

## Neoliberal Co-option of English: A Study of Urduized Terms in Pakistani Magazine Articles through Corpus Approaches

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**Abstract** Discursive constructions of social values, culture, and ideology have been emerged as indigenized English in the countries remained British colonies in the past. Linguistic representation of these constructions illustrates individual experiences filtered through cultural preferences. Discourse of the post-1947 context represented Urdu as a solid Muslim identity in both parts of British India (Rehman, 1990). This study aims to investigate English language as practiced in the news discourse. This study traced the emergence of local Urduized words in news reports published in local magazines of Pakistan. This investigation has moved away from traditional standard language concepts towards a closer alliance with the values and priorities of local news establishments in the wake of neoliberalism. Taking a corpus-based linguistic approach, this study examines the semantic macrostructures using van Dijk's social cognitive model (1985) in the news discourse published in Pakistani newspapers. Blommaert's sociolinguistics theory (2010) was also used as an additional theory to realize the status of non-native varieties of English in global contexts. LancsBox tools (2021) were used to extract word lists and generate collocation networks of selected words. The study excluded the Urduized English words denoting names of persons, places, or things. The findings indicate that Magazine News Reports (MNR) corpora carried rich local Urduized vocabulary in almost all sections of MNR corpora. These words were Urduized in terms of local socio-cultural entities. In addition, the analysis reveals MNR Corpus' tendency to emphasize the power of the local journalistic stories, depicting them as the true representative of local social identities and foregrounding the discourse of globalization. The findings show that comparing and exploiting such naturalistic texts can help realize the potential of legitimizing local varieties of English (non-native) used in various parts of the world.

**Keywords:** magazine articles, collocation networks, semantic macrostructures, social issues, neoliberalism

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## 0. Introduction

English is deliberately used in almost all parts of the world as an international lingua franca. This functional range and geographical distribution lead to several non-native linguistic variations in indigenous variants of English. Colonization is considered as one of the significant factors of this functional range of variation. Moreover, English language has long been identified as a pluricentric language, and more recently, linguists have been paying more attention to English as a Lingua Franca (ELF). Post-1947 discourse represents Urdu as a solid value of Muslim identity in both parts of British India (Rehman, 1990). Though traces of Urduized words are found in pre-partition literature; however, these words started appearing more frequently in English fiction and news discourse after the partition. Now journalists and fiction writers are deliberately using Urduized English in almost all types of genres. Several fiction writers have received national and international awards or short-listed for Commonwealth Writers Prize or Man Booker Prize, such as Kamila Shamsi, Mohsin Hamid, and Uzma Aslam. Urduized words used in current literary and news discourse seem to reflect changing patterns of society where writers are keen to add individualistic expressions or coin new Urduized words where it is impossible to achieve pragmatic success without them. Kachru (1990) proposed that this view entails social responsibility and accountability for research in applied linguistics; however, this natural evolution is controlled by the policymakers that are seemingly ignorant of the paradigm shifts and status planning failures.

As a non-native variety, Pakistani English, which is yet to be legitimized (Abbas, Shehzad, Zahra, 2023) exhibits different patterns and variation at levels of phonology, grammar, and lexis that calls for detailed analysis. Very few linguists like Kachru (1988, 1990, and 2006), Baumgardner (1993), and Tallat (1988, 2002) have worked in the area of Pakistani English. The earlier researchers (Baumgardner, 1993 & Tallat, 2002) have investigated only a few aspects of Pakistani English nouns, and all the researchers were limited to the Urduized nouns and unusual affixation. Ahmad (2011) investigated collective nouns, whereas another study focused on developing Urduized compound words in English fiction produced by non-native fiction writers (Jadoon, 2017). Abbas et al. (2023) have discussed various issues and challenges to legitimize PakE and they proposed few analytical frameworks also in order to investigate linguistic patterns as salient features of PakEng.

The last three decades witnessed PakEng with its distinct features, independent lexis, phrases, syntactic structure, and ever-expanding list of Urduized expressions and collocations.

In addition to above mentioned linguistic concerns, non-native varieties can help determine the sociolinguistic identities as extra-linguistic functions of language users. As we all know that linguistic representation of indigenized expressions illustrates individual experiences filtered through cultural preferences (Naidu, 2009). Although previous research has examined the presence of these Urduized words, the neo-liberal co-option of English (see 2.1 below for explanation) in contemporary news discourse still needs to be discovered in the escalating field of ELT practitioners. The remaining issue is to find a way to understand this phenomenon in education better. The present study would offer new insights for research to explore functionality of these English varieties now available through the International English corpus worldwide. The current study uses corpus tools and keywords to investigate underlying semantic macro structures (van Dijk, 1995) employed through Urduized keywords in selected concordances of the Magazine News Reports (MNR) corpus build by us. The present research is the logical extension of the previous work on globally recognized indigenized

varieties of English. To achieve the above-mentioned goal, the study addresses the following two research questions:

1. What are the common Urduized English words used in MNR corpus?
2. What socio-political and cultural norms employed through Urduized English words and how these can be identified?

## **1. Literature Review**

English as an international lingua franca (ELF) has become the focus of extensive consideration during the past few decades. English as the language of national and international communication around the globe has achieved attention of the researchers all over the world. What appears from much of the discussion made by the researchers, however, is that there seems to be a good deal of ambiguity as to what ELF is and how it relates to the much more well-known field of world English (Kachru, 1983). Researchers have effectively demonstrated communicative advantages of ELF approach, but somehow, beneficiaries of these advantages seem to have no knowledge about it. Jenkins (2006) and Seidlhofer (2010) presented that there is a possibility of resolving the issue of linguistic standardization and a flexible attitude towards the use of bilingual linguistic repertoire when the current globalized generation is involved for language policy formulations. English no longer belongs to the native speakers of English only (Crystal, 2010) and conscious efforts to make English as the language of the colonized communities have been successful. Non-native varieties of English carry rich lexical information for language users. Different English varieties are now extensively used in almost all parts of the world. This neo-liberal co-option confirms that native speakers who are in minority now or the gatekeepers of Standard English have no control over non-native varieties. These well-maintained and developed varieties are extensively used in local discourses, and thus, ownership of English is in doubt as posited by Widdowson (2001) i.e. 'Who owns English today'.

### **1.1 Neoliberal global co-option of English**

Non-native varieties of English have seen ups and downs in history, and now, these varieties cannot be ignored or considered inferior no matter what happens to the community. Non-native speakers have a voice now and therefore they own their variety and consider it essential for academics and professional contexts. Investigations on international English highlight unique universal characteristics of non-native varieties in distinct individualized socio-cultural patterns of contexts. Baumgardner (1993) investigated categories of Urduized words as per their formation field. In contrast, investigations on collective nouns reveal pronominal co-referents as explicated in Hundt's (1998) seminal work on the concord with collective nouns in New Zealand English. As a non-native variety, Pakistani English exhibits different patterns and variation at different levels of phonology, grammar, and lexis that call for detailed analysis. Kachru (1983) presented tonga-driver, lathi-charge, and ricksha driver, whereas Rahman's (1990) presentation of distinct patterns confirms lexical and semantic features in Pakistani English dividing it into four sub-varieties where Urduized words are extensively used in each type. The impact of Urduization is quite pervasive in the English language used by non-specialists and literary men in Pakistan (Baumgardner, 1993).

## 1.2 Urduization of English in Pakistan

Very few linguists like Kachru (1988, 1990), Baumgardner (1993), and Tallat (2003) have worked on Pakistani English to explore its unique features. Indigenization of Pakistani English has taken place through borrowing from regional languages, word formation by a combination of two words of different languages, such as 'Member-sazi,' reduction at the phrase level, and grammatical changes in adjective, verb and noun complementation at the sentence level (Baumgardner, 1993). Ali (2010) proposed that Urduization is the process of adding words from Urdu into the English language. Pakistani variety of English lets the users mix, switch or borrow from their indigenous languages at almost all levels of phonology, lexis, and also on 'finer' levels of grammar. Pakistani English carries the influence of many loan words from Urdu and other local languages, and this Urduization reflects linguistic and cultural identity, the spheres of everyday lifestyle, religion, politics, arts, and cultural norms. Discourse analyses of several genres have identified a high frequency of Urdu loan words in Pakistani English. Pakistani magazines are producing this indigenized variety replete with rich vocabulary and creative constructions in the realms of entertainment industry, cookery, fashion, sports, politics, and eco-genre. These Urduized words are important part of discourse due to internal semantic cohesion achieved through their usage. Urdu nouns account for the most significant proportion of borrowings than any further grammatical classification. The high frequency of such borrowings and creative constructions, such as dupatta, nazim, karahi, and patang, clearly highlights Pakistani cultural characteristics free of syntactic limitations. Innovative developments were identified in Pakistani English.

Furthermore, it is proposed that bilingual contexts have no comparison with monolingual usage, and thus, both varieties have different lexical and syntactical patterns as shown in Medical students protesting against the injustice meted out to their white-coated brethren in the Ganga Ram Hospital attempted to bring out a procession. When this was lathi-charged, the medicos holed up in the hospital (Tallat, 2003). Pakistani varieties of English have different norms than native English. Pakistani English users must Judge their language proficiency against bilingual contexts and local norms as observed in her sociolinguistic study (Tallat, 2003). Anwar (2009) observed that such variations are integral to bilingualism and impose no ungrammatical impact on syntax of English language. The results of an investigation of concreteness are contradictory, and PakEng is considered abstract due to its approach as presented in Ali (2010). This investigation of intricate grammatical complexities revealed that British writers use more specific and concrete nouns, definite determiners, numeral, possessive and demonstrative adjectives, and cohesive and rhetorical devices than Pakistani Writers who write in English language. However, Tallat (2003) exerts that there is no comparison between bilingual varieties and monolingual forms, and such investigations are incomplete without sociolinguistic comparisons. The same is proposed in other investigations conducted on non-native English varieties, as quoted above. Investigations on Pakistani English reveal fascinating vocabulary with unique elements of morphology, phonology, semantics, and pragmatics. Jadoon (2017) and Ahmad (2011) focused on finding out Urduization in Pakistani fiction belonged to both postcolonial and contemporary perspectives. Khan (2020) discussed morphological changes in data sets of Urdu loan words fused in English frames from fiction and news.

## 1.3 Corpus Approach to Urduized English Discourse

Corpus data have many possibilities for linguistic investigations that seem to be impossible otherwise with other traditional approaches. International Corpus of English (ICE) stimulated the investigation and existence of national varieties. It will likely serve

the ever-increasing demand for data sets in bilingual context-based linguistic research. Anwar (2007) in his study examined the impact of the use of Urduized words in Pakistani English Newspapers and found conscious and rule-governed use of Urduized lexis that is not bound to the availability of English substitutes as well. A corpus analysis of Pakistani English conducted by Abbas et al. 2023 proposed that Pakistani English is an independent, systematic, and rule-governed variety that shares features with British and American Englishes which needs to be legitimized. Noun borrowings constitute a significant cause of language variation. Mannan et al. (2017) categorized these Urduized borrowings in transliteration, code-mixing, and code-switching that bring out new linguistic innovations and catch the reader's interest. Afzal et al. (2019) presented that corpus analysis has brought a revolutionary change in CDA and analysis of the recurrent patterns in discourses, collocational description, and the concordance analysis of some keywords for quantitative analysis in qualitative studies. It categorizes societal concerns and addresses societal complications. Anwar et al. (2018) revealed locally infused Lexico-semantic categories in Pakistani English newspapers which are multifaceted in various functional settings. Thus, corpus analysis has broadened the research horizons by opening a wide range of opportunities employing construction and extension of corpora and drawing a contrast with the other varieties of English. Corpus of Urduized nouns was further exploited by Zahida et al. (2021) and Sadia et al. (2019) compared modality identification in editorials of Pakistani English newspapers to highlight features of PakEng.

Our research uses corpus tools to investigate the presence of Urduized words and their discourse relationships in local news discourse corpus i.e. MNR. We employed van Dijk's (1985) CDA model to study sociopolitical and cultural norms through Urduized words in MNR corpus. We explored also the meaning-making process deeply embedded in Pakistani culture. We used word lists of Urduized words and collocation networks for their interpretations and their combinations with English words in social, cultural, or religious contexts were also interpreted.

## **2. Research Methodology**

The primary research methodology employed in this study is a qualitative corpus-based interpretive approach. A constructivist perspective was used in this critical discourse analysis (van Dijk, 1985) to interpret macrostructures derived from the wordlists. Blommaert's sociolinguistic theory (2010) was also used as an additional mapping tool for the bilingual context of the investigation. Corpus tools were used to develop a wordlist, and then Urduized words were manually identified for observing collocation networks. A collocation is a series of words or terms that co-occur more often than would be expected by chance. Its networks not only display the co-occurrence of targeted linguistic items with their surrounding contexts but also reveal the extent to which different linguistic items in a network relate to one other. Thus, these networks are utilized in linguistic research to identify semantic macro-structures and meaning making processes. The software LancsBox developed by Brezina et al. (2020), was used to investigate keywords and collocation networks, their concordances to find out the dominant semantic macro-structures of the social actors, their social values, and identities involved in the news stories. The data for this study is specifically constructed as specialized corpus that contains over 360449 words from Instep magazine news articles collected from the official website of The News. It includes only news reports issued in the first two weeks of November 2021. The choice of an online local bestseller news agency's reports was made to meet the study's overarching aim of investigating media links with society by considering the agency's key role in determining and

distributing the news to other news outlets and the general public. Corpus was selected from PakLocCorpus which is an extended project of International English (Pakistani English) in its early stage (Zahra et al., 2022).

After generating a wordlist from tools, the top 4 Urduized keywords were selected for further understanding of the macro-structures of the discourse. Finally, Blommaert's (2010) theory of sociolinguistics of globalization was used to interpret the pedagogical implications of an indigenized non-native variety of Urduized English.

	Urduized words	Frequency	Dispersion
1	<i>Pakistani</i>	28.00	2.18
2	<i>Ramazan</i>	11.00	5.3
3	<i>Jhirki</i>	4.0	5.3
4	<i>Dhol</i>	4.0	5.3

Table 1: Selected Urduized keywords in the corpus

Table 1 shows a definite set of Urduized words that identify social contexts of Urduized words such as Pakistani or dhol. These choices have received high scores, ranked 1st, 2nd, and 3rd respectively. Though these words represent ideology, culture, and a sense of belonging, a robust social relation is also constructed through these indigenous insertions. Appendix B shows the complete list of these words in the corpus. Words in Table 1 are represented as per their frequency in the corpus; Pakistani (adjective), Ramazan (Holy month of fasting), Jhirki (a cultural motif on traditional clothing), and dhol (traditional musical instruments primarily used in shrines) have no English replacement and thus journalists have deliberately used such words as of local socio-cultural entities.

### 3. Data Analysis

The present study seeks to find out socio-cultural patterns of manipulation by corpus based critical discourse analysis (van Dijk, 1985) and sociolinguistic stance (Blommaert, 2010). We have employed a CDA framework for identifying social factors related to the Urduized English insertions. LancsBox version 6.0 was used for generating collocation networks and wordlists. KWIC and concordances were used to conduct contextual text analysis. This study uses the collocation networks and KWIC which allows researchers to examine the contextual stance of the text. The analysis comprises the construction of socio-political and cultural norms in magazine news reports. For in-depth analysis, extracts of Urduized words were generated based on concordances. Moreover, four collocation networks with 'Pakistani' Urduized keywords were developed to realize their meaning-making potential in English frames and surrounding English words. This research design made this study unique as compared to methods used by other relevant studies. For example, the studies conducted by Jilani and Anwar (2018) and Mahmood and comparison (2009) of PakEng with BrEng and AmEng utilized other contemporary methods for their analysis. Our analysis moves from keywords generation and context analysis to the observation of collocation networks and an interpretation of semantic macro-structures associated with these words.

When associating any country with its specific values, ideologies, or entities, the English suffix an, -ian, or -ish is utilized, such as British, American, or Iranian members. Urdu uses the suffix -i for this purpose. For instance, the words Kohistani, Afghani, Irani, or Americi are written in Urduized English. Thus, the Urduized word 'Pakistani' denotes



Figure 1b shows relationship of both words and reveal interesting patterns. Analysis of the collocation network with shared collocates of the target word “Pakistani” highlight lexical structures employed by local journalists in MNR corpus to achieve pragmatic success and staying close to the general public. ‘Pakistani women’ is portrayed as per their achievements and sufferings in the local contexts. Her previous role is compared with her current progress and the liberties she enjoys now. This Urduized word "Pakistani women" is now accepted worldwide. An alternative to this can be "women in Pakistan" or the female population of Pakistan. The second collocate, "Pakistani artists," stood prominent in news reports as they were highly promoted by local media, and thus artists gained popularity and recognition. A list of keywords and Urduized lexis is available in Appendix A.

Collocation networks, and context of 'Pakistani' in relationship to ‘women’ and ‘artist’ has certain word combinations showing linguistic identity and national culture in reflected through spheres of ordinary life as can be seen in these collocation networks. The collocation network in Figure 1 (a, b) shows relationships between the word ‘Pakistani’ and its second collocates, ‘women’ and ‘artist’ respectively. There seems to be a whole range of functional words and less usage of content words in MNR corpus. Further analysis of comparing these networks with another reference corpus can also reveal the differences in discourse of news reports.

	Semantic macro structures of Urduized words	Urduized words
HM1	Koel is considered pivotal in the preservation of ‘ <i>Pakistan</i> ’ craftsmanship.	<i>Pakistani</i>
HM2	It is raining rom-coms on television, and the ‘ <i>Ramazan</i> ’ drama serials we are watching have delightfully so far managed to steer far away from regressive narrative tropes, sister rivalry, saas-bahu aur saazish formula.....	<i>Ramazan</i>
HM3	Wardah Saleem began her career with fabric block printing and now designs casual and formal wear in block prints under an exclusive brand, <i>Jbirki</i> , which means sparrow in Sindhi.	<i>Jbirki</i>
HM4	From playing at Sufi shrines to entering contemporary music with overload to passing on the art of playing the “ <i>dbol</i> .”	<i>Dhol</i>

Table 2: Contextual semantic macro-structures of selected Urduized words

Table 2 shows contextual semantic macro-structures of selected Urduized words. Though the frequency of the first word, Pakistani (adjective), is highest in the corpus, only one instance is observed for analysis. This word carries the Urdu inflection ‘i’ to denote its adjectival position, instead of an English possessive adjective, to show a sense of belonging. The corpus carries rich Urduized vocabulary as these magazine articles are based on local socio-cultural narratives. Urduized words inherit macro propositions that form semantic macrostructures of the text as thematised (HM1-HM4) as shown in Table 2 above. Baumgardner (1993) confirmed that Urdu words are inserted into the English discourse. This process of Urduization carries local themes of food, music, art,

and religion. Discourse further lends itself to the analysis of semantic macro-structures enriched with socio-cultural values and identities of the local community. Both of the first and second-level collocations represent lexical choices and reveal local themes. In these two words, 'Pakistani women' have six shared collocates. These networks have a bunch of lexical words that go along well with each other and functional words that are adjusted as per the functional aspects of the discourse.

Major Themes identified through selected Urduized words are as follows:

- Identity is portrayed through the use of 'Pakistani.'
- Religion is depicted through the word 'Ramazan.'
- Arts and Crafts revealed through 'Jhirki.'
- Sufi culture in shrines is highlighted through 'dhol.'

Context of the selected Urduized insertions further reveals macro-structures of the news discourse. Several micro linguistic devices also confirm propositions as follow:

- (1) Koel is considered pivotal in the preservation of 'Pakistani' craftsmanship.

MA-Nov-005

The word has 28 occurrences in the constructed MNR corpus. The context shows semantic macro-structures in the discursive practice. In the local discourse pattern, 'Pakistani' denotes an association or belonging to the region.

- (2) It is raining rom-coms on television, and the 'Ramazan' drama serials we are watching have, delightfully so far, managed to steer far away from regressive narrative tropes, sister rivalry, saas-bahu aur saazish formula.....

The presence of the word 'Ramazan' indicates not only the insertion of an Urduized word but also a unique character that makes it different from standard English and other international English varieties. Collins dictionary reports this word as 'Ramadan,' and there is a difference between the spellings. Though it is not a huge difference, Urduized "Ramazan" carries within itself the historical tradition of writing and speaking of the speakers and writers from Pakistan. In writing, it uses an Urdu letter that is an alternative to English, /z/, such as in Urdu رمضان .

MA-Nov-020. The context of the word shows religious values demonstrated through the discursive expressions in MNR corpus. The context of the word shows the lexical choice and the theme. Semantic macro-structures further describe the importance of social and religious values in society.

- (3) Wardah Saleem began her career with fabric block printing and now designs casual and formal wear in block prints under an exclusive brand, *Jhirki*, which means sparrow in Sindhi.

MA-Nov-003

Urduized branding is another trend that has influenced the Pakistani industry. Now, designers and marketing organizations are extensively using Urduized words in their promotional taglines or brand names of the latest products and releases.

- (4) From playing at Sufi shrines to entering contemporary music with overload to passing on the art of playing the "dhol."

MA-Nov-030

The theme of cultural art and local musical instruments is the dominant semantic macro-structure, and it is depicted in sentence frames with different lexical choices. Therefore, the concordance lines of 'dhol' radical views of those using "dhol." The recurrent pattern links the target words "dhol", 'jhirki', "Ramazan," and "Pakistani" are used to depict local values and social patterns. Though these words are inserted in English frames and less in number as compared to the English keywords, an examination of the

concordance of these words in English phrases reveals the social problems of the local community.

#### **4. Discussion And Findings**

The text, as a whole, serves the communicative purpose in a particular social context. In addition to this, collocation networks associated with these words and contexts also portray socially motivated patterns of discourse. The text emphasizes the value of these local terms by using them as a bridge between two languages as these lexical choices and collocates complement each other to enhance the discourse prosody of local culture, art, and the ever-expanding entertainment industry. It further uses sociolinguistics of globalization (Blommaert, 2010) to analyze the particular corpus-based sociolinguistic aspects of the discourse. Pakistani English has certain Urduized words used to improve the intelligibility of the ideas and representation of socio-political norms and cultural values. These values are presented, bred, repelled, and enacted with a concern with representations of societal issues, hidden agendas, and texts that impact people's lives. It further persuades the reader to take an ethical stance or corrective social action in addressing inequities, cultural representations, and social justice agenda. Local magazine articles are a bricolage of sociopolitical contexts where the pieces are put together to make a whole collage for a certain kind of reception or audience. The audience need not necessarily be local as the local journalistic writings have a global audience that appreciates the original culture-specific rhetoric. English is used as a medium of instruction in the context of Pakistan. Several studies (e.g., Manan, 2019; Manan, David, & Dumanig, 2015) have observed that English as a medium of instruction is not helpful for the students and the major focus of the system is to prepare students for the examinations only. Student assessments mainly focus on memorization, translation, and grammar; thus, low-level language competence is the end product of the whole teaching, learning, and assessment (Haider, 2012). Non-native varieties are often compared with native or Standard English without any consideration of bilingual contexts, and thus, this gives rise to the understanding of local variety as low-quality English, and deficient language expertise with fossilized errors. Hamuddin (2015) concluded that certain indigenized word combinations are found in almost all varieties of international English conveying additional meaning enriched with local socio-cultural values and identities. This induces the idea that these native language improvisations are sometimes necessary for delivering the exact meanings of certain social, cultural, or religious contexts (Ahmed, 2011).

Finally, our study tests Blommaert's (2010) sociolinguistics scale and "pretextual gap". It confirms that with less access to a wide variety of English or Standard English people on the periphery have less proficiency when using language for practical or professional purposes and communications. The positive aspect of this situation is that confident community members accept the language diversity and start using Urduized words where there is a threat of communication failure or they want to enhance their lexical expressions.

#### **5. Conclusion**

Discourse is a circular process that deals with the related social practices influencing text through the context in which these practices emerge. Discursive practices of news reports and stories play significant roles in presenting and constructing the values of a society. Extensive and deliberate use of Urduized English in the keywords identified in our study highlights local social norms. Concordance analysis and context highlighted

ideological meaning potential also in MNR corpus. These words are used to enhance pragmatic success as alternative English words cannot convey the same socio-cultural values that an indigenized linguistic item can carry within itself. The word relationships in collocation networks show the lexical choices of the language users. The overall framework of the analysis aimed to relate discursive practices with social constructions as represented in the local news articles. Ideologically loaded and socio-culturally rich vocabulary items were used to identify socio-political and cultural constructions of local community. Journalistic discourse i.e., MNR corpus is replete with Urduized words for clothing items, edibles, traditional instruments, and even their feeling of belonging through word choice is also depicted as a community member.

Furthermore, thematically, macros-structures of social life were positively framed within semantic representations. Thus, the findings, on the whole, confirm van Dijk's (1980) view of evidence that in many situations, the news media have been persuaded, manipulated, or even intimidated to follow particular informed views on local affairs. Discourse offers a deep understanding of "forms of life" or ways of being in the world" as presented by Gee (2005) that discourse models offer ways of seeing language used and modified by different actors providing ways of observing situations performed through discourse built by the communicants. Semantic macro-structures of Urduized words are observed through collocation networks and concordance lines. The impact of text is enhanced through careful usage of Urduized words where needed. Semantic macro-structures further confirm that these Urduized words have no counterpart in Standard English. Thus, writer's choice of using an Urduized word for achieving complete pragmatic success has managed to convey related socio-cultural norms efficiently. Religious, social, and cultural norms are deliberately employed through lexical choices as neoliberal co-option of English language.

## APPENDICES

### APPENDIX A

#### Titles of magazine articles

	Code/text id	Article title	words	Theme
1	MA-Nov-001	FO rejects Indian reports	245	Politics
2	MA-Nov-002	PDM will 'keep fighting	561	Politics
3	MA-Nov-003	The art of printing blocks	1452	Art
4	MA-Nov-004	Creamy Tarragon Chicken	261	Food
5	MA-Nov-005	We rise with reading	501	Education
6	MA-Nov-006	Rider on the storm	1970	Adventure
7	MA-Nov-007	Dark Future	773	Afghanistan
8	MA-Nov-008	The work environment	1343	Culture
9	MA-Nov-009	Inefficiency quotient	800	Politics
10	MA-Nov-0010	The sky is the limit	800	Women power
11	MA-Nov-0011	There is no mountain...	1905	Women power
12	MA-Nov-0012	Beauty is power, a smile.	772	Industry
13	MA-Nov-0013	Twitter Spaces – uniting	1905	Women power
14	MA-Nov-0014	Divinity through ...	1016	Entertainment
15	MA-Nov-0015	All about retro	1354	Entertainment
16	MA-Nov-0016	For a better tomorrow	1317	Women
17	MA-Nov-0017	The Young Talent	834	Entertainment

18	MA-Nov-0018	Woke to watch	1794	Entertainment
19	MA-Nov-0019	Exclusive: Spotify largest Plans	1858	Entertainment
20	MA-Nov-0020	What is playing on TV ... Ramazan?	1926	Religion
21	MA-Nov-0021	Quarter Mile	1851	Entertainment
22	MA-Nov-0022	Building The Bridge	1733	Environment
23	MA-Nov-0023	Straight from the heart	1852	Entertainment /interview
24	MA-Nov-0024	Xulfi’’s new groove	2268	Entertainment
25	MA-Nov-0025	The management let down	1175	Business management
26	MA-Nov-0026	Climate threat	1011	Environment
27	MA-Nov-0027	Poor Nations squeezed	819	Environment /politics
28	MA-Nov-0028	Refuse, rethink, redesign	964	Environment
29	MA-Nov-0029	Eid engagement	1108	Women empowerment
30	MA-Nov-0030	The lasting legacy of Pappu Saen	570	Entertainment

### APPENDIX B: List of Urduized words

Total key words: Word Types: 6212      Word Tokens: 36985

Urduized words in the entire corpus

1	2	3	4	5	6	7
Gohar	karma	bayaan	gazi	kashf	pal	Sharia
azaan	Khoso	bereham	ghalat	kataygi	pardees	shariq
Pakistani	Kinari	betiyaan	ghanchi	Kattan	parwaaz	shayad
Gogi	Kinza	bevy	ghazal	khaddi	patari	shehnai
Ramazan	Laal	bewaja	goher	khala	Punjabi	sherwani
pappu	Maqbool	bhahiyya	haadi	khaqan	qadam	shirkat
Mascara	Meenu	bhangi	haleem	khoat	Qasim	Shuja
Paras	Naffees	bharam	ibadat	Khuda	qayaas	soch
Qureshi	Nanga	bharosa	iftaar	khudi	quaid	Sufism
Wafa	Nawaz	bhayyi	iftari	Kishore	qudrat	suhooir
Jabbar	Qavi	bhula	ijazat	koi	Quran	sukht
Jalebi	Qawwali	bibi	iman	kon	raaz	Suraj
Jhirki	Raat	bila	imtiaaz	koorey	rab	tarap
Alefiya	Rafiq	bisaat	iraday	kurna	Raheem	ufuq
Dhol	Raha	bol	ismat	kurta	Rahim	ulfat
Jhooti	Raza	boota	iss	Lana	Ramzan	umeed
Junoon	Saakin	bukhari	jaaney	lohar	rana	vera
Naseebo	Sadqay	burqa	jadu	isas	raqueeb	waada
Taana	Sarhadi	chahay	jalebis	lugwa	rishtas	wajd
Tayaar	Shafqat	chai	jana	masala	roman	wajood
Aadat	sherezad	chahiye	janoo	masarrat	romanticize	wala
Aashique	sindhi	chale	jeenay	mascaras	rozas	waqar
Ajrak	tanhayian	charsi	jilawatan	mauj	ruba	waris
Aizaz	udaari	chotee	jithani	Maya	ruswai	woh
Ashiq	wajahat	choti	jitna	mazak	saas	yaad
Azmat	adhi	chundari	jitne	Mazhar	saazish	yaariyyamn
Bangladeshi	ahmedzadeh	churiyan	jiya jiyee	miskeen	sab	yar
Bharaas	ailaan	daada	juda	Mumtaz	sadaat	zaamin
Bilgrami	ailan	daadis	jughatain	Mundra	sahill	zard

Chaukhandi	aitbar	daar	kaam	Murad	sarees	zebaish
Dastaan	akhiyan	dabble	kabootar	mureed	sargoshi	zindan
Dikhawa	amanat	daira	kaftans	musarrat	Sassanians	
Guru	ami	deewar	kaise	mustehsan	sehar	
Hari	ankahi	dhaani	kala	naal	shab	
Hayaat	aoehadkarein	dhallay	kareem	naam	shariah	
Iftar	awaz	dhamaal	kargiars	nagar	Shabnam	
Irtiqa	baaz	dhokay	karwa	nazrana	Shafique	
Jaag	bahu	dushman	kashan	paisa	shaheen	
Jang	bandey	fitoor		pak	Shaista	
Karandaaz	batik	gawahi		Pakistanis	Shanghai	

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