

Codeswitching in Social Media Influencers' Speech:" Iraqi Youtubers" A Case Study

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Abstract

Sociolinguistics is a discipline of linguistics that explores the interaction between language and society. Every person in the world has their own personal language that they use while interacting with others. People can switch between languages with a single speech because of their language variety. In sociolinguistics, code-switching is a phenomenon that may occur in bilingual or multilingual communities. It happens when one switches from one code to another whether intentionally or unintentionally. Many people all over the world employ code-switching in social life. This study aims at determining and analyzing the types of Code-switching used by YouTubers' influencers. To achieve these aims the study hypothesizes that CS is more frequently used by Female YouTuber s' influencers than males. The study uses a quantitative method to show the percentage of code-switching, and a qualitative method to show the linguistic and social reasons for employing CS. To carry out the data analysis, the study adopts Pollack's model (1980). it is found that intra-sentential CS is the most frequently used one. It is also found that female influencers use code-switching more than males. The research concludes that the highest percentage of codeswitching employed by YouTubers' influencers relies on their need for using register and lexical items, showing their knowledge, persuading their audience, show off, and performing habitual practice.

Keywords: Codeswitching, Sociolinguistics, intra-sentential, tag switching, Youtubers, Influencers.

I. INTRODUCTION

Codeswitching (henceforth CS) is a social and common phenomenon that occurs when a bilingual or multilingual speaker switches between two or more languages, varieties, or even speech styles of the same language during a single utterance. Speakers switch to a different language or variety from their mother tongues in order to achieve smoother or more effective communication. As a social phenomenon, CS has social reasons and functions that can be used to analyze the role of CS in society. (Mohammad,2019).

The main aim of this study is to look at CS as a sociolinguistic phenomenon as well as determine its functions used by YouTuber

influencers' Speech, whose vlogs (short for video blog) are concerned with the lifestyle domain. Chose this class of influencers to be the sample of the research because it has a large audience due to the fact that their content deals with the various topic in every field of our life affecting a large diversity of the audience.

Furthermore, the technological evolution of the current century, like internet use and social media like Facebook, Instagram, YouTube, ...etc., give a better opportunity to gain insight into the daily lives of people. As a result of this technological evolution has a great impact on globalization and the latter has its impact on the CS phenomenon.

According to Hoffmann (1991:110), "the most general description of code-switching is that it involves the alternate use of two languages or linguistic varieties within the same utterance or during the same conversation". On her part, Poplack (1970:200, 1980:1) states that "code-switching refers to the mixing by bilinguals or multilingual of two or more languages in discourse, often with no change of speakers or topic, such mixing may take place at any level of linguistic structure, but its occurrence within the confines of a single sentence or even word has attracted most linguistic attention". Moreover, she explains code-switching as the juxtaposition of sentences or sentence fragments each one being internally consistent with the syntactic and morphological rules of its language (1990:70). On the other hand, Muysken (2001:7) follows Hoffmann (1991) when he says that CS is an "alternative use by bilinguals of two or more languages in the same conversation".

To sum up, CS is a general phenomenon used by a person for different purposes and it has different reasons which attract the attention of many researchers such as lack of vocabulary, attract attention, prestige, need to register, habitual practice, and clarification.

1.1 The problem

The phenomenon of CS has become widely observed and very trendy, especially between adolescents and young Arabic speakers in their daily conversations, namely on social media such as Facebook, Twitter, Instagram, and YouTube.

The study tries to find out answers for the following study questions:

1. What are the types of CS used by the YouTuber s' influencers?
2. What are the most frequently used types of YouTuber s' influencers? and Why?
3. What are the factors that affect the use of CS by YouTuber s' influencers?

1.2 The aims of the study

The study aims at:

1. Figuring out Arabic – English CS forms used by YouTuber s' influencers.
2. Finding out reasons and functions behind using Arabic – English CS by YouTuber s' influencers.
3. Determining whether female YouTuber s' influencers use CS more than males or vice versa.

1.3 Hypothesis

The study hypothesizes the following:

1. Intra-sentential CS is the most frequently used type by YouTuber s' influencers
2. CS is mainly used by YouTuber s' influencers when they face a lack of register and vocabulary.
3. Female YouTuber s' influencers use CS more than males.

1.4 Procedure

The procedure consists of the following steps:

- 1- Data is randomly selected from al-Eqapi and Najms' YouTube channels (see appendix b and c). Then, the videos are converted into transcription. Arabic has been transcribed using Latin alphabetical letters. Each letter in the Arabic language is transcribed into characters representative of the Latin alphabetical letters (Rietbroek, 2010:1). (See Appendix a)
- 2- Choosing an appropriate model to analyze the data.
- 3- Finding the most commonly used CS with their functions
- 4- who employs CS more frequently, female or male Youtuber s' influencers.
- 5- The researcher classifies the types of CS and then analyzes the reasons behind doing CS.

Limits

This study is limited in scope to deal with the types of CS employed by Iraqi

vloggers (YouTubers) aged between 29-32 from both genders in certain specializations namely, lifestyle (one female and one male Youtuber s' influencers).

The Model

The model adopted to analyze CS is based on Poplack (1980:918). She states that CS is classified into:

- Inter-sentential CS it may consist of a full clause or major sentence constituent.
- Intra-sentential CS appears in the boundaries of a single sentence or constituent.
- Tag switching can typically be freely inserted anywhere in the sentence hardly without any syntactic refractions.

2. Sociolinguistics

Sociolinguistics is part of language study, Hudson (1996: 4) defined it as "the study of language in relation to society", in one society or speech community, people talk the same language variety and know the same words, the same pronunciation and also the constructions for every single word in their language. Furthermore, sociolinguistics is concerned with how a speaker's speech changes according to situations change, like, how one talks with his teachers, friends, and family. Also, people's speech differs according to different social identities like ethnicity, age, and gender.

According to Holmes (2001:1), Sociolinguists are interested in language speech and social functions of language with varied speaking and how language operates in various social circumstances, and how speakers' language reflects their social identity. Also, Chaer and Agustina (2004: 3) state that, "sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of the speaker as these three constantly interact, change and change one another within a speech community."

The sociolinguistics approach focuses on the phenomenon of CS, and explain it when people alternate between two or more code in their

utterance is called code switching or code mixing and this phenomenon is widely spread all over the world (Astri & Al Fian, 2020:83).

3. Globalization and Social Media

The phenomenon of globalization has some roots in human history, it is not a new phenomenon but it became rooted in major fields of social life largely since the middle of the twentieth century (Scholte, 2005:20).

Linguistically, globalization has led to an increase in both homogenization and differentiation, which means, the factors that can lead to the decline the diversity can also lead to its growth (Johnstone,2016:3).

Social media It becomes a primary source of information for everyone, it enabled every single person to publish different information to a different audience from various countries, so, the media world became as 'global village' as McLuhan (1962) describes it. It regards as a dominant cause of globalization, the first appearance of it was in the western world and then developed and spread widely and quickly, reaching the Arab world. That is due to the revolution of development in technology and this development led to an increase in different forms of media.

YouTube has evolved into a powerful social media platform that has a great effect on shaping people's lifestyles. YouTube allows ordinary users to freely express themselves, speak, and interact; for professional content owners, YouTube makes it easier to communicate with their intended audience (Gillespie, 2010: 350).

YouTubers are YouTube users who create well-known videos or vlogs in the YouTube community. In general, public personalities and celebrities around the world used YouTube to share their daily activities with their audience in order to boost interaction.

4. Bilingualism and Multilingualism

Multilingual communities have evolved in many ways throughout history. The African slave trade, for example, resulted in the migration of a large number of speakers of various languages to the East and West Indies, resulting in the formation of creoles and pidgins. Another cause was the impact of migration, which is defined as the voluntary or involuntary movement of people speaking one language into a country where people speak a different language. Until now, migration has been the most prominent consequence (Spolsky, 1998: 45).

Bilingual in general term, "a person who can speak two languages" contrasts with monolingual. The definitions of the bilingualism phenomenon reflect assumptions about the degree of competency persons must attain to qualify as bilingual (Crystal, 2008). while (Spolsky, 1998: 45) defines bilingual as "a person who has some functional ability in second the language."

Multilingual may subsume bilingualism since it is a term that refers to the individual speakers who have the ability to use two or more languages and also to a speech community. Moreover, there are several levels of proficiency for multilingual abilities and rise different kinds of social and educational problems, depending on the social standing, numbers, and national feeling of the groups concerned (Crystal, 2008).

5. Code Switching

The term CS was initially coined by Vogt (1954) but it began to receive attention study as an independent topic only in the 1970s. As such, it has been the subject of scholarly perspectives, rooted in different theoretical views and different goals (Stell and Yakpo, 2015:2).

Many researchers are paying close attention to the phenomena of CS, as seen by the several proposed definitions and interpretations of its existence and causes. To put it in other words, CS is a broad term that includes terminology

like situational and metaphorical CS, code mixing, code-changing, and tag-switching.

As a result, it's no surprise that CS has a variety of definitions. It's contrasted with another notion, like code mixing (CM), which has a variety of definitions. According to Muysken, CS refers to the rapid succession of various languages in a single speech event. While CM refers to any situation in which two languages' lexical elements and grammatical traits appear in the same phrase.

It may be defined CS as the use of more than one language by two people involved in a speech act (Poplack, 1980 and Myusken, 2000).

According to Gumperz (1982:59), CS is "the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical system or subsystem". While Hoffmann (1991: 110) believes that "the most general description of code-switching is that it involves the alternate use of two languages or linguistic varieties within the same utterance or during the same conversation".

On their part, Betahila and Davies (1983:302), define CS as "the use of two languages within a single conversation, exchange or utterance". They put forward the assumption that (a third code) will produce as a result of alternation between two or more languages.

Hence CS can be regarded as a choice in determining the linguistic choices used in a single utterance or in a conversation where the decision for using either of the languages considered by the speaker to achieve a particular outcome.

6. Types of Code Switching

In what follows the view of three well-known scholars will be taken:

6.1 Poplack's (1980)

a. Inter-sentential CS: It occurs at clause or sentence levels. When one produces this type, he/she must have competence in both languages to produce grammatical sentences in

the right way without any violating of the syntactic rules.

b. Intra-sentential CS: This type occurs in the middle of a sentence or clause or phrase. Jalil (2009:4) holds that this type of CS is the most complex among the other types. It can occur at the sentence, clause, or even word boundaries. Usually, it occurs intentionally or unintentionally, without pauses or hesitation. When speakers use this type, they should have a knowledge of the grammar of both languages.

c. Tag switching: It is the most easily found among other types and without violation of the syntactic rule. In other words, it contains minimal syntactic restrictions, it is the free insertion of tag elements, phrases, short fixed clauses, or sentences, in the other language as an ethnic identity marker. This type includes discourse marker, and interjection, such as (OMG, already, so, you know, I mean, ...etc.).

6.2 Gomupr's (1982)

He proposes two types of CS:

a. Situational CS: It influences by situation change in a conversation or discourse. In other words, the speaker uses CS as a strategy for negotiating a switch in certain aspects of the speech situation.

b. Metaphorical CS: It works as a conversational strategy used to emphasize certain aspects of a statement or to assist conversational acts such as a complaint, apology, refusal, or request, it is used to communicate meanings.

6.3 Meyris Scotton's (1993)

Her classifications included two types of

a. Inter-sentential switching: is occur between sentences from one language to another. This switching takes place outside the sentence or the clause level.

b. Intra-sentential switching: Which occurs within the same sentence. In this type, she claims that, when a speaker is switching the code, the host language will set the grammar and morphosyntactic frame of the CS items.

This study focused on the three prime types of switches identified by Poplack (1980), and her classification in general, well received by many researchers.

7. Reasons for Code Switching

Fishman (1965) states that CS is not related to the speakers' culture, but many reasons determine the choice of CS which may be outside the speaker. Malik (1994) suggests many reasons for CS; Lack of Facility, Lack of Register, Semantic Significance, Habitual Expression, Mood of the Speaker, Addressing a Different Audience, Emphasizing a Point, Attract Attention, To Show Identity with a Group, and Pragmatic Reasons.

Hoffman (1991:116) suggests different reasons for CS; Talking about a particular topic, Quoting somebody else, Interjection, Being emphatic about something, Expressing group identity, Intention of clarifying the speech content for the Interlocutor, Being emphatic about something, and Repetition used for clarification.

Karen (2003: 62) clarifies some of the possible conditions in which CS mostly occurs, the ten conditions are as follows:

- Lack of one word in either language
- Some activities have been experienced only in one of the languages
- A misunderstanding has been clarified
- desires to make a specific communication effect
- One wants to make a point
- Some concepts are easier to be expressed in one language than in the other
- One wants to exclude another person from the group or conversation
- wishing to express group solidarity
- One continues to speak the language used lastly due to the trigger effect

8. Methodology

Sample

The data consists of eight randomly selected vlogs obtained from YouTube. The data was collected from two YouTube channels belonging to Iraqi Youtuber s' influencers; Zainab al-Eqapi and Ali Najm, and four vlogs from each influencer to achieve an objective comparison between females and males.

Data Analysis

This study is quantitative and qualitative in nature. The quantitative analysis gives the percentage of data. It addresses the presence of L2(English) in the analyzed vlogs. Qualitative analysis is increasingly assumed to be complex

and multidimensional; it attempts to deepen our understanding of the reasons for CS in Youtuber s' influencers ' vlogs. It explores a new area where matters are not properly identified or not understood yet (Hancock, 2009).

9. Discussions and Findings

Based on all observations in data analysis, it is found that CS has been used in eight vlogs by two Youtuber s' influencers al-Eqapi and Najm. (see appendix a and b).

Table (1) shows the frequency and the percentage of each type of CS used by the samples in question.

(Table 1: *The types of CS*)

YouTubers	Inter-sentential CS		Intra-sentential CS		Tag switching		Total	
	Freq.	pct.	Freq.	pct.	Freq.	pct.	Freq.	pct.
al-Eqapi	6	4%	101	61%	10	6%	117	71%
Najm	1	1%	44	27%	3	2%	48	29%
Total	7	4%	145	88%	13	8%	165	100%

As evident, types of CS occur in general as a total 165 times in all data. Among them, Intra-sentential CS was the most Frequently used type with a total of 145 times and 88% of all data. al-Eqapi uses this type 101 times with 61% percent while Najm used it (44) times and 27% percent of the data. The maintenance of a first language during code switching from the first to the second language is a critical object in intra-sentential CS, hence this kind is likely the most complex of the others. it can be a word, phrase, or clause, within sentence boundaries. So, it occurs within the middle of sentence or clause boundaries, so the speakers may switch parts of a sentence or clause to another language. Like the following example:

Ex: Ali Najm

- rāḥ āšwfk m šlwn ākl, šlwn ātswq, rāḥ āswylkm vlog šlwn āqdy ywmy bmbłg ġdā bsyt.

- I will show you how to eat, how to shop, I will make a vlog for you, and how do I spend my day with a very small amount of money.

In the above example, Najm speaks in his native language, then, inserts one lexical term from English language in the middle of his utterance.

Then followed by tag switching with a total of 13 times and 8% of CS in all data,

Tag switching is a tag, short fixed phrase, interjection, or sentence filler that is used as an ethnic identification marker in another language, like (isn't it, it's ok, so, etc.). In which tags and set phrases from one language are placed into a foreign language utterance. Like the following example:

Ex: Zainab al-Eqapi:

- ālfnādq ālyābānyh ġrfhā šgyrh bs it's ok tw'dy ālgrđ.

- Japanese hotels have small rooms, but it's ok it suffices for the purpose.

The use of inter-sentential CS is only (7) which equals 4% of the total percentage; (6) for al-Eqabi and (1) for Najm.

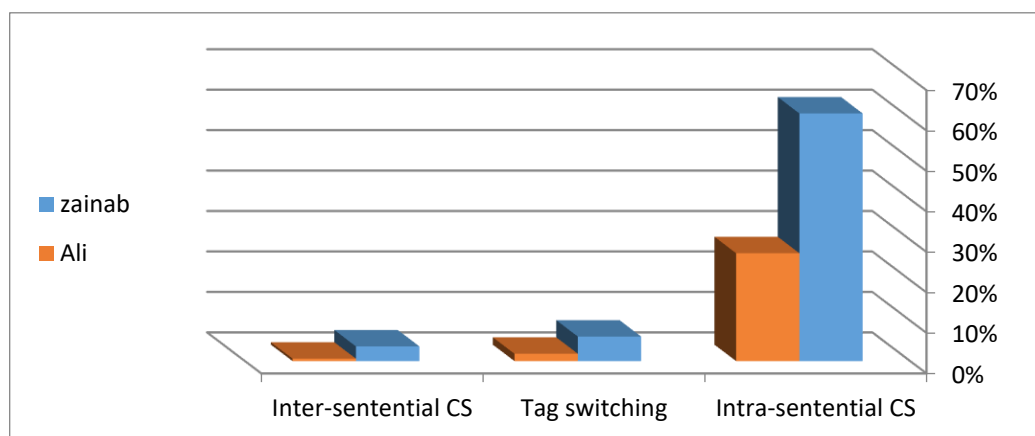
The switch in language variety at the sentence or even clause boundaries are referred to as

inter-sentential CS. In other words, it occurs between two sentences or clauses, each clause or sentence is in one language while the next clause or sentence is in another language.

Ex: Zainab al-Eqapi:

- ālmwđw' mw š'b bs āhtāğ āyām bs ān šā' āny kdhā.so, I will keep you guys updated.

- The issue is not difficult, but I need days, but I will do it. so, I will keep you guys updated.

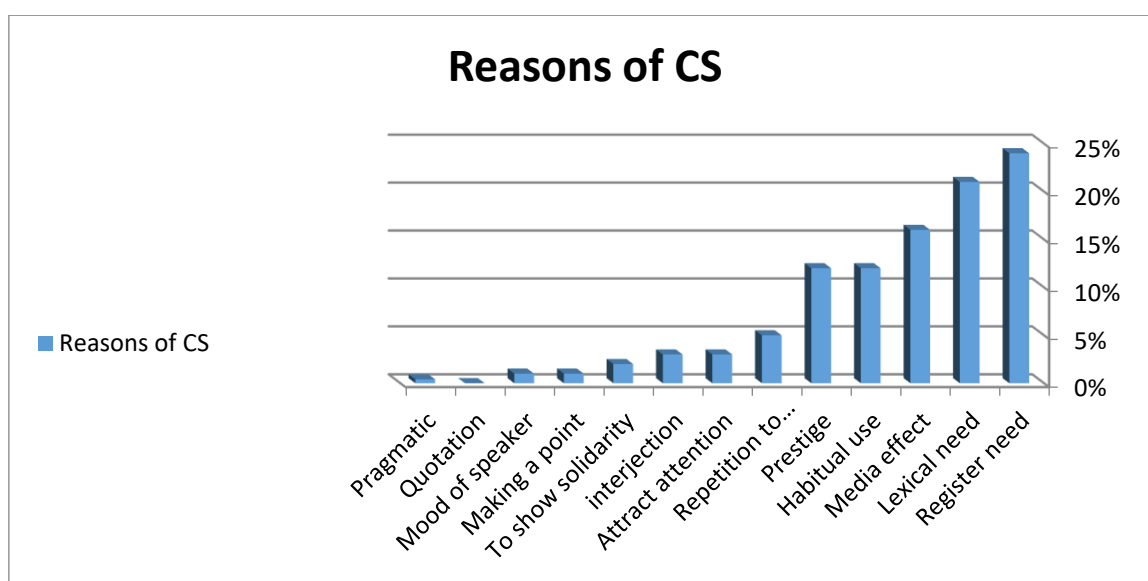


(Figure 1: Gender based- ratio of the percentage of the types of CS)

This percentage of intra-sentential CS confirms the assumption of Scheu (2000), who claims in his study that intra-sentential CS is the most frequently used among all the types of CS.

As far as the data analysis is concerned, the researcher has accounted (13) reasons for the occurrences of CS.

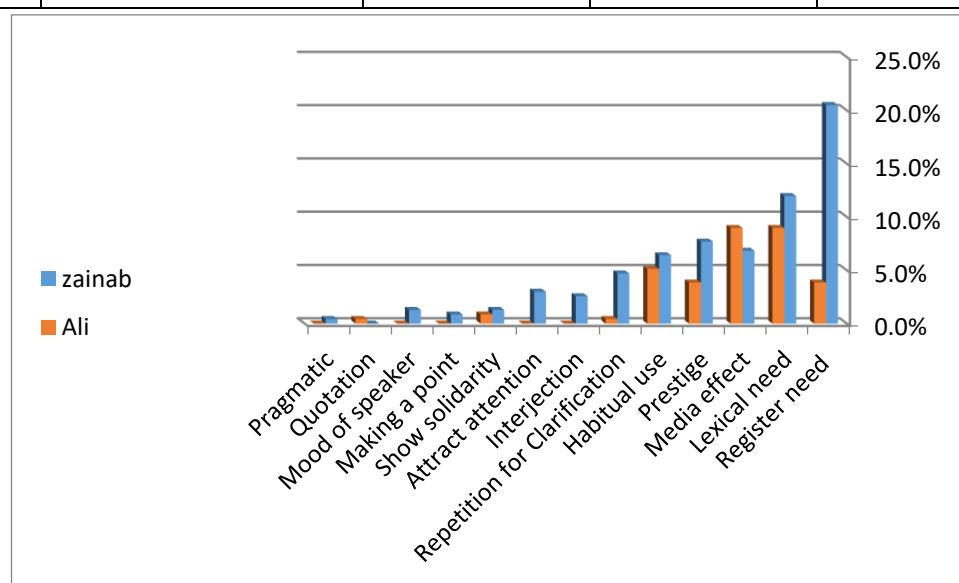
Fig. (2) shows the reasons for the use of CS by Iraqi influencers.



(Figure 2: the reasons of code-switching)

(Table 2: Gender based- ratio of the percentage of the types of CS)

Seq.	Reasons of CS	Al-Eqapi	Najm	Total
1.	Register need	48-21%	9-4%	57-24%
2.	Lexical need	28-12%	21-9%	49-21%
3.	Media effect	16-7%	21-9%	37-16%
4.	Prestige	18-8%	9-4%	27-12%
5.	Habitual use	15-6%	12-5%	27-12%
6.	Repetition for Clarification	11- 5%	1-0.4%	12-5%
7.	Attract attention	7-3%	0-0%	7-3%
8.	Interjection	6 - 3%	0- 0%	6-3%
9.	Show solidarity	3- 1%	2-1%	5-2%
10.	Mood of speaker	3 - 1%	0-0%	3-1%
11.	Making a point	2- 1%	0-0%	2-1%
12.	Pragmatic	1 -0.4%	0- 0%	1-0%
13.	Quotation	0- 0%	1 -0.4%	1-0%
	Total	158	76	234-100%



(Figure 3: Gender based- the ratio of the percentage of the types of CS)

As seen from Fig. (2) and table (2), the reasons for the use of CS, which is heavily attributed to the register need is 24% of data, the lack of knowledge of appropriate words in L1(first language) in a particular topic like technology, business, and career, usually it is easier for them to utter this word in L2 because this expression takes first in L2 (English language).

Ex: Zainab al-Eqapi:

- ğdā mhm ānw tğrbwn wtkšfwn mn
hlāl Part-Time Jobs.

- It is very important that you try and
discover through Part-Time Jobs.

Register need happens most with al-Eqapi is to
attract the attention of her audience and to

persuade them about her knowledge in the field of employment.

Whereas lexical need, appears in 24% of the data due to the lack of facility to express a lexical item in L1 or cannot recall it at the moment of utterance, tend to use a lexical term in another language.

Ex: Ali Najm:

- b'd mā šfnā āl presentation mā ālmwbāyl hsh ākw āstrāhī ākl.

- After we saw the presentation of the mobile, now there is a break to eat.

The media effect represents 16% because of the desire to follow the trend and be trendy. As a result of globalization, a lot of lexical items like (event, brand, vlog, share, ...etc., have begun to appear, they are being used frequently as a result of the influence of social media. usually, it comes from foreign social media celebrities. Thus, it becomes the trend and the audience begins to use it, to follow the trend. It is noted that the media effect was the reason that Najm scored the highest percentage as he talks more about it in his video and events.

Ex: Ali Najm:

- āny hālyā fy fndq rwtānā ārbyl mwğwd fy event l āynfyngs lāntlāq ālmwbāyl ālğdyd.

- I am now in Erbil Rotana Hotel and I am at an Infinix event to launch the new mobile.

Prestige is 16%, influencers tend to show off by using CS to give the impression to their audience that they are from a highly educated social class. It is not surprising to note this reason appears in al-Eqapi's vlogs more than in Najm because women tend to use prestige in their speech more than men.

Ex: Zainab al-Eqapi:

- hy ālmğmw'h āly ttī' ālskn bşkl perfect.

- It is a collection that shows the skin in a perfect way.

Repetition for clarification or emphasis is 5%, which has two functions either to clarify something to their audience, as illustrated below:

Ex: Zainab al-Eqapi:

- mtthylwn ālşyām ālmtqt' şkd rā' āly hw intermittent fasting t̄b'ā 'lyh drāsāt klş hwāyh.

- You can't imagine how intermittent fasting is wonderful. It is called intermittent fasting; it has a lot of studies.

or to emphasize a specific point such as:

Ex: Zainab al-Eqapi:

- 'dhm šār' āsmh (ālāwtw bān) āly hw ālsr'h ālğyr m̄dwdh bs nhdy nhdy easy mā āswq bsr'h mthwrh.

- They have a street called (Auto ban)-unlimited speed way, but easy easy I don't drive at a reckless speed.

Attract attention is 3% of the data, this reason was only found in al-Eqapi's vlog because she wants to attract the audience's attention by switching the code. In addition, some lexical words have a specific impact on the audience such as (perfect, brand, ...etc.). So, they have got the attention and persuaded the audience, especially in advertising like the following:

Ex: Zainab al-Eqapi:

- t'āwn wyh mykb fwr āyfr, brand, mkyāğ 'āmy.

- Collaboration with Make Up For Ever, an international makeup brand.

The word brand is one of the lexical terms that attract the audience's attention

Interjection, this reason was also found in al-Eqapi's vlog in 3% of the data. An interjection is inserted into an utterance to convey strong emotion. It is used habitually without having any grammatical value in the sentence.

Ex: Zainab al-Eqapi:

- ālmblğ āly āndf'ly gān bālnsbh āly (wow āny ḡm't h̄dā ālmblğ).

- The amount paid to me was (wow how could I collect this amount).

Or contains discourse markers or sentence fillers that lead a speaker to continue what he said, like:

Ex: Zainab al-Eqapi:

- $\text{t}^{\text{t}} \text{t} \text{ālbšrh } y'ny \text{ hyğy really perfect skin.}$
So $\text{ātmnā mn kl klby ānh fdtkm bhāy}$
 $\text{ālm'lwmat 'n āl primers.}$

- The skin has become really perfect skin. So, I hope with all my heart that you benefited from this information about primers.

Showing solidarity represents 3% of the data, al-Eqapi and Najm, switch their language as a signal of group membership, in other words, they treat their audience as if they were their close friends, and they used informal expressions, especially in greetings such as hello, hi, ...etc. such as:

Ex: Zainab al-Eqapi:

- Hi $\text{āhlā bykm fy syārty, šlwnkm.}$

- Hi welcome to my car, how are you?

This reason is related to habitual expression because this expression is usually used unconsciously as a habitual practice.

Another example to show solidarity.

Ex: Zainab al-Eqapi:

- $\text{škrā mn kl klby tym myk āb fwr āyfr}$
 $\text{'lā hl kāmbyn āhlwh w fwr hāfyng my āwn}$
 bwrđ.

- Thank you with all my heart team Make Up For Ever, for this beautiful combine and for having me on board.

Al-Eqapi, in her vlog thanks to makeup Forever company, is an international brand, for the combine with her and for making her on their board, she shows that she is part of this company's team through the languages team.

The mood of the speaker is 2% of the data by al-Eqapi only. CS may happen when one expresses his/her feelings or mood, and females tend to express their feeling more than males.

Moreover, the mood of the speaker may appear by the influence of emotional factors such as fear, happiness, anger, etc.:

Ex: Zainab al-Eqapi:

- $\text{ğān 'mt 'yny I swear wāllh, htā}$
 $\text{ālkāmyrh kānt rāh twk'}$.

- My eyes almost went blind I swear, even the camera almost fell.

Making a point, this reason occurs in al-Eqapi's vlog, in 1% of data. This reason is in a complete sentence or clause to explain an opinion or concept.

Ex: Zainab al-Eqapi:

- $\text{ālmwđw' mw š'b bs āhtāğ āyām bs ān}$
 $\text{šā' āny kdhā. so, I will keep you guys updated.}$

- The issue is not difficult, but I need days, even though I will do it. so, I will keep you guys updated.

Pragmatic reason represents 0.4% of the data, this reason was also noted in al-Eqapi's vlog, she shifts her language in her request, to soften the speech act of the command.

Ex: Zainab al-Eqapi:

- $\text{ādā tsmhlkm žrwfkm wāltzāmātkm ānh}$
 $\text{tqdmwn 'lh Part-Time Job. Please do it, klš}$
 $\text{hwāyh rāh tt'lmwn.}$

- If your circumstances and obligations allow you to apply for a Part-Time Job. Please do it, you will learn a lot.

Quotation represents 0.4% of the data, and it is observed only in Najm's vlog. Some expressions are quoted from well-known personalities.

Ex: Ali Najm:

- Hello $\text{šlwnkm wyh hđā ālgw āhlw, āhl}$
 $\text{ālbšrh, i am coming.}$

- Hello, how is it going with this sweet weather, people of Basra, I am coming.

This clause is taken from well-known actors, especially in action movies.

Findings

1- Inter-sentential CS

As far as the data is concerned, (7) inter-sentential CS have been found.

	al-Eqapi	Najm	Total
Inter-sentential CS	6	1	7

It is found that Zainab al-Eqapi uses CS more than Ali Najm. This type usually is used to make a point, express feelings, or show solidarity with a group.

2- Intra-sentential CS

This type is the most frequently used one among the others, it has occurred 145 times.

	al-Eqapi	Najm	Total
Intra-sentential CS	101	44	145

Zainab al-Eqapi also uses this type more than Ali Najm. As far as the reasons are concerned intra-sentential CS occurs for many reasons such as Habitual use, Lexical need when there is a lack of vocabulary, register need to talk about a particular topic, Media effect to follow the trend, prestige to show off, attract attention to persuade, repetition to clarification.

3- Tag switching

According to the data, this type of CS occurred 13 times.

	al-Eqapi	Najm	Total
Tag switching	10	3	13

Tag switching is used by Zainab Al-Eqapi more than Ali Najm. The occurrence of this type is due to habitual use, interjection, and showing solidarity.

10. Conclusions

The following conclusions are arrived at:

1- Intra –sentential CS, is the most frequently used, due to the fact that users have more proficiency to use L2 items whether

intentionally or unintentionally without violating L1 syntactic rules.

2- Tag switching, is less frequently used than Intra–sentential CS. While inter–sentential CS rarely occurs, Youtuber s' influencers avoid speaking in long sentences.

3- The data shows that mostly YouTuber s' Influencers switch their language due to the register need and lexical needs. For this reason, Youtuber s' influencers attend to persuade the other party (their audience) of their knowledge in this field or of a specific product.

4- It is noted that females use CS more than males. Females use L2, either to show knowledge, show off, express their feelings, or show solidarity with their audience.

5- It is noted that females use CS more than males. Females use L2, either to show knowledge, show off, express their feelings, or show solidarity with their audience.

6- CS occurs for specific purposes intentionally and unintentionally. This indicates that it does not happen randomly, but rather for specific purposes the speaker wants to achieve.

7- Youtuber s' influencers follow a strategy of using CS in their vlogs in addition to being habitual practice in their use of L2. They want to achieve realism to attract attention by using L2, persuade their audience, to show their knowledge, or show off.

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