

Code-Switching for Persuasion from the Lens of Neuro-Linguistic Programming

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Abstract

Bilingual or multilingual is the product of our global village. To excel in their fields people are learning different languages. Code-switching has been discussed by linguists with reference to success. Code-switching for persuasion is used everywhere in politics, education, business, etc. Luna and Peracchio (2005) researched in the field of advertisement, the impact of code-switching on persuasion, for bilingual consumers. They proved that due to the code-switching level of persuasion in the field of advertisement goes to the highest point. They used and extended the markedness model. This left the need for dealing with code-switching, in connection to persuasion from a different perspective. This research deals with code-switching in relation to persuasion and the field of advertisement, from a totally different perspective, which is Neuro-Linguistic Programming. Neuro-Linguistic Programming was developed in the early 1970s by computer scientist Bandler (1970) and a linguist Grinder (1970). "NLP is a tool kit", Bandler (2010) which helps people in achieving their goals. The lens of NLP utilized in this research includes Representational systems, Anchoring, Rapport, Hypnotic language patterns or hypnotic effects, etc. Method of this research is observation and for the sake of authenticity close and open-ended questionnaires were utilized. 60 to 70 Pakistani ads from newspapers, billboards, pamphlets, etc. and T-V commercials were observed from the lens of NLP in connection to code-switching for persuasion. For Pakistan the field NLP is new but its worldwide usage and popularity shows that it is effective. For an advertising man, NLP is a magical tool kit which is proved by this research. This research is not only helpful for the people of marketing and advertisement. It is helpful for those who want to speak effectively and lead in their social circles.

Keywords: Code-switching, Persuasion, Neuro-Linguistic Programming, Marketing.

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Introduction

This research article is connected to the lens of Neuro-Linguistic Programming. Through the

lens of NLP, in the world of bilingualism, code-switching has been observed for persuasion in the field of advertisement. The researcher from the lens of NLP observes different

Pakistani advertisements from newspapers, brochures, billboards, banners, etc. to explore NLP's perspective about code-switching for persuasion in the field of advertisement.

Different works have been done in connection to code-switching as a positive factor for persuasion among bilinguals. In the article "Advertising to Bilingual Consumers: The impact of code-switching on persuasion", the researchers David Luna (2005) and Laura A. Peracchio (2005). Used Markedness Model as the base of their sociolinguistic framework, and dealt with the extended Markedness Model. According to them, the advertising slogans switching from minority language to the majority language had greater persuasion levels as compared to the other way round. Their research provides insights into the impact of code-switching for persuasion among bilinguals.

This relation of code-switching and persuasion among bilinguals can be dealt with another dimension. That dimension is Neuro-Linguistic Programming, with which the researcher is dealing with this research. According to the trainer Robert B. Dilts (2011), NLP stands for three important components: Neurology, language and programming. How the neurological system works in relation to taking in information, how information is processed and how our minds are programmed or re-programmed. These are the questions for which NLP stands. Robert B. Dilts gives the simplest

definition of NLP:

"Neuro-Linguistic Programming describes the fundamental dynamics between mind (neuro) and language (linguistic) and how their interplay affects our body and behaviour (programming)".

Observation through the lens of NLP will not only benefit the people belonging to the field of marketing. In fact, this observation will help consumers, to understand how unconsciously ideas are planted in their minds. The lens of NLP used in this research is made up of: Representational systems, Anchoring, Rapport, Hypnotic language patterns or hypnotic effects etc.

Background to Neuro-Linguistic Programming

Neuro-linguistic Programming is new in Pakistan. It has only one certified institution called, "The First Institution of Dynamic Learning" in Karachi headed by Kamran Sultan. NLP proved its importance. Due to which it is taught in different universities in other countries and it is progressing day by day.

NLP was introduced by Richard Bandler (1970) and John Grinder (1970) in the former 1970s. Richard Bandler was a student of computer science and math. He became interested in behavioural sciences and started puzzling out in that area. He became a friend of linguistic professor John Grinder. Together they started

shaping, which is nowadays known as the science of excellence. "What was the difference that made the difference?" . They wanted to know what makes the difference. Due to which they studied three therapists who were successful in their fields. Those three therapists are Fritz Perls, famous for Gestalt therapy, Virginia Satir famous for family therapy and Milton Erickson famous for hypo-therapy.

Richard (1970) and Grinder (1970) both wanted to know what makes the person achieve success. What are the techniques, which makes a successful person? Why is one person successful and another not? How through language minds can be reprogrammed? All these queries helped them in developing the famous, "tool kit" .

Oxford dictionary defines NLP as, "A system of alternative therapy intended to educate people in self-awareness and effective communication and to model and change their patterns of mental and emotional behaviour". In the field of NLP effective communication plays a vital role because through this, minds can be reprogrammed. Ideas can be planted in their minds.

Through NLP one can not only program or rule his/her mind, but can do the same with other's mind too; in order to achieve success. Language plays a vital role in NLP; in fact, the game is played through language. Nowadays, in bilingual/multilingual world code-switching is considered of

great importance for achieving success. Same is the case with NLP. This world is filled with different opportunities, every person strive for betterment and success. "NLP is a tool kit", these tools are very helpful for those who want to be benefitted from every opportunity or achieve success. This is the reason why the researcher is exploring the impact of code-switching for persuasion from the lens of NLP.

Statement of Problem

A lot of research is done on code-switching and persuasion in the field of advertisement. Still, some advertising agencies are better than others. What makes them better leaves the place for another dimension to explore. To excel there is always a place for a new dimension. That new dimension is NLP, which is used in this research.

Research Question

What is the impact of code-switching for persuasion in the field of advertising, from the lens of NLP?

Delimitation

This research is delimited to the field of advertising in Pakistan, with Urdu as native and English as a second and official language.

Literature Review

Humans live in this materialistic world with some goals leading to aim. We all strive for success which doesn't come easily. To achieve success or reach our aim; we, humans devise different strategies, methods, applications, tools,

etc. One of the modern tool kits is NLP, known as the key to success. By using this innovative tool kit or way of life as a lens the researcher observed the impact of code-switching for persuasion in the world of bilingualism. Nowadays, bilingualism is the focal point of interest of linguists because it is the demand of mysterious time. A great deal of study has been done on bilingualism and there are contradictions among linguists concerning its pure definition. In the book *Bilingualism: An Advanced Resource Book*, the writer Bee Chin Ng (2007) and Gillian Wiggles Worth (2007) deal with contradictory definitions of bilingualism. According to them:

Bloomfield (1933) understood bilingualism as "native-like control of two languages", but Mackey (1962) presented a different view, "the ability to use more than one language". Weinreich's (1968) looks at bilingualism as "the practice of alternately using two languages", Weinreich's (1968) view is similar to Mackey's (1962) view. Haugen (1953) dealt with the starting point of bilingualism and gave his definition according to that. He states that "the point where a speaker can first produce complete meaningful utterances in the other language".

What made bilingualism important, is the need of people; who not merely want to survive, but want to achieve greater success, in this world of colourful languages. Roger Ascham (1815) rightly quotes in his book, "The

English Works of Roger Ascham: Preceptor to Queen Elizabeth", "As a hawk flieth not high with one wing, even so, a man reacheth not to excellence with one tongue". When it comes to excellence, no stone is left unturned. This is the reason, due to which the researcher chose to dive in the sea of bilingualism.

When the term bilingualism is dealt with, another very important term comes across, called code-switching; around which this research revolves. Anastasia Schmidt (2014), talks about first linguists to deal with code-switching, in her book, "Between the Languages". According to Schmidt (2014), Haugen approached the code-switching phenomena with his first definition. That is, "Code-switching occurs when a bilingual introduces a completely unassimilated word from another language into his speech".

Carol Myers-Scotton defines code-switching in her book, "Multiple Voices: An Introduction to Bilingualism" says that, "Code-switching... is the selection of bilinguals or multilingual of forms of an embedded variety (or varieties) in the utterances of a matrix variety during the same conversation". In general, one of the languages is dominant; the major one is called the matrix language and the minority language is the embedded speech. Thus, it can be said that code-switching is simply swinging between two or more languages.

There are different reasons for which code-switching is utilized. Many

pieces of research related to code-switching have been done. These researches deal with different aspects of code-switching and the reasons for utilizing them.

Walid M Rihane (2013) talks about code-switching in his research paper titled, "Why Do People Code-Switch: A Sociolinguistic Approach". He presents the five most important reasons which motivate bilingual speakers towards code-switching. Those reasons are: To show solidarity, to reflect social status, topic, affection, and persuasion . Persuasion is one of the five most important reasons for code-switching. This research also deals with persuasion as a reason for code-switching and explores it in the field of advertisement.

The communication scholar Richared M. Perloff (2003) talks about persuasion in his book, "The Dynamics of Persuasion: Communication and Attitudes in the 21st Century", and says that, "persuasion is a communication process in which the communicator seeks to elicit a desired response from his receiver" .

Thus, it can be said that in order to elicit a desired response from the receiver one needs to work a lot on communication skills and needs to adopt various techniques and one of them can be code-switching.

Nelson Mandela (1918) has rightly quoted, "If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart".

For persuasion, various methods can be adopted. Nowadays the most important and effective one in the field of advertisement is code-switching.

David Ogilvy (2012) has rightly pointed out that, "Advertisement is the business of words". He further states, "The consumer isn't a moron. She is your wife"

This shows the importance of understanding the consumer. After understanding the consumer, the advertising man needs to choose words selectively. Here code-switching can work like magic. This is one of the reasons why the researcher is dealing with code-switching concerning the field of advertisement.

George Santayana (1937), talks about advertising in his book "Works of George Santayana". According to him, "Advertising is the modern substitute for argument; its function is to make the worse appear the better." . This can only be done through clever selection of words and code-switching can do wonders here.

Code-switching for persuasion is used everywhere; politics, education, business, etc. In the article titled, "Advertising to Bilingual Consumers: The impact of code-switching and Language Schemas on Persuasion" by David Luna and Laura A. Peracchio (2005). The impact of code-switching on persuasion for bilingual consumers in the field of advertisement is researched. They proved that due to the

code-switching level of persuasion in the field of advertisement goes to the highest point. While using and extending the markedness model; they prove that either negative or positive attitude attached to the code-switched language will be raised.

With the lens of Neuro-Linguistic Programming, the researcher will observe the technique of code-switching for persuasion in the field of advertisement.

Research Methodology

Postmodernism brought with itself suspicion; regarding the truth and the perfect way of dealing with situations. One can't claim that there is the perfect way for dealing with situations related to different fields. As Foucault (1972) points out that, truths are open-ended and get constructed in special settings, hence my research deals with the existing situation from another proportion. In this research, the researcher will be dealing with code-switching/ mixing for persuasion in different situations, especially in the field of advertisement. The new dimension, utilized in my research is the field of NLP. Through the lens of NLP, the researcher will deal with code-switching for persuasion.

This research deals with the interpretation of data. So it will follow the qualitative paradigm. In-depth analysis of data will be there concerning NLP. The insights will provide the pictures captured through the lens of NLP.

This research is of explanatory nature. The technique of code-switching is the independent variable and persuasion is the dependent variable from the lens of NLP.

Method:

The method of research used is observation. Different areas, especially the field of advertisement, regarding code-switching/mixing for persuasion have been observed through the lens of NLP. It has been observed what NLP tells us about code-switching for persuasion. For the sake of authenticity, a close and open-ended questionnaire has been used.

Tools:

The tool of data collection are questionnaires.

Sample:

Pakistani newspapers, Pakistani Magazines, T-V, Lahore consumers, etc.

Data Presentation and Analysis

Observation through the Lens of NLP

Representational systems:

In the field of NLP. Representational Systems play a vital role; because through them, human beings take in information. There are five representational systems, but three

of them are given more importance; known as VAK. Among these three, visual primary representational system is most common and famous. In the book, "Get The Life You Want", Richard Bandler (2010) says that "brain is going to roam". The best example of brain roaming is sitting in the car driven by a chauffeur. We all travel from one place to another, and this travel is our daily routine e.g. from home to job places, markets, schools, playlands and vice versa. While sitting in the car what attracts us are those big billboards; with the speciality of code-switching. One of the examples is, "Dairy milk...کچھ

میٹھا ہو جائے". As mentioned above that visual representational system is the famous and common one. So for people who have visual RS, the large billboards with a speciality of standard and native language make the effect of information stronger. They will take in information more effectively. Information will be effective only when the consumer's mind is attracted. So for that code-switching from native to the standard language and code-mixing of native and standard languages on large billboards is very effective. Here are some examples of code-switching.



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· At night our attention is quickly diverted to boards/billboards with lights around them. An amalgamation of lights, colours, large size, native and

standard language easily plants an idea in the mind. Another example is, “Sprite nights...من کی مان”.



Here native and standard language is utilized to tell others to follow their heart. After having a look at this, the reader/consumer will visualize what the heart wants. What the heart wants is cleverly connected to a sprite, and here the word sprite is used as an "Anchor". In NLP the technique of Anchoring is used to trigger the desired response.

· Another example is of “Coke”. If this product's all commercial/ads in

different forms are observed, then one thing is quite obvious. The product's association with the idea of living life to the fullest. E.g. “Coca Cola... کھالے زندگی v. chill ہے coke پپی لے جی لے”. So here the product's name is used as an anchor. When a consumer will see a billboard with bright red colour, the lights at night making it more visible with the addition of code-switching will leave imprints on the consumer's mind.



· Another example is of the product “medicam” shampoo, the

billboard on which its ad is displayed is the perfect example of code-switching.



Most of the information is provided in the native language. The sentence "new international packaging" comes with the air of superiority in standard language.

· Nestle's milk pack is the product used on a daily basis. In

Pakistan nowadays, the milk industry is quite famous. Different companies are busy producing and promoting their variety of milk. A good example of code-switching is present in the ad of the milk pack.

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When we look at these above-mentioned examples from an NLP perspective. Then it's quite obvious how billboards/ boards attract the attention of people having a visual primary representational system (PRS). Not only those with visual PRS are attracted but it happens to consumers who fall into other categories, and the reason is the way languages are utilized.

Rapport:

In the field of NLP, rapport is

built through different techniques or patterns. The marketing and advertising people try to build an association/good relation between product and consumer. One can easily find various examples; in the following ad of supreme foam, a connection is made by wishing Ramzaan to consumers in the holy month of Ramzaan. In the other ad of milk, a connection is made through the statement of care; which shows that health and money both are taken care of. The most important thing to observe is, that in order to develop rapport code-switching is used in these ads.



In Pakistan, the name of the product is usually in English, but the slogan of the product is in the Urdu language. So this is the best way in the field of advertisement to develop rapport. E.g. "Skin white... جو بھی لگائے" "ذہن نظر آئے". Here the slogan is in the native language, and it sounds promising.

Nowadays, mobile companies

are quite famous in Pakistan, it can be said war is waged among these companies. Of course, all are trying to build rapport. Some of the examples are: "Jazz... اپنا ہے", "Telenor talk" "شاک", "Mobilink... بر دِل بر دِل" and "Zong... سب کہہ دو" etc. In the following ad of a mobile phone package, code-switching is used very smartly to build rapport with female consumers.



Anchoring:

When the techniques used by the people in the field of marketing/advertising were observed through the lens of NLP. Interesting results came to the surface. When it

comes to the technique of NLP connection/s can be made with anything anywhere. Words like "free" and "sale" are the strongest anchors; they trigger the desired response and sustain their hypnotic effect.



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· This is another example of code-switching; with the technique of anchoring. Native and standard languages, both are used. The word free is in uppercase letters with large font, to attract consumers. Most significantly, those consumers, who have visual PRS will be quickly drawn. Our attitude towards the English language is quite visible through this ad. We give importance to the English language because we understand its value. This is the reason why standard language is in

capital letters. In this ad at one hand Rapport is formed and on the other hand desired response is triggered, by the exercise of strong anchor, which is the word "Free". The techniques of rapport and anchoring are used here.

· When ads of Telenor, which is a mobile company, were observed minutely from NLP's lens. It was observed that the company is pushing the word "talk" in several ads. They have succeeded in creating the word "talk", a strong anchor.



They first got their products linked with the word "talk", with the help of code-mixing/switching. At later stages promoted their product through the word "talk". Nowadays it has become such a strong anchor that it easily reaches the desired reaction.

In a commercial of a drink "mountain dew". The word "dew" was

first connected with the thought of "dare", and slowly at later stages, the word "dew" took the position of the whole idea of daring, e.g. Dew نہ کیا تو "پھر کیا جیا". While using the technique of code-switching, the word dew is used as a strong anchor to elicit the desired response.

Hypnotic Language Patterns:

In the book, “Confessions of an Advertising Man” (2012), David Ogilvy says that "The consumer isn't a moron. She is your wife". So in order to convince the consumers, the sellers need to be sharp, wise and clever. These qualities of sellers can be seen in the language they use in any form, to convince the consumer. There is no denying the fact that, language itself has a hypnotic effect, and the conscious use of hypnotic patterns of language, is something with which we are dealing here. Code-switching has its hypnotic effects. Here code-switching between Urdu and English is being dispensed with. One language is our native language and the other language is called the lingua Franca. When both important languages are practised in a commercial on TV, or as an ad on

billboards, newspapers, etc., Has their own special effect on the mind of the consumer. That special effect is called the hypnotic effect.

In a commercial of Qmobile, a girl from village talks in her native Urdu language with the farmer, tailor and the shopkeeper. While speaking with the shopkeeper, her phone rings and she switches from native Urdu language to English. Telling lies to her friend that, she is roaming in a mall. The code-switching from native to English marks the societal levels. This ad through code-switching gives different reasons to a consumer for buying the Qmobile e.g. telling the consumer that, a mobile can change persons' societal level. In this ad code-switching in connection to societal levels, hits minds of consumers with hypnotic effect, to elicit the desired response.

Another ad by “Qmobile” comes with code-switching in connection to societal levels. This ad is a good example of code-switching in order to plant the idea in the minds of consumers.

The main lines of the ad are: “تو ادھر style کیوں کے Gentleman بابو بن گیا۔” In the ad, people call a man “Gentleman” because now he owns a “Qmobile” which brings style. In Pakistani society, the English words “gentleman” and “style” has its hypnotic effects, which is reflected in Pakistani media productions. In the whole ad, these two words are also used as an anchor to achieve the desired response.

Music has its hypnotic effect when this music is utilized with the hypnotic effect of code-switching in the ads. Then it becomes easy for the advertising or marketing person to get the desired response from the consumer. In most of the above-mentioned ads, music is used with code-switching in order to make the hypnotic effect more powerful.

As discussed earlier through code-switching some words are used as an Anchor. Most of the words succeed in becoming strong Anchors e.g. the word “Dew” in “dew نہ کیا تو پھر کیا کیا”. The words which become strong anchors through or in connection with

code-switching have hypnotic effects.

Conclusions

In this research code-switching for persuasion in different Pakistani ads was observed, through the lens of NLP. Utilization of a new dimension in the field of advertisement and marketing has been fruitful. Through this research different aspects related to code-switching and persuasion in connection to NLP came forward.

Different tools of NLP e.g. rapport, anchoring, hypnotic language patterns were found in the ads, where code-switching was utilized for persuasion. Large fonts with striking colours on prime locations in form of billboard or boards under street lights show the connection between advertising techniques and NLP's world; which gives importance to representational systems (RP), especially the primary representational systems (PRS).

Data collected through questionnaire gave insights to the role of ads on the consumers' mind. It also

brought into limelight the roles of native and standard languages. Used for persuasion in the field of advertisement, and how it affects the mind of consumers. Data collected through questionnaire was completely observed through the Lens of NLP, which proved the connection between NLP and advertising techniques. The most important fact is that, people who belong to the field of advertising or marketing. If they use the techniques or tools of NLP then it will be of great advantage. The newcomers in the field of advertising can use tools of NLP to excel in their field. The observation of code-switching for persuasion from the lens of NLP brought into the light, how minds are programmed consciously and unconsciously by utilizing the technique of code-switching. This research is not only helpful for people belonging to the field of advertising or marketing. It is helpful for consumers too. The lens of NLP in connection to code-switching explored in this research can be a guide book for those who play with the magic of languages.

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