non-Arabic-speaking audiences or lived in an English-speaking country were not included in the sample. Another measure used to reduce potential discrepancies in the data was including a sample belonging to the same age group (young adults).

The advertisements covered a range of products, including cars, technology, personal care, fashion, food and travel. The advertisements were posted between April 2022 and August 2023. For Snapchat advertisements, the first 100 words were included in the corpus. Some advertisements on X were made in posts shorter than 100 words. In this case, more than one advertisement was used to reach the minimum target for each influencer. The next section addresses the procedures followed to process the data.

Procedures

It is difficult to define code-switching due to disputes surrounding this term and its increased areas of focus (Keller, 8), making it necessary to expand the discussion on what

Code-switching instances in the two datasets (i.e. written versus spoken advertisements) were then quantitatively compared, and a t-test was used to test the hypotheses above. The next section discusses the results of the study.

instances of Arabic–English code-switching. In the spoken advertisements, members produced low instances of code-switching (M = 2.55, SD = 2.3). The instances were even lower in the written advertisements (M = 2.2, SD = 1.8). A similar pattern was also found in the number of English words in each dataset. Variation in the frequency of the use of English words within the spoken advertisement sample was greater than in the written advertisement sample (SD = 3 vs 2, respectively). A potential explanation for this slight difference is that some bilinguals in the 'written advertisements' group may have been more conscious of their code choices. Hence, they tried to avoid code-switching in their written advertisements. Avoidance of code-switching is more difficult to apply in speech, given the shorter time speakers have for linguistic production. Table 1 lists the number of code-switching instances by the sampled advertisers.

even amounts of data from each participant. Punctuation mistakes were corrected so that a comma preceded by a space, for instance, was not regarded as a separate word. Additionally, emojis were removed because they can be difficult to classify as either Arabic or English.

Results

The sampled advertisers produced few instances of code-switching in both datasets (i.e. written and spoken). In the written advertisements, the influencers produced 98 English words out of 4,000 (2.45%). The number of English words in the verbalised advertisements was slightly higher: 118 out of 4,000 words (2.95%). Thus, the total number of English words in both datasets was 216 (2.7%). Furthermore, most of the code-switching occurrences witnessed in the data were one-word intrasentential switches. The total of one-word switches in the written advertisements was 77 out of 89 code-switching occurrences (86.5%). Spoken advertisements also showed more occurrences of one-word switches: 86 out of 102 (84.3%). The standard deviation (SD) values show that there was more variation between the 'spoken advertisement' members than the 'written advertisement' members in terms of

Table (1) Frequency of Arabic code-switching in spoken and written advertisements

Language mode	Speech (40 advertisers)			Writing (40 advertisers)		
	total	average	σ	total	average	σ
Code-switching instances	102	2.55	2.3	89	2.2	1.8
No. of English words	118	2.95	3	98	2.45	2

hypothesis that code-switching occurs more frequently in spoken advertisements was rejected.

Below are examples of Arabic–English code-switching from the data. Examples (1) and (2) are from spoken advertisements, while examples (3) and (4) are from written advertisement data. The English words are highlighted in bold.

(1) **box** xaʃab
box wood
'A box made of wood'

(2) titᶜaf:i mi:zat el.**always** **display**
you.turn.off feature the.always display
'You turn off the *always display* feature'

(3) **package** sijaħi lisit:tat ayyam
package touristic for.six days
'A six-day tourist package'

(4) matdʒar jaxtasˁ fi elmuntajat el.**super** **quality**
store specialises in the.products the.super quality
'A store that specialises in super quality products.'

These findings are discussed further in the next section.

more occurrences of the phenomenon under investigation in verbalised advertisements. However, the difference between the spoken and written advertisements was not statistically significant. These findings provide counterevidence to assertions that code-switching is more frequent in speech than in writing (46-47). This finding makes a significant contribution to the literature on the social functions of

Although the verbalised advertisements had a slightly greater frequency of Arabic–English code-switching than the written commercials did, the difference between the two datasets was not statistically significant. The t-test indicated that the P-value was 0.49. The difference between the two groups in the number of English words they used in their advertisements was also not significant (P = 0.38). Hence, the

Discussion

The current study investigated whether Arabic–English code-switching in spoken advertisements is more frequent than in written ones. The data taken from 80 Saudi online influencers suggested a slight difference in the frequency of Arabic–English code-switching between spoken and written advertisements, with

found that code-switching attracts negative attitudes (see 50-52), it was used by bilingual advertisers, even in written adds, where the advertisers had enough time to construct their advertisements and avoid Arabic–English code-switching. Advertisers are indeed aware of the consequences of upsetting their targeted audience; thus, their use of code-switching is an indicator that negative attitudes towards code-switching have little effect on its use in real-life communications. Indeed, code-switching has been skilfully used by bilingual online advertisers, both in written and spoken advertisements, even by those with limited English proficiency. This finding has useful implications for sociolinguistic and media studies on the influence of code-switching and code choice on consumer behaviour.

Limitations

Careful measures were taken during data collection, such as collecting data from members belonging to the same age group, comparing data from the same language genre (i.e. online advertisements by amateur advertisers) and excluding Saudi influencers who live in an English-speaking country or target non-Arabic speakers. However, some limitations should be noted. For example, determining the English proficiency level would be helpful in determining whether it influenced the frequency of code-switching in advertisements. Importantly, this limitation had little impact on the quality of the collected data because code choice is minimally influenced by one's proficiency, especially in written advertisements, code-switching. The findings favour the argument that code-switching is not merely due to bilinguals' low ability to control their code choice or low communicative or linguistic skills; rather, they may intentionally code-switch to achieve social functions (49). Although those who posted written advertisements had ample time to revise their posts to minimise code-switching or avoid it altogether, they still produced instances of code-switching that resulted in only small differences from the data of Snapchat advertisers. Notably, the latter are always under pressure to finish their speeches within the limited time available for each Snap.

Another finding was that the Arabic–English code-switching instances were mostly intrasentential, which was similar to findings in other studies (see 34, 38, 33, 31). The findings are also similar to those of studies on code-switching in other linguistic groups (e.g. 46-47). A potential explanation for this pattern is that the advertisements were mostly delivered by speakers with limited English proficiency. This explanation can be supported by the fact that certain English words were frequently used as one-word switches (e.g. brand = 22, code = 22, box = 16). Additionally, the expected audience was Arabic speakers. Hence, there was no need to produce longer stretches of speech in English.

Implications

The findings of this study have several implications. Although many researchers have

where apps can be used to translate texts from Arabic to English and vice versa.

Conclusion

This study compared the frequency of code-switching in two language modes (speech and writing). The data taken from 80 middle-aged Saudi male and female advertisers on social media platforms X and Snapchat showed no significant difference between written and verbalised advertisements, respectively, in terms of the frequency of Arabic–English code-switching. The findings provide counterevidence to many reports stating that code-switching is mostly found in verbal communication. Future research in this area of enquiry is recommended. For instance, future studies could compare consumers' attitudes towards written and spoken commercials containing code-switching. Another potential area of research is investigating switching between two Arabic codes (standard and vernacular). Although a few studies have explored diglossic code-switching in Arabic advertisements (53-54), these were conducted using newspapers. Diglossic code-switching by social media users may show different patterns.

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