

ELICITATION OF TRENDING ENGLISH BORROWINGS FROM PAKISTANI URDU NEWSPAPERS

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ABSTRACT

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Newspapers were the most controlled and basic print medium in the subcontinent, which was developed by the Portuguese in 1550. Despite sharing this trend for centuries, the majority of Pakistanis still follow newspapers for reporting and presenting. The use of English in Urdu newspapers, which is ethically prohibited by the law of writing, is rising and seizing attention, and it has been overcoming Urdu language in its own region and has caused ideological colonialism. This study is a quantitative, captivated, dynamic, and interplayed representation of Urdu newspapers, where writers, columnists, and even publishers don't hesitate to use English words for the sake of modernism. The researchers have selected over ten prominent articles from the 2023 issues of JUNG, BBC, DAWN, and DAILY newspapers through random sampling and qualitatively analysed these various Urdu Pakistani newspapers. It has been discovered that newspapers, regardless of the timeframe, incorporate a substantial proportion, exceeding 2%, of borrowed English words each, which is a significant occurrence. Through an analysis of these borrowings, one can perceive the evolving linguistic terrain of Pakistan, alongside the influence of globalisation, technology, and popular culture. This research also provides a glimpse into the utilisation of these borrowed terms in diverse domains like politics, entertainment, or technology and their role in enhancing and reshaping the Urdu language in Pakistan. The outcomes of this study act as an enlightening discovery for proponents of Urdu language and culture.

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INTRODUCTION

Any form of communication or any message is conveyed through various means, and one of the most important factors is language. One's culture and identity are also represented by a language (Sagheer &

Zubair, 2020). Given that Urdu is a language that developed from a variety of languages, including English, it is predicted that certain English words will appear in Urdu literature (Pierce, 2011). However, English does have a role in Pakistani writing. One of the things that might readily normalise Urduized words is the media, since it is the official language and is regarded as a status symbol. Our goal in this study is to determine why Urduized terms are used, how frequently they are used, and for what purpose (Pert & Letts, 2006). This study will assist in determining the static features of the usage of Urduized words, how they have changed over time, and how this has affected Urdu literature. We also tend to determine the writers' motivations for using these words and the reasons for their necessity. We used various articles to present a complete analysis of every word in Urduized English. This study contributes to the understanding of the origins of "Urduized English words" culture. (Khan, Ullah, Yousaf, & Ali, 2019). Languages, just like any living thing, change and grow. In Pakistan, where Urdu is a significant language, it often takes words from English (Muhammad Sipra, 2013). The research proposal focuses on identifying which English words are becoming more common in Pakistani Urdu newspapers. We want to know why and how this happens, and what it means for the language and the people who speak it (MA Sipra, 2012). It's fascinating to observe that English words are frequently used in Pakistani Urdu publications, TV shows, daily shows, and talk segments. This phenomenon is very important since it lets us see how the language is changing in the nation. In this work, we seek to elucidate the importance of this investigation, delineate our goals and techniques, and forecast the knowledge we anticipate gaining. Our primary objective is to gain a thorough grasp of the ways in which language is changing in Pakistan and the ways in which it is a reflection of socioeconomic and cultural shifts in the fast-changing world of today. In particular, our investigation will centre on how English words are used in Urdu. We shall perform a comprehensive linguistic study of Urdu periodicals in order to accomplish our goal (Elder & Davies, 2006; Samarin, 1987). We hope to estimate the quantity and scope of English word usage in Urdu dialogue by studying these publications. We anticipate that by conducting this research, we will be able to shed light on how bilingualism or code-switching affects communication patterns in Pakistani culture. Furthermore, this research might shed light on how globalisation affects linguistic dynamics and cultural shifts in Pakistan. We believe that by diving into these factors through linguistic analysis of Urdu publications, our research will greatly help in understanding language evolution in Pakistan (Seidlhofer, 2004).

Understanding and communicating successfully in modern-day Pakistan requires that we study the role of media in every aspect of life (Raza, Sagheer, Sarwer, & Rasool, 2023). We should also focus on Urduized English words used in Urdu media. These phrases have been ingrained in our lexicon, particularly in the media and entertainment industries. We may stay up-to-date with the newest trends and conversations by learning and familiarising ourselves with these words. It also allows us to completely appreciate and enjoy Urdu media, including movies, television shows, and music. We also explained why we chose these specific words (Kirkpatrick & Schaller-Schwaner, 2022). Through an analysis of these borrowings, people will understand why they are reading English in their own country's newspaper and

will be provided with a gateway to accessing other languages across seas and mountains. One's who get an eye on it may understand why these borrowed terms in diverse domains like politics, entertainment, or technology dominate and national language becomes secondary, which is a huge distress for the Patriots. Newspapers should be monoglot, so they will become more convenient and easily accessible for communication in the whole country, especially in rural areas. The usage of English words in Urdu newspapers may offend them and make them impossible to understand or comprehend. (Fischer-Tiné & Mann, 2004).

Research Questions

1. What trending English borrowings are used in Pakistani Urdu newspapers, and how often are they used?
2. Why is English accepted as a borrowing language in Urdu newspapers in Pakistan?

Research Objectives

1. To study the usage of trending English borrowings and their frequency in Pakistani Urdu newspapers.
2. To scrutinise the factors behind the usage of English borrowings in Pakistani Urdu newspapers.

Significance Of The Research

Newspapers are evergreen sources of information and literature. Nowadays, one of the additional uses of newspapers other than seeking information is to improve vocabulary and learn pronunciation. It has become a great tool to learn languages. But it can be noticed that the literature of the newspaper changes with regions. There are influences from other languages on monolingual newspapers. Similarly, Urdu newspapers use many English words. The significance of the study is that it analyses the amount of English used in Urdu newspapers. Urdu is a mixture of many languages, and it has also survived the shadows of British colonialism, so the use of English in daily Urdu conversation or Urdu literature is not surprising. English is becoming a common occurrence in the headlines and slogans of Urdu newspapers. The influence of a language has many reasons, which are discussed in this research. Moreover, this research also analyses the role of English in modern media literature, which is a major topic in language and communication studies.

Significance Of The Research

Due to language mixing and sociolinguism, English words are becoming a part of our discourse on daily basis. It does affect the Urdu language as a whole. This study explores these new trends of code mixing in the discourse of Pakistani Urdu newspapers.

LITERATURE REVIEW

Language plays an important role in human connection and provides various ways of communication (Popkin, 1985). In the latter part of the 20th century, linguistic imperialism in the United States had two primary goals. Language imperialism refers to the concept of enforcing a prevailing language on a community with a distinct heritage. The main concept of writing the article is to highlight the issue of how Urduized English words are commonly used in Urdu newspapers (Murdoch, 1992). So,

we decided to work on the integration of English terms from Urdu newspapers in Pakistan into the linguistic context. Because when any dominant language spreads over other languages, the prevalence of a specific language is apparent in that nation. It can be seen that half of the population of Pakistani youth is under the dominance of the English language.

According to the study in the International Journal of Applied Linguistics and English Literature (2013), that shed light on the interwoven narrative of English and Urdu, it emphasises the significant impact of English on Urdu on both intentional and incidental incorporations of vocabulary during their linguistic intersections. Abdul Wali Khan University in Mardan (2017) discusses the shifting perception of English, encompassing historical and modern viewpoints. Because linguistic imperialism also plays a role in surrounding the norms of other languages and imposing their own linguistic. (Hafner, Pasukonis, Ba, & Lillicrap, 2023)

Moreover, media also serve as a major factor in linguistic imperialism by striking colonizers power and language by representing their narrative, and in this, western media is doing their part very passionately. With reference to the research article on the topic of cross-linguistic analysis, this study delves deeply into the profound influence of English on Urdu, inciting a significant shift in its vocabulary. This variation was an intermixture of both conscious and subconscious mechanisms, sharply showcasing the enduring interplay between English and Urdu. Across pre- and post-partition periods, this interaction intricately shaped Urdu under varied circumstances. Moreover, it digs into the prevalent attitudes of subcontinent dwellers towards English, shedding light on the factors shaping its current standing in Pakistan(Kaufman & Baer, 2004).

According to another research article (2016), the analysis of the extracted words is done both quantitatively and qualitatively. Urdu and English, distinct languages with varying word orders, pose challenges for learners due to their differences in article usage. Urdu, following the SOV structure common in Indo-Aryan languages, lacks articles, unlike English. Investigating this, a study focused on article (a, the, and Ø) usage among native Urdu speakers in Pakistan. Using the Fluctuation Hypothesis (FH) by Ionin (2004), a task was administered to analyse article proficiency(Bansal, Keisler, Siebert, & Jenni, 2023).

A research journal was published by Ayesha Aslam and Saba Chaman under the name of the International Journal of Linguistics (2020). The words light, press, and paste have undergone significant semantic change, as in Urdu, these words mainly mean "electricity, iron," and "to brush, respectively. Historically, words were used differently. e.g., "paste" just means the liquid-like material used to brush your teeth, not just "to brush". "Light" just means brightness brought through a light bulb(Silverstein, 2018).

Urduization of some of the words in Pakistani local language and newspapers does not necessarily mean the exact historical representation of a word. The International Journal of Advanced Research published research on the same topic of code switching and Urduized words used in Pakistani newspapers and media. It was published by Shaista Jabeen (2018), stating "Media are mixing English codes in Urdu very

commonly and subconsciously with the aim of conveying messages in the best possible way to the audience". This paper argues that the fundamental parts of bilingualism and multilingualism are changes and varieties in a language. It further states that "the inclination towards code mixing and code switching has acquired a few changes in Pakistani individuals and their way of life; in fact, culture is ordinarily conveyed by that language". According to the International Journal of English and Literature published by faculty members of GCU Faisalabad (2013), this borrowing is solely not due to the non-availability of Urdu correlates; rather, there are other issues involved. It may be prestige, social influence, or phonological ease, but this is a topic of separate research to explore reasons for using English words in Urdu"(Bretxa, Comajoan, & Vila i Moreno, 2016).

Another paper briefly reviews written language mixing in order to explore the use of English in Urdu print magazines and newspapers' advertisements and the context in which English words are used. It states that English has immense influence in written genres such as print advertisements, and the use of English words shows a lexical gap in Urdu, an area that will be helpful for applied linguistics and language policy makers to take it as a norm or need to fill the gaps by working on the vocabulary of Urdu." A similar type of research was conducted by Riaz Ahmed Mangrio. He published the book in 2016 under Cambridge Scholars Publishing, stating that "English words in Urdu (communication and writings in newspapers) are recent, so it is necessary to look briefly at some of the background of English loan words in Urdu. This is because the Urdu lexicon is basically an amalgamation of native Urdu words and Persian and Arabic loans. It further states, the use of English in Urdu is not due to a status symbol but a social habit". Kausar Rehmati Khan and Masroor Khan published a journal relating to this topic under the name of the Journal of Social Sciences and Humanities (2020). According to it, through the analysis of newspaper data, it can be concluded that code switching (Urduizing of English words) was intra-sentential, word code switching, and loan words (Wodak, 2011).

RESEARCH METHODOLOGY

The researchers have chosen Jang, Dawn, Nawai-Waqt and BBC Urdu Newspapers through random sampling. Quantitative and qualitative methodology has been used in this research. All words are counted then English words are extracted from it. The words are then categorized into Noun, Verb, Adjective and Adverb. The total Urduized English words were counted and compared with the total words on the page and calculated the average percentage of Urduized English words used in these Newspapers. Lastly, the researchers have analysed and describe all Urduized English words used in Newspapers of this corpus-based study to illuminate various reasons behind using Urduized English words in this Newspaper.

DATA ANALYSIS

Eleven articles from four distinct news sources, including Jang, Dawn, Nawai-Waqt and BBC Urdu, were chosen for this research project. For this investigation, publications from various time periods between 29th May and 17th September 2023 were chosen. All of the Urduized words in these articles were sorted

and divided into various categories to determine their parts of speech. The history of each word and its application in an Urdu article were then determined by a thorough investigation of each word.

Article-01

Source: <https://jang.com.pk/news/1244808>

In selected part of Jung Newspaper there is total 4 Urduized English words. There is total 837 words in the report.

Noun	ملٹی نیشنل کمپنی
Noun	لیٹر
Noun	ملی لٹر
Noun	کرام

Percentage of Urduized English Words

Percentage: 04/837 multiple by 100 equals to 0.4% is English words.

Discussion

Here is the detail of Urduized English words.

1. ملٹی نیشنل کمپنی (Multinational)

A multi-national, originated by 1921, literally means "comprising or pertaining to many nations," from multi+national, originally with reference to states; later (by 1960) to corporations and organizations. A multinational company is one that has huge export and import businesses in more than one or two countries. It has a headquarters in its home country and many other branches in several other countries. It has high income and outcomes throughout the year. It has huge marketing and customer bases. This word is used in article because writer is referring to a company which has access internationally. The products made by this company has worldwide records.

2. لیٹر

Late 18th century: from French, an alteration of litron (an obsolete measure of capacity), via mediaeval Latin from Greek litra, a Sicilian monetary unit. A unit that measures the capacity and volume of liquid. It has many other big and small units. It was introduced in 1901. A litre equals the volume of one kilogramme of water. The symbol for litre is L. This word has significant meaning in the article because writer uses international selected units to measure quantity of any liquid it refers his international approach of writing an official document.

3. ملی لٹر

Borrowed from the French millilitre. Equivalent to milli- + liter .It is the subunit of the liter .For measuring small volumes of liquid ,this unit is used .It was also introduced at a conference held in 1901. The symbol

for a millilitre is "ml. This word is also a sub unit of measuring liquid by using this word writer's international approach or well-being of knowledge regarding units has shown.

4. گرام

Late 18th century: from French word gramme, from Late Latin gramma 'a small weight', from Greek. It is a unit that measures the quantity of a solid object. Equal to one thousandth of a kilogram. 1/1000. There are many formulas for gramme, like the gramme mass formula, the gramme mass unit, etc. The symbol for gramme is g. Gram word is used in article because in this article writer writing about the quantity of powder milk and raising of its prices and this is a unit internationally accepted used to measure mass of anything.

Article-02

Source: <https://jang.com.pk/promoted/1261330>

In selected part of Jung newspaper there is 8 Urduized English words. There is total 1497 words in the report.

Noun	Noun	شیل
Noun	Noun	موٹر سائیکل
Noun	Noun	ڈرائیور
Noun	Noun	پیٹرول
	Noun	اسپارک پلگ
Verb		اوور فلو
	Noun	اسٹانک چارج
Verb		فیولنگ

Percentage of Urduized English Words

Percentage: 08/1497 multiple by 100 equals to 0.5% English words.

Discussion

1. شیل

Old English scell (noun), of Germanic origin; related to Dutch schel 'scale, shell', also to scale¹. The verb dates from the mid-16th century in Shell (sense 2 of the verb). Shell is a noun; generally, it means a hard and protected outer surface. In the report, it is the name of the foundation of a petroleum company. The Shell Company has had a solid influence in Pakistan since 1899. Shell has many offices all over the country, and its headquarters are in Karachi. Writer uses this word because whole article is based on Shell Company and its oil dealing shell is a company and has adverse beneficial trends in Pakistan.

2. سائیکل موٹر

Motorcycle (n.) "A large bicycle propelled by a small motor," 1895, a hybrid from motor+cycle, from bicycle. Motorcycle was also used in the late 19th century. Related: Motorcyclist. Motorcycles, also called bikes, are two- or three-wheeled vehicles used for transportation. They have metal bodies with brakes and handles. It is run on petrol (fuel). The motorcycle was invented by E.J. Pennington in 1894. This word used in article because writer is informing us from oil selection in your vehicle either it's a motorcycle. Motorcycle is widely used in Pakistan because of less installation prices that's why writer has to aware a large amount of people by referring a motorcycle.

3. ڈرائیور

The origin of the term driver, as recorded in the 15th century the verb 'to drive' in origin means "to force to move, to impel by physical force". Humans or robots that drive or control vehicles are called drivers. There are many kinds of drivers, like car drivers, bus drivers, truck drivers, and train drivers. The word drivers is used in article because news writer is talking about drivers who drive any vehicle has to aware when they select oil or petrol for their vehicles because a car or motorcycle can't select oil by itself but a driver can.

4. پٹرول

Mid-16th century (in the sense 'petroleum'): from French pétrole, from mediaeval Latin petroleum (see petroleum). The sense 'fuel oil' dates from the late 19th century, apparently reintroduced from French. Petrol, or fuel, is a transparent, yellowish material made up of petroleum. It is a flammable liquid. It is used in vehicles for their work. Petrol was invented by Edwin Drake in 1859. Petrol word used in article refers to "a company shell" who is making or manufacturing oils has saving means of petrol for your vehicle and writer also giving awareness to people from using different petrol for their vehicles.

5. اسپارک پلگ

Old English sprca, spearca, of unknown origin Early 17th century: from Middle Dutch and Middle Low German Plugge, of unknown ultimate origin. A spark plug is a device used in the cylinders of vehicles. It has two electrodes across which current moves from the high-tension system and causes a spark. Etienne Lenoir created it for the first time in 1860. This word is used in this article because writer giving us the concept of spark plug which is done due to unsafe mean of oiling and causes huge distraction. Writer aware readers from spark plug which is only possible by choosing safe mean of petrol.

6. اوورفلو

Overflow (v.) Middle English over flouen, from Old English ofer fleow "to flow across, flood, inundate," also "to flow over (a brim or bank);" see over- + flow (v.). It is a process or phenomenon in which any liquid or semi-liquid mixture rises from its original limit. Charges (current) also overflow when they rise

from their limit, which can cause sparks or total damage. This word is used in article to giving us idea of how oils or petrol do overflow when we don't give attention during filling of petrol in our vehicles the word overflow has also a convenient meaning to its reader because it's commonly used in daily life

7. اسٹاتک چارج

Random radio noise, 1912 from static (adjective). The figurative sense of "aggravation, criticism" is attested from 1926, Early 13c, from the old French word "load, burden; imposition, "from chargier "to load, to burden, from Late Latin carricare "to load a waggon or car", from Latin carrus "two-wheeled waggon (see car), q doubted of - کارگو. When negative and positive charges are imbalanced in any object, it creates a static charge. Then they ultimately found ways for release and discharge and became neutral. This word was introduced in 1742. Using this English word tells writer's access of all fueling process. Writer used this word to describe a process in which static charges get charged by unsafe mean of oiling and it is highly distractive

8. فیولنگ

Middle English: from old French _fouaille_, based on Latin focus 'heart' (in late Latin 'fire'). Fuelled or fuelling is the same terminology; both are used for the verb fuel. The process by which fuel is injected or planted in any vehicle is called fuelling. This word used in the article because writer is giving us better knowledge of the process of fuelling and large people of county are drivers, they have known word fuel because in Urdu it is also used fuel Urdu doesn't have any alternative word to fuel. Knowing of word fuel make them to know fuelling process easily.

Article-03

Source: <https://www.nawaiwaqt.com.pk/08-Jul-2023/1716713>

In selected part of Jung newspaper there is 6 Urduized English words. There is total 144 words in the report.

Noun, verb	فائرنگ
Noun, verb	رپورٹ
Noun	پلاٹ
Noun	پولیس
Noun	ڈی ایس پی
Adverb, Noun	پوسٹ مارٹم

Percentage of Urduized words

Percentage: $6/144 \times 100 = 4.16\text{percent}$

Discussion

Details of Urduized words are as follows:

1. فائرنگ

Firing is often used as a verb whose noun is fire. It means, in the context of this article, that shooting bullets at people out of some grudge. It is an old English word that originated from a German term meaning expelling someone. In this newspaper article this word is used explaining death and injury of people due to it during meeting over plot issues in Peshawar. Other word that can be suitable for alternative is shooting bullets.

2. رپورٹ

Information that is presented in an organised manner gives a detailed account of an event. In this newspaper, this term is used as a noun. It is derived basically from German and Latin elements. With the reference to this article Report is presented here by police about deaths and injuries of people.

3. پلاٹ

A plot is an area registered under a person's name. People buy plots and can convert them into buildings, homes, or whatever else they want. In this article, people are having a rift due to a plot. It was first used in the 10th or 11th century. Plot is always used as noun.

3. پولیس

A force within a country that maintains law and order and takes action against crimes such as murder, robbery, etc. In the English language, it was first used in the 15th century. Article is presented here informing that Police is presenting report about incident happened in Peshawar.

4. ڈی ایس پی

Stands for Deputy Superintendent of Police. He or she assists SP. This word is being used inside Pakistan since establishment of British colonialism. They established civil services. Newspaper article was published telling the work of DSP regarding firing in Peshawar resulting in in two injuries and 4 deaths. He/she works under SP.

5. پوسٹ مارٹم

It explains how, when, and why someone dies. It is basically a Latin word that was in use in the 18th century. With the context of this article above-mentioned, Post-mortem report of deceased was presented by forensic team present in the hospital to the police afterwards.

Article-04

Source: <https://www.bbc.com/urdu/articles/c3gz8xye5lro>

Five Urduized words are selected from this article.

Noun	کلب
Noun	سٹیل

Noun, verb	کیبلز
Noun, verb	پتچ
Noun, verb	ڈونیشن باکس

Percentage of Urduized words

Percentage = $5/288 \times 100 = 1.7$ percent

Discussion

1. کلب

Club is mainly used as a noun and was first used in England during the 18th century. The British brought this word to the subcontinent during colonialization, meaning an association or group of people sharing a common interest. It is widely used as a daily language now in Pakistan. With the context of this newspaper article a cash in the donation box monitored by local mountaineers' club was stolen in Switzerland. This can alternatively be used as association or a group.

2. سٹیل

Steel is a metal alloy comprised of iron and carbon. It is a noun that is originated from the proto-Germanic adjective "stakhljan". The donation box was stolen as mentioned in above newspaper article. The steel cables were placed to cross the valley through which thieves were able to cross complex mountain in order to steel donation box collected by mountaineers' club. There are several objects made from steel.

3. کیبل

This word was first used in the 12th century for a strong and large rope or chain that was used in a ship. Now it is used as a medium for transmission. In this article, it is used in the context of passing through the valley Cable wires were placed through which thieves crossed.

4. پتچ

This is mainly used as a noun, which means a sheet of paper on which something is written in a newspaper or a book. It is an old English word. In this news article, this word is used to explain a Facebook page. Just like a newspaper page, this word is also used for a virtual page on a social media site.

5. ڈونیشن باکس

It means a container where people can put clothes, food, or even money under the umbrella of an organisation. It is basically used as a fund. It has been used for a long time in the modern world and also in countries where the language is influenced by English and is being used as a daily language. Reading this news article, it is known that a donation box was stolen in Switzerland.

Article-05

Source: <https://jang.com.pk/news/1231028>

In the selected part of Jang Newspaper, there are a total of 8 Urduized English words. There are a total of 257 words in the report.

Sr. No	Urduized Words	Noun	Verb	Adjective	Adverb
1	کاربن ڈائی آکسائیڈ	N			
2	سائنس	N			
3	انڈسٹری	N			
4	گرین ہاؤس گیس	N			
5	ٹیم	N			
6	چارج		V		
7	ٹیکنالوجی	N			
8	وٹامن سی	N			

Percentage of Urduized English words

Percentage: $8/257 \times 100 = 3.11\%$

The total percentage of Urduized English words in the selected portion of the newspaper is 3.11%.

Discussion**1. کاربن ڈائی آکسائیڈ**

Carbon dioxide is an English word. It is the name of a gas that is found in abundance. Usually, periodic matters are not translated into Urdu. Since the middle of the 18th century, the substance has gone by the names fixed air and carbonic acid gas. Because it contains one carbon and two oxygen atoms, it was given the name carbon dioxide in 1879. It is borrowed in Urdu because of lack of scientific terms in Urdu. It is used because it is often preferred to use scientific terms in English.

2. سائنس

Science is also a word in English. It is the study of the physical and natural worlds. Science is a word borrowed from English by Urdu. Its root is the Latin word scientia, which can be translated as knowledge, expertise, or experience. Science came to mean collective knowledge in English by the late 14th century.

It is preferred in Urdu to name different fields and subject in English, that's why the writer preferred using this word.

3. انڈسٹری

The word "industry," which Merriam-Webster defines as production concerned with the processing of raw materials and the manufacture of goods, is said to have first appeared in English in the 15th century. It is used often in Urdu because we don't have any other suitable word. So, clearly writer has used it because of the normalization of word "industry" in Urdu.

4. گرین ہاؤس گیس

Greenhouse gases, also known as GHS, are very popular gases. These gases trap heat. These are present in our atmosphere; the most commonly known are carbon dioxide and water vapor. With the publication of the first tenable climate model that described how gases in Earth's atmosphere trap heat, Swedish physicist and physical chemist Svante Arrhenius is credited with coining the term in 1896. Writer used "greenhouse gases" because of lack of Urdu translation of this term.

5. ٹیم

Team is an English word that can be used in several contexts. In English, team usually refers to a group of people having the same motivation. The noun was first used to describe individuals who were associated with or engaged in a joint endeavour in the early 1500s. "Team" is often merged in Urdu language. Use of this word shows the bilingualism of the writer.

6. چارج

Charge is used as a noun and also as a verb, according to different contexts. It can mean: demanding a price for a service or a thing; assigning duty; accusing; but in the context of the article, it is used as a process of transferring electrons. Writer using this, shows that English has vaster vocabulary than Urdu. The Urdu translation "charge" is not often used in Urdu

7. ٹیکنالوجی

Despite coming from English, the word is now used in Urdu. The Greek words techne and logos, when transliterated, are the source of the English word technology. Techne refers to art, skill, and craft, as well as the process, means, or means by which something is acquired. Logos is Greek for "utterance." It refers to the development and application of science. There no equal Urdu word for this. "Technology" is merged in Urdu language so the writer using this word is second nature.

8. وٹامن سی

Vitamin C is a very commonly used English word in Urdu. It is a term for ascorbic acid. Chemical analysis by Szent Györgyi and Haworth revealed that "C" is ascorbic acid, which they named because ascorbic

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means "anti-scurvy." It is a popularly known drug. There are lack of Urdu translations of many drugs and minerals.

Article-06

Source: <https://www.dawnnews.tv/news/1210403/>

In the selected part of Dawn Newspaper, there are a total of 14 Urduized English words. There are a total of 405 words in the report.

Sr. No	Urduized Words	Noun	Verb	Adjective	Adverb
1	مشن	N			
2	اسپیس	N			
3	ریسرچ	N			
4	آرگنائزیشن	N			
5	ٹچ ڈاؤن	N			
6	لینڈر	N			
7	لاٹج	N			
8	لینڈنگ		V		
9	راکٹ	N			
10	بجٹ	N			
11	سائز			ADJ	
12	انجینئرز	N			
13	سیٹلائٹ	N			
14	کنٹرول		V		

Percentage of Urduized English words

Percentage: $14/405 \times 100 = 3.45\%$

The total percentage of Urduized English words in the selected portion of the newspaper is 3.45%.

Discussion

1. مشن

There does not seem to be a word in Urdu that is widely used that could be substituted for "mission". A mission is a task assigned to an individual or a team of people. The term "mission" comes from the Latin missionem (nom. missio), which means "act of sending" or "to send," and was first used in 1598 by Jesuits, who were members of the Society of Jesus.

2. اسپیس

It is spelled "space" in English. All things exist and move within space, which is made up of three dimensions: height, depth, and width. In 1845, Alexander von Humboldt coined the term "outer space" as an astronomical term. H. G. Wells' writings from 1901 helped make it more well-known. It is very often used in Urdu language. Writer used it because it is more generalized term for the readers.

3. ریسرچ

The simplest definition of research is the process of looking for information. This information may be brand new or it may corroborate an established fact. Research is based on gathered and analysed data, and it has an educational goal. The Middle French verb "recherche," which means "to go about seeking," is where the word "research" originates. This word has made its place in Urdu language. It is so commonly used that readers may understand this term better than the Urdu term that is one of the reason for writer to use it.

4. آرگنائزیشن

A group of people who cooperate, such as in a union, corporation, charity, or neighbourhood association, constitutes an organization. The term "organisation" can be used to describe a person, a group, a company, or the process of creating or establishing something. The word originated in Middle French, which itself was derived from Mediaeval Latin Organizationem. In 1873, it acquired the definition "system, establishment." The word's earliest known source is the Greek word organon, which means "organ." Using of this word in Urdu is effect of British colonies, as there were different terms introduced to Urdu speaking region by English speaker.

5. ٹچ ڈاؤن

The time when a spacecraft or aircraft touches down. It is another word for when an aircraft lands. A verbal phrase (by 1859 in sports), from touch, which is a verb, and down, which is an adjective, first used in rugby in 1864, where the ball is literally touched down on the opposing goal-side. Later own it was used for "landing" in both English and Urdu.

6. لینڈر

It is a noun or adjective. It is one that lands, especially a spacecraft intended to touch down on a heavenly body (like the moon or a planet). It derives from the word "land."

7. لانچ

To launch something is to move it forward or propel it, usually while standing. Launching a rocket, a career, or a product can be done in a variety of ways. Either way, you're getting it off the ground or showing it to the world. It originated in Old North French. There is no good substitute for this word in Urdu. The writer using this word shows the normalization of bilingualism in Urdu speaking people.

8. لینڈنگ

The action or process of landing or resting, particularly after a journey or flight. English landing is the present tense of the verb land, which is derived from the Old English word land (which means "earth, land, soil, ground; defined piece of land, territory, realm, province, district; landed property; country (not town); ridge in a ploughed field") and Middle English landlord. It originated in Old North French.

9. راکٹ

A rocket is a spacecraft, a missile, or the specialised engine used to lift one of these into the air. The word "rocket" is an adaptation of the Italian word rocchetta, which means "bobbin" or "little spindle" and was given to the object because of its shape resemblance to a bobbin or spool used to hold thread from a spinning wheel. . The winter used it because, it is used in Urdu quite comfortably.

10. بجٹ

An income- and expense-based spending plan is referred to as a budget. In other words, it is a projection of your income and expenses for a specific time frame, like a month or a year. The word "budget" comes from the French word "bougette," which means "little bag." From this word, the concept of a budget was developed, and after years of development, the budgets for all nations began to be prepared. This word is used in Urdu so usually that it is practically part of Urdu language. Budget is considered as an Urdu word as well.

11. سائز

It is the relative size of something—its overall size, magnitude, or size in relation to other things. Terms like "size," "volume," "mass," and "bulk" describe the scope or dimensions of something that is substantial and takes up room. The general term for size is great size or small size. Writer using this word show the lack of vocabulary in Urdu language.

انجینئرز. 12.

An engineer is a person who designs, builds, and maintains machines and structures like bridges, railroads, and roads using scientific knowledge. The Latin words *ingeniare* ("to contrive, devise") and *ingenium* ("cleverness") are the ancestors of the English word engineer (Latin "*ingeniator*"). This has no Urdu substitute. There are many professions that are just named in English and have no Urdu translation.

سیٹلائٹ. 13.

An object that orbits a larger object is referred to as a satellite. Due to its orbital motion around the sun, Earth is a satellite. Because it orbits the Earth, the moon is a satellite. The moon and the Earth are referred to as "natural" satellites. The Latin word *satelles*, which means "one who escorts or follows after an important person," is where it got its name. Additionally, this is how satellite was originally meant in English. The term "satellite" was also applied to celestial bodies like the moon because they can be seen as "escorts" of the planets they orbit. Writer used this to make it easy for people to understand.

کنٹرول. 14.

To be in charge means to have the authority to conduct something in a planned manner. A skilled teacher can keep control of students who might otherwise be disruptive or inefficient with their time. A control can also be a tool used to operate a machine, such as a television's remote control. The Latin word *contrarotulus*, which means "a register, counter, or record of something," is the origin of the words controlled and control. Using of this word in article shows the lack of Urdu vocabulary of writer.

Article-07

Source: <http://Jang.com.pk/news/1244787>

Total 19 English words are being used in the selected section of the newspaper. The total number of words in the report are 459.

Sr. No	Words	Noun	Verbs	Adjective	Adverb
1	سپیشل			Adjective	
2	ٹراسمشن	Noun			
3	کوآرڈینیٹیشن	Noun			
4	گیم چیئنگ	Noun			
5	کروپنگ		Verb		
6	ایگریکلچر	Noun			
7	ریپولوشن	Noun			
8	ڈیجیٹل			Adjective	
9	میجر			Adjective	

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10	ٹولز	Noun			
11	سیٹلائٹ	Noun			
12	پی ایچ ویلیو	Noun			
13	سروینس	Noun			
14	ڈرون	Noun			
15	ٹیکنالوجی	Noun			
16	رول	Noun			
17	ایوی ایشن	Noun			
18	مانیٹر		Verb		
19	ریگولیٹ		Verb		

Percentage of Urduized English words

Percentage: $19/459 \times 100 = 4\%$

Total percentage of Urduized English words in selected portion of newspaper is 4%.

Discussion

Some details of Urduized English words are given blow:

1. سپیشل

The word "Special" is used in this newspaper to refer to a transmission shown on a news channel special is used in Urdu as “Khas” which is used in various context for better understanding. Special word is used in this newspaper to distinguish someone by some unusual quality and to make something superior from others. The word special is used as adjective in c.1300 and is shortening of old French “especial” Or Latin Specialis from species appearance.

2. ٹرانسمیشن

The term "Transmission" is used to convey information about the mentioned in the newspaper Transmission is used as formal and informal Urdu context. Transmission is the sharing of information or process of passing some information from one person to other. It is used as noun and word traced to the Latin word transmittere.

3. کوآرڈینییشن

The term "coordination" is used to ensure that if political and military leadership coordinate it will surely lead to strengthening of Pakistan's food security coordination can be used as Urdu context for better understanding for readers. Used in mid-17th century Coordination means to balance activities of groups so that they can work together smoothly .It is used as noun extracted from French or from Late Latin.

4. گیم چینجر

Game changer term is used in this newspaper to refers to the positive effects of project Game changer is use in this report to provide better understanding for readers.it is used for person or things that affects a situation very much. It is used as noun. It came from the world of sports and was first printed in newspaper in 1980s.

5. کروپنگ

Cropping term in this newspaper to give information about crops cropping is used in Urdu context writer use this word for better understanding. Cropping is a procedure in which different crops are grown and cultivated through different methods. It is used as verb. Crop is the word of old English

6. ایگریکلچر

The word Agriculture is used in this newspaper to discuss about development in farming and crops. Agriculture word is used for better understanding as well as it can be used in formal and informal context. Agriculture is a science of farming, growing crops and their cultivation to provide food to feed the people .It is used as noun. The word agriculture is late Middle English adaptation of Latin agricultura.

7. رپولوشن

The word Revolution is used in this newspaper to talk about fundamental change in agriculture. The writer uses this word because it is a familiar word for the readers. Revolution is a fundamental change made to something or organization. It is used as noun and the word revolution is known in French in 13 century and revolution in English by the late of 14 centuries.

8. ڈیجیٹل

Digital Revolution is basically name of revolution in agriculture word has been used because there is no word for it in Urdu word is used to show weather electronic signal is there or not or used for devices where binary system used.it is used as adjective used In late 15 century extracted from Latin word digitali.

9. میجر

It is basically type of revolution called Major revolution used to tell about revolution in agriculture. The word major is used because It describes the type of revolution Major first recorded in 1350 1400 from Latin word major comparative of Magnus means having importance or significance.it is used as adjective.

10. ٹولز

Tools word is used to tell that Land Information Management system acts as equipment in various agricultural problems. Tools word is used in this report for better understanding for reader. Tools are equipment needed to perform a service. It is used as noun. It is the word from old English (Tol).

11. سیٹلائٹ

Satellite term is used in newspaper to tell that satellite are necessary for weather forecasting for agricultural purpose satellite is used in this report because readers are more familiar with this word. Man-made equipment that orbit around the planets or star.it is used as noun recorded in mid16 century from French satellite or Latin satelles.

12. پی اچ ویلیو

PH value is term used in this newspaper to find out the PH value of the soil pH value is use in this report because there is no word in Urdu for this word. A value on scale that showing the acidity of an aqueous solution. It is used as noun. It comes from the German word Potenz and H the chemical symbol of hydrogen.

13. سرویلنس

The word surveillance is used to monitor terrestrial insects. The word surveillance refers to Control on something or close observation of anything.it is used as noun. Recorded in Early 19 century from French sur-over+veiller. This word is used because it can be used as formal as well as informal Urdu.

14. ڈرون

Drown word is used to tell about a gadget used for spying and monitoring terrestrial insects. Drown is a gadget for farmers to spraying their fields and crops.it is used as noun extracted from Middle English” drownen, drounen, drunen. Word drown is used in this report because there is no word in Urdu.

15. ٹیکنالوجی

The word Technology is used to tell that Technology is necessary for agricultural development. Technology is method resulting from scientific knowledge for meaningful purposes.it is used as noun. Recorded in Early 17 from Greek tekhnologia. Technology word is merged in Urdu that’s why it is used in this report.

16. رول

The word Role is used to refer the role of reflective leadership. The word Role is use in this report because people are more familiar with this word. Role is a part played by any person or thing in a situation.it is used as noun. Recorded in Early 17 century from French role.

17. ایوی ایشن

Aviation word is used to tell that the role of Aviation in any county is to monitor drowns.this word because it can be used in formal and informal Urdu. Aviation word deals with travel by air or the development in aircrafts. It is used as noun. Recorded in mid19 century from French, formed irregularly from Latin avis “bird”.

18. مانیٹر

The term Monitor is used for monitoring drowns. Monitor word is used in this report because of better understanding of this word. Monitor means to check the progress of something continuously. it is used as verb recorded in early 16 century from Latin language.

19. ریگولیت

Term Regulate is used for Law Agency. Regulate means to control the speed of something so that it can perform its task smoothly. It is used as verb. it is recorded in late Middle English. this word is used in this report because readers are more familiar with this word.

Article-08

Source: <https://jang.com.pk/news/1262462>

Total 4 English words are used in selected portion of newspaper. The total number of words in this report are 127.

Sr. No.	Word	Noun	Verb	Adjective	Adverb
1	میڈیکل بورڈ	N			
2	گرافٹنگ		V		
3	پلاسٹک سرجری	N			
4	انفیکشن	N			

Percentage of Urduized English words

Percentage = $4 \times 100 / 127 = 3.1$.

Discussion

Some details about Urduized English words are given below.

1. میڈیکل بورڈ

The word Medical Board is used in this newspaper for Head of Medical Board Medical board is used in this report because this is the name of head of the medical board. The word medical board is used as noun which means the group or stuff of medically qualified people to give opinion on medical matter. The word medical is extracted from French Medieval and Latin word medicus. The origin of the word board is Proto-west Germanic.

2. گرافٹنگ

The word Grafting is used for procedure in which Face, Shoulder and back wounds are starting to heal. Crafting word is use in this report because it is a medical term. The word grafting is used as verb which

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is a surgical process to move tissues one side to the other side of the body to repair other damage part of the body. The word grafting is appears in English in the late 15 century in botanical sense.

3. پلاسٹک سرجری

The word plastic surgery is used for Plastic surgery team that head Grafting. Plastic surgery word is used in this report because it is medical term .It is used as noun which comes from Greek word plastikos which means to shape or mold something in new look the term Plastic surgery is first used in 1800s in which doctor or surgeon reshaped or molded the tissues in new shape .

4. انفیکشن

The word infection is used that there is infection in patient wound. Infection word is use in this report because it is medical term .It is used as noun which begins when an organism successfully enter in human body and grow multiple times and become the cause of illness Infection drives from Latin word infectus recorded in late middle English.

Article-09

Source: <https://jang.com.pk/news/1244810>

In selected part of Jung Newspaper there is total 8 Urduized English words. There is total 92 words in the report.

بیورو رپورٹ	Noun
ٹیم	Noun
انکم	Noun
سپورٹ	Noun
ڈائریکٹر	Noun
کرائم سرکل	Adjective
انسپیکٹر	Noun
ڈپٹی ڈائریکٹر	Noun

Percentage of Urduized English Words:

Percentage: 8/92 multiple by 100 equals to 8.69% is English words.

Discussion:

The detail of Urduized words is given below:

1. بیورو رپورٹ

Bureau is a word written in English that means an office for collecting information. This word was introduced in the late 17th century. This word is an extract from the French word originally ‘baize’ (used to cover writing desks), from Old French *burel*, probably from *bure* ‘dark brown’, based on Greek *purros* ‘red’. A bureau report is a kind of collective record of all your credit details and clearance history. A

bureau report is provided by a credit information company that is approved by the financial regulator of the country. The writer of this article use word bureau because he wants to show a proper mechanism that monitor any illegal activity.

2. ٹیم

Team is a word written in English that means a squad of people. This word is introduced in Old English *tēam* ‘team of draught animals’, of Germanic origin; related to German *Zaum*, ‘bridle’, also to [teem](#)¹ and [tow](#)¹, from an Indo-European root shared by Latin *ducere*, ‘to lead. Though here in Urdu, it has the analogy of the word jhool." A team is a group of people who are performing similar tasks in order to achieve their goal. A squad of people who are interested in the same task in order to fulfil their desired mission. The word team has a significant meaning in the article that shows how the teamwork is being utilized for the betterment of the society.

3. انکم

Income is a word written in the English language that means remuneration. This word was introduced in the 16th century. This word is an extract from Middle English (in the sense ‘entrance, arrival’, now only Scots); in early use from Old Norse *innkoma*, later from [in](#) + [come](#). The current sense dates from the late 16th century. Though here in Urdu, it has the analogy of the word husool." Income is a specific amount that a person earns through a job or various activities. The used-up and saved opportunity gained by an entity in a defined time span. The word insurance is used by the writer because the whole article is based on a program named as Benazir Income Support Program for the needy people that need financial support.

4. سپورٹ

Support is a word written in English that means help. This word was introduced in the 15th century. This word is extracted from Middle English (originally in the sense ‘tolerate’): from Old French *supporter*, from Latin *supportare*, from *sub-* ‘from below’ + *portare* ‘carry’. Though here in Urdu, it has the analogy of the word *thamna*. Support is something that assists people in times of need. This can be of any kind; it can be financial support, emotional support, moral support, etc. This is a kind of aid that people provide to their loved ones in times of need. The word support is used by the writer because the whole article is about a program that is for the help and support of people in need whereas the program name also include the word support in it.

5. ڈائریکٹر

Director is a word written in English that means in charge of a department. This word was introduced in the late 15th century. This word extracts from "a guide," from Anglo-French *directour*, French *directeur*, agent noun from Latin *dirigere* "set straight, arrange; give a particular direction to," from *dis-* "apart" (see *dis-*) + *regere* "to direct, to guide, keep straight" (from PIE root **reg-* "move in a straight line"). Though here in Urdu, it has an analogy to the word *naazim*." A director is a person who is the head of a department, an organisation, or a company. He manages all the activities of that department and directs the people

about their tasks. This word is used by the writer because he wants to show the cycle of the positions for managing tasks in any project on a bigger level.

6. کرائم سرکل

Crime is a word in the English language that means an unlawful act. This word was introduced in the 15th century. This word extracts from Middle English (in the sense 'wickedness, sin) via Old French from Latin *crimen* 'judgement, offence', based on *cernere* 'to judge'. Though here in Urdu, it has an analogy to the word Jurm." Crime Circle is an agency to investigate federal crimes in Pakistan. An awful act that is punishable by the state. The word crime hold a significance in this article because this whole article is about the crime investigation and illegal activities.

7. انسپکٹر

Inspector is a word written in English that means "checker". This word was introduced in the 16th century. This word extract "overseer, superintendent," from Latin inspector "one who views or observes", is a noun from the past participle stem of *inspicere* "look at, observe, view; look into, inspect, examine," from in- "into" (from PIE root *en "in") + *specere* "to look" (from PIE root *spek- "to observe"). However, in Urdu, it is analogous to the word Nazir. An inspector is a police officer that is officially employed to inspect different cases in order to maintain the stability of rules and regulations. The writer of the article used this word because he want to explain that when a crime is committed it is then handle by the inspector.

8. ڈپٹی ڈائریکٹر

Deputy Director is a word written in English that means junior director. This word was introduced in the 14th century. "subordinate officer, one given the full power of an officer without holding the office," from Anglo-French *deputé*, noun use of past-participle of Old French *députer* "appoint, assign" (14c.), from Late Latin *deputare* "to destine, allot," in classical Latin "to esteem, consider, consider as," literally "to cut off... Though here in Urdu, it has an analogy to the word Naib Naazim. A deputy director is a person who is junior to the director and works as an assistant director to execute the tasks assigned by the director. The writer used this word in the article because he want to show the team ranks in the article.

Article-10

Source: <https://jang.com.pk/news/1261737>

In selected part of Jung Newspaper there is total 5 Urduized English words. There is total 149 words in the report.

انشورنش	Noun
کمپنی	Noun
ہولڈر	Verb
پریمیم	Adverb
پالیسی	Verb

Percentage of Urduized English Words:

Percentage: $5/149$ multiple by 100 equals to 3.33 is English words.

Discussion:

The detail of Urduized words is given below:

1. انشورنس

Insurance is a word written in the English language that means something that provides protection against a possible eventuality. This word was introduced in the 15th century. The word insurance is an extract from the French word insurer. Though here in Urdu, it has the analogy of the word bima." Basically, insurance is a system in which a company takes on the responsibility of providing a guarantee of repayment for a specified loss, damage, illness, or death in return for payment of a specified premium. The writer used this word because the article is about the company that is a insurance company.

2. کمپنی

Company is a word written in English that means corporation. This word was introduced in the 18th century. The word company comes from the Latin words 'com', meaning 'together', and 'panis', meaning 'bread'. Though here in Urdu, it has the analogy of the word Rafaqat. It originally explained how the merchants would get together, share stories, eat together, and trade. Primarily, a company is a legal organisation that represents a corporation of people, whether natural, legal, or a mixture of both, with a specific objective. The word company has a significance as the article is based on a conflict that is happen between the insurance company and the policy holder.

3. ہولڈر

Holder is a word written in the English language that means keeper. This word was introduced in the 19th century. The word holder is extracted from the word holde. Though here in Urdu, it has the analogy of the word qaabiz." The proper definition of holder is that a person who has a hold on something owns and has control over something operational. The one who has a legal and rightful title to something and to property. The word holder is written by the writer of the article. To clarify the position of the person who owns the company.

4. پریم

Premium is a word written in English that means insurance payment. This word was introduced in the early 17th century. The word premium is an extract from the Latin word preamium. Though the word Premium is analogous to the word Sila. The description of the word premium is the cost paid to save from loss, risk, endangerment, fortuity, etc. The amount you pay for an insurance policy that you pay to the insurance company for coverage. This word is used in the article because the article is about an insurance company and premium is equivalent to insurance payment.

5. پالیسی

Policy is a word written in English that means expedient conduct or action. This word is introduced in late middle English from old French *policie*, ‘civil administration’, via Latin from Greek *politeia*, ‘citizenship’, from *politēs*, ‘citizen’, from *polis*, ‘city’. Though the word policy has the analogy of the word Hikmat e amli, policy is defined as the set of ideas and strategies of what to do in specific circumstances that have been officially agreed to by a group of people, basically the steps for making the decision. Because there is so much lack of word that we can use as an alternative of English words. The writer used this word because he is talking about the insurance policies.

Article-11

Source: <https://jang.com.pk/news/1269442>

In selected part of Jung Newspaper there is total 12 Urduized English words. There is total 104 words in the report.

فٹبالر	Noun
کلب	Noun
ایکشن	Verb
سیزن	Noun
اسپورٹس	Verb
فوکسڈ	Verb

Percentage of Urduized English words

Percentage: 12/104 multiple by 100 equal to 11.53 English words

Discussion

Here is the detail of Urduized English words

1. فٹبالر

Footballer is a word written in English language which means a person who plays football. It was introduced in 1983. It was began in England with the laying down of rules by the Football association. Basically, footballer is a person is a person who continue football as a passion and as a job through which he or she earn money. It is used in the article because there is not any alternative of word footballer in Urdu. This word is used because the article is about the footballer Saddam Hussain.

2. کلب

Club is a word written in English language which means an association which is assigned to a particular interest or activity. This word is introduced in early 17th century. This word is originated from Middle English *clubbe*, from Old Norse *klubba*, *klumba* (“cudgel”), from Proto-Germanic **klumpô* (“clip, clasp; clump, lump; log, block”), from Proto-Indo-European **glemb-* (“log, block”), from **gel-* (“to ball up,

conglomerate, amass”). Though here in Urdu language it has an analogous to word Ijtimah ki jagah. In detail the true description of club is that an organization that is interested in common goal and take part in different type of activity. There is different type of club that are devoted to different type of activities such as political club, singing club, debate club, drama club and many more. Using club in Urdu newspaper is lack of Urdu words for club. This word is used because the writer wants to show the approach of sportsman with the sport clubs.

3. ایشن

Action is a word written in English Language which means process of doing something. The word is introduced in late Middle English: via Old French from Latin *actio(n-)*, from *agere* ‘do, act. Though in Urdu language it has an analogous to word Amal. Basically, the definition of action is the accomplishment of a task in a period of time with the possibilities of recapitulation of particular action in stages or steps. This word is used in the article because the news writer wants to show how passionate and in action the footballer is after joining the club.

4. سیزن

Season is a word written in English language which means particular weather pattern. The origin of word season is From Middle English *sesoun*, *seson* (“time of the year”), from Old French *seson*, *saison* (“time of sowing, seeding”), from Latin *satiō* (“act of sowing, planting”) from *satum*, past participle of *serō* (“to sow, plant”) from Proto-Indo-European **seh₁-* (“to sow, plant”). Though in Urdu Language it has an analogous to word Rat. Season is one of the four period of year that changes position with regard to the sun. This word is used to show the changing of the events.

5. ٹرانسفر

Focused is a word written in English language which means being concentrated. It is introduced in 17th century. It is a Latin word which means hearth, fireplace. The word is used to refer to the point at which rays of light refracted by a lens converge. Though in Urdu Language it has an analogous to word Mrakaz-e-Nigah. The brief description of focused is the centre of attraction of doing something or to complete a task with all the possible attention. This word is used by the news writer because in the article the footballer Saddam Hussain is claiming to be distinct on the game.

6. اسپورٹس

Sport is a word written in English language which means physical activity. This word is introduced in late middle century. The etymology of the word 'sport' comes from the Old French 'desport', meaning leisure. The oldest definition in the English language dates from around 1300 and means 'anything humans find amusing or entertaining. Though in Urdu Language it has an analogous to word Khail. Sports is a

basically an activity in which two or more team compete involving physical effort in order to win or achieving the goal. The writer used this word because the article is based on sportsman and sports club.

DISCUSSION

In this section of paper, several Urduized English words gathered from numerous newspapers, like Jang, BBC Urdu, Duniya, and Daily Express, spread over different dates and locations, have been derived and exposed to critical analysis. Majority of these words work as nouns; however, others function as adjectives, verbs, and adverbs. Example includes "پلاٹ", "شیل", "گرام", "لیٹر", "ملٹی میشل کمپنی" and "سائیکل ڈرائیور".

The total number of words that have been discussed and observed in this article is 86. The observation also shows that various English concepts lack a sufficient expressive equivalent in Urdu. Particularly, some of the words are used as nouns, such as "ملٹی میشل کمپنی" and "پولیس". Other play roles as adjectives and adverbs expressing the key capability, as seen as "ڈیجیٹل", "اسپیشل" (digital), and "میجر". Some of the words serve as verbs, passing on actions such as "ایکشن", "فائرنگ", and "گرافٹنگ". These words, whether Urdu, code-mixing, or Urduized English words, are shown in the Urdu as Romanized script, successfully working together in a beneficial way to pass on the meaning of the sentence in the modern technology era. After observing very critically, we identify that certain words are influenced by colonial factors such as "ڈائریکٹر" and abbreviations like "ڈی اس پی". The study of these Urduized English words in the Urdu language exemplifies Urdu's transformation to new inventions, globalisation, neologism, international code mixing, and switching. Although the language seems unyielding to alteration in its spoken status, regardless of this, Urdu is portrayed as a vibrant and enduring language, symbolising its vitality and expected longevity for centuries to come.

DELIMITATIONS AND FURTHER RECOMMENDATIONS

Out of various Urdu newspapers, 10 newspaper articles from Pakistan are selected. As the scope of this research is limited, articles from some of the Urdu newspapers, such as Jang News, Nawai-Waqt, Dawn, and BBC Urdu, are selected for analysis of the usage of Urduized English words. More words can be analysed from different newspapers from different perspectives. Research has been carried out to find out how many English words have become common in the daily usage of vocabulary in Urdu. Researchers can compare various other newspapers in contrast with these newspaper articles to analyse various commonly used words.

CONCLUSION

The goal of this study was to determine how many English words had been converted into Urdu, primarily by Urdu media, and to determine whether or not these words were being normalised for any legitimate purpose. In our research, we found that one of the reasons English words are commonly utilised in Urdu media is to appeal to a wide range of people who are conversant in both languages. The method of

obtaining popular English borrowings from Pakistani Urdu media sheds light on how language is dynamic and ever-evolving. The language innovation found in Pakistani Urdu newspapers, which represent the blending of cultures, ideas, and influences in a fast-changing world, is a thriving storehouse of linguistic invention. The borrowings shown in these newspapers represent the socio-cultural interaction between English and Urdu as well as the plasticity of language. The average percentage is about 5% of terms that have been Urduized in Jung Newspaper. Moreover, approximately 3.5% of the words in the Express Newspaper are Urduized on daily basis. In the BBC Urdu Newspaper, there are 7–8% Urduized words used on a daily basis, approximately. The conclusion is that English terms are used in Urdu articles to convey specific meanings or ideas that may not be directly translated into Urdu. Additionally, it gives the language a contemporary twist and acknowledges the impact of globalisation.

In essence, the collection of popular English borrowings from Pakistani Urdu media offers insightful information on the intricate interplay between languages and cultural forces. There is no doubt that the usage of English terminology in Urdu articles might affect Urdu literature. It may also change the writing's structure and style by introducing new words and expressions. Some contend that it taints the language's purity, while others view it as a natural evolution. Those who are interested in languages are still debating it. Urdu is a living language that will continue to be spoken for many years. This study improves our appreciation for the wonder of linguistic evolution in a mixed community while also advancing our understanding of language.

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