# Bengali-English Code-Switching in Commercial Signboards in Bangladesh

Afroza Akhter Tina

IBAIS University, Bangladesh tinaju4@gmail.com

**KEYWORDS**: Code switching, code mixing

#### **ABSTRACT**

Like many other countries, Bangladesh also accepts English language as an international means of communication. As English is not officially recognized as a second language so bilingualism is not really the norm here, rather a consequence of bilingualism is obviously present in various forms of language use as code-switching. One such form is the inflection of English words and phrases in commercial signboards and business naming found in the big metropolitan cities of the country. This visual representation of code-switching, an important and interesting sociolinguistic phenomenon as it is, can be very useful to discover the socio economical perspectives of language contact, and how it is intertwined with the linguistic behaviors of the language users who go through the process. Closely related with this is the symbolic association of power and development with the language in question, namely English. Thus the demonstration of code-switching into English in the commercial signboards simultaneously shades a light on the social strata that shows a lucid tendency to this switching, how they take it as a vehicle to cope with the widening domain of English and how it affects the authenticity of the native language. This paper investigates the cause, pattern and sociolinguistic dynamics of the process.

## 1.0 INTRODUCTION

## 1.1 Background

Theoretically, Bangladesh cannot be termed either a monolingual or a bilingual country in the sense that majority of the people do not speak two separate languages, having equal competence in both. Without entering in this confusing linguistic debate, we can easily trace an important bilingual phenomenon, namely 'code-switching' in many aspects in the language use in the country. This paper focuses in a particular area where interesting demonstration of code-switching is found in a rather different way. The inflection of English words and phrases in the signboards, and billboards scattered all over the country is what the paper is concerned about.

# 1.2 Objectives of the study

The study focuses on the following issues:

- a) Stores in the upper middle class area use English alongside Bengali in the signboards.
- b) The English word inflections in the signboards are typical examples of code switching in written language.
- c) The code switching to English is closely related to the overall attitude towards the language by the particular community and the related shop-owners.

## 1.3 Linguistic aspects

To define 'code-switching', we must start from the concept of 'bilingualism'. In its simplest definition, bilingualism is the ability to use more than one language. As Wardhaugh (1986) puts it, "In many parts of the world it is just a normal requirement of daily living that people speak several languages: perhaps one or more at home, another in the village, still another for purposes of trade and yet another for contact with the outside world of wider social or political organisation." Crystal (2005) explains that a language becomes a world language for one reason only- the power of the people who speak it. Here, obviously, power means political, economical, technological and cultural power.

In this context, code-switching from Bengali to English has become a familiar aspect of language use in our country. While code-switching is often related with speech, Banu and Sussex (2001) have shown this process active in the mixed language of commercial signs in their survey study.

## 2.0 LITERATURE REVIEW

The present study is broadly based on Banu and Sussex's (2001) survey of hybridization in proper names and commercial signs. The study is one among the elementary sociolinguistic study conducted in Bangladesh. Another study by Gardner (Coupland & Jaworski: 1997) is also found helpful for this paper, which is based on Labov's (1972) well-known survey in three New York departmental stores.

Taking some busy areas of Dhaka city like Kataban; as samples, Banu and Sussex categorize, analyze, and discuss such type of code-switching in their essay. In Bangladesh there is extensive use of such type of code-switching with English names and even phrases often transcribed into Bengali script in business names and commercial signs. This extension involves graphology where such hybrid varieties are now in a complex situation with our national language policy. (Banu and Sussex, 2001)

Two other papers published in the journal *English Today* have described the penetration of international commercial English in Poland (Griffin 1997) and Italy (Ross 1997), where English is a foreign rather second language. These data involve advertisements, (Griffin) and shop signboards name (Ross).

## 3.0 THEORETICAL ASPECTS

# 3.1 Bilingualism and Multilingualism

As is often believed, bilinguals could be defined as individuals who have "native like control of two languages" (Bloomfield, 1933, p. 56). However, this strict view of bilingualism limits the number of individuals and groups that could be classified as bilingual, not to mention the fact that such a definition makes it difficult to operationalize "native-like fluencies". There is a tremendous variety of linguistic codes in use in South Asia-not only in standard languages with well-developed literatures, but in sub-varieties also that are only spoken and never written. Referring to multilingualism, Sridhar (1996, p.50) says, "Multilingualism involving balanced, native like command of all the languages in the repertoire is rather uncommon. Typically, multilingual's have varying degrees of command of the different repertoires. The difference in competence in the various languages might range from command of a few lexical items, formulaic expressions such as greetings and rudimentary conversational skills all the way to excellent command of the grammar and vocabulary and specialized register and styles."

## 3.2 Code-Switching: Definition

Code-switching is an inevitable consequence of bilingualism (or, more generally, multilingualism). Romaine (1989) has defined code-switching in terms of Gumperz's (1982) definition which sees code-switching as "the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or subsystems".

## 3.2.1 Types of Code-Switching

'Situational code-switching' is the switches between languages that are related with changes from one external situation to another, whereas, 'metaphorical code-switching' has an affective dimension to it: one change the code to redefine the situation- formal to informal, official to personal, serious to humorous, and politeness to solidarity.

One of the earliest examples of categorising code-switching would be the distinction between 'situational' and 'conversational code-switching' as discussed by Gumperz (1982). Conversational code-switching, which is more popularly termed as code switching proper at present, does not necessarily coincide with any changes related with the topic, situation or interlocutor. Rather, it is motivated by factors within the conversation itself.

However, code-switching can be classified in relation to other aspects also. According to Poplack (1980), the following types can be identified: 'tag-switching', 'inter-sentential' and 'intrasentential'. Tag-switching involves the insertion of a tag in one language into an utterance which is otherwise entirely in the other language, whereas, inter-sentential switching involves a switch at a clause or sentence boundary, where each clause or sentence is in one language or another. Intrasentential switching involves, arguably, the greatest syntactic risk, and may be avoided by all but the most fluent bilingual. Here switching of different types occurs within the clause or sentence boundary.

#### 3.2.2 Code Borrowing

Code-borrowing involves mixing the language system themselves because an item is 'borrowed' from one language to become part of the other language. There are lots of examples of borrowed words from English used frequently in Bengali; especially to give the term a more or less a foreign flavor. The popular use of the phrase 'fast food' is such an example of code-borrowing.

# 4.0 METHODOLOGY

11.

12.

BidvaBitan

Molla Bichitra Bipanee

For this study, 135 signboards situated in the Mirpur road of Dhaka city were randomly selected as a stratified random sample. The 135 stores are on the same side of the street and they are serialized according to their exact location. The names are then categorized into three different groups. The first group includes names written only in Bengali. Next is the group that takes into concern those names that are completely in English. The last group belongs to those names that show a switch, that is, they are in both English and Bengali.

## 5.0 RESULTS AND DISCUSSIONS

From the survey, it is found that only 13 out of 135 signboards have used pure Bengali names written in Bengali text. Most of these are names for fashion houses (see Table 1)

Names of the Shop/Store Types of products it sells Banglar Shova Bangladeshi clothing/Fashion house 1. 2. Grehinee Dο 3. Kohinoor Departmental store 4. Nabarupa Clothing 5. RuperHaat Do 6. Chhoaan Do 7. Annyomela Do Bikrampur Mishtanno Bhandar 8. Sweetmeats 9. Pushpo Kid's Clothing Abartan 10. **Fashion House** 

Table 1: Pure Bengali names with no use of English

In Table 2 we see that the names are Bengali words but they are written in English.

Table 2: Bengali names written in English

Books and Stationeries

Departmental store

Name of the shop/store	Types of products it sells
Aarong (both English and Bengali)	Fashion House and Gift shop
Laal Sobuj(transcribed in English)	Clothing
Bhushan (both English And Bengali)	Do
Naree Mela (do)	Do
Labanga (do)	Restaurant
Panam (do)	Gift Shop
Yasmin's (English)	Clothing
Banglar Karu Sharees (Both )	Do
GyanKosh (both)	Books and Stationeries

Sonargaon (English)	Fast foods
Anjan's (Both)	Clothing
Labonnyo (do)	Do
Shatranji (do)	Handicrafts and Gift shop
Gyan Bichitra (do)	Books and Stationeries
Bichitra (do)	Do
Bishyo Bichitra (do)	Do

Table 3: Names follow the exact spelling written on the signboards

	Names of the shop/store	Products they sell
1.	Rhythm-Jewellery and Varieties (written both in English and Bengali)	Variety shop
2.	Muslim Sweetmeats (do)	Sweetmeats
3.	Studio Paradise (do)	Photoshop
4.	Kamal Bakery (do)	Confectionary
5.	Friend Fastfood&Kabab (Bengali)	Fast food
6.	Muslim Bakery& Fast food (both)	Do
7.	Muslim Sweets (do)	Sweetmeats
8.	Sayed Store (Bengali)	Groceries
9.	Kasturi Orchid (do)	Fast food
10.	Efa Fashion (Bengali)	Clothing
11.	Book Choice (both)	Books and Stationeries
12.	Book Center (Bengali)	Do
13.	Al-Amin Enterprise (do)	Do
14.	Mishu General Store (do)	Departmental store
15.	New Peuli General store (do)	Do
16.	Suma Motors (do)	Hardware
17.	Anika Enterprise (do)	Departmental store
18.	Khan General store (do)	Do
19.	Kazi Kraft (do)	Clothing
20.	Monu General Store (do)	Departmental store
21.	Hong Kong Restaurant (do)	Restaurant
22.	Bikrampur Hardware & Painting (both)	Hard ware and paint
23.	Sheuli Pharmacy (Bengali)	Pharmacy
24.	Ruba Pharmacy (do)	Do
25.	Nwabganj General store (do)	Departmental store
26.	Motherland Book shop & stationery (do)	Books and Stationeries
27.	Rubel Enterprise (do)	Hardware
28.	Jahangir Water Tank (do)	Water Tank
29.	Life Pharma (do)	Pharmacy
30.	Tazreen Pharmacy (do)	Do
31.	Laaz Pharmacy (do)	Do
32.	Asian Pharmacy (do)	Do
33.	Kashem Drugs (do)	Do
34.	New Tazreen Pharmacy (both)	Do
35.	International Electronics and Refrigerator (Bengali)	Electronics

36.	Republic Refrigerator (do)	Serving centre
37.	Shameem Workshop (do)	Do
38.	Plus Care (Bengali)	Medicine Store
39.	Moon Hair Dresser (both)	Men's Parlour
40.	Zakir Sanitary (Bengali)	Sanitary Products
41.	Bichitra Library (do)	Books and Stationery

The last table (Table 4) groups those names that bear English words or phrases written in English. The name of stores bearing a person's name is also included in this group if written in English. The names are usually Bengali names or accepted foreign names for a person (mostly Arabic).

Table 4 Names in English

1. Colour World 2. One Stop Photoshop 3. Tarek's Zone 4. Subaru Car Showroom and Dealer 5. Yummy Yummy 6. Q's Electronics 7. Shaanxi Garden 8. Cold Spot Engineering Workshop 9. Ohiba General Store 10. Power optics 11. Party Shop 12. Toy Plus 13. Pacific Stationary 14. BFC (Best Fried Chicken) 15. Sheetal Hair Dresser 16. Asian Sky Shop 17. Sausly's Fast Food and Restaurant 18. Fashion Optics 19. Portraits 10. Portraits 10. Portraits 10. Portraits 10. Portraits 11. Party Portraits 12. Past Food and Pastry shop 12. Pastry shop 13. Pastry shop 14. BECCENTION And Pastry shop 15. Pastry shop 16. Cinderella 17. Pastry odd 18. Pastry shop 18. Pastry shop 19. Pastry shop 19	N	ames of the store/shop	Types of the store/shop
3. Tarek's Zone Kid's clothing 4. Subaru Car Showroom and Dealer Car Showroom 5. Yummy Yummy Fast Food 6. Q's Electronics Electronics and Hardware 7. Shaanxi Garden Chinese Restaurant 8. Cold Spot Engineering Workshop Hardware workshop 9. Ohiba General Store Departmental store 10. Power optics Spectacles and Eyeglass seller 11. Party Shop Gift shop 12. Toy Plus Toy store 13. Pacific Stationary Stationary 14. BFC (Best Fried Chicken) Fast Food 15. Sheetal Hair Dresser Hair Dresser 16. Asian Sky Shop Electronic/Household goods 17. Sausly's Fast Food and Restaurant Restaurant 18. Fashion Optics Spectacles and Eyeglass seller 19. Portraits Photoshop 20. Riz biz Fast Food 21. Yasmin's Clothing 22. Raisa Fashion do 23. Sports Style Sports Style Sports Apparatus 24. Minarva Gift and Book shop 25. Film Fair Video and Gift shop Pastry shop 26. Cinderella Pastry shop 27. Memory Bakery 28. Hot Cake Fashion House 30. Kay Kraft Fashion House 31. Seven Eleven Saihan Sweets Sweetmeats 32. New Aluddin Bakery and Fast Food 33. Chili's Thai Restaurant	1.	Colour World	Photo Studio
4. Subaru Car Showroom and Dealer 5. Yummy Yummy 6. Q's Electronics 7. Shaanxi Garden 8. Cold Spot Engineering Workshop 9. Ohiba General Store 10. Power optics 11. Party Shop 12. Toy Plus 13. Pacific Stationary 14. BFC (Best Fried Chicken) 15. Sheetal Hair Dresser 16. Asian Sky Shop 17. Sausly's Fast Food and Restaurant 18. Fashion Optics 19. Portraits 19. Portraits 19. Portraits 20. Riz biz 21. Yasmin's 22. Raisa Fashion 23. Sports Style 24. Minarva 25. Film Fair Video and Gift shop 26. Cinderella 27. Memory 28. Hot Cake 29. Kay Kraft 30. Kay Kraft 31. Seven Eleven Saihan Sweets 32. New Aluddin Bakery and Fast Food 33. Chili's 3 Workshop 30. Bakery and Fast Food 34. Seven Eleven Saihan Sweets 35. New Aluddin Bakery and Fast Food 36. Cindir's 37. Swest Aparatus 36. Chili's 37. Swest Aparatus 37. Swest Marie Tood 38. Sweetmeats 38. Swestmeats 39. New Aluddin Bakery and Fast Food 30. Bakery and Fast Food 30. Chili's 30. Thai Restaurant 31. Seven Eleven Saihan Sweets 32. New Aluddin Bakery and Fast Food 33. Chili's	2.	One Stop Photoshop	Do
5. Yummy Yummy 6. Q's Electronics 7. Shaanxi Garden 8. Cold Spot Engineering Workshop 9. Ohiba General Store 10. Power optics 11. Party Shop 12. Toy Plus 13. Pacific Stationary 14. BFC (Best Fried Chicken) 15. Sheetal Hair Dresser 16. Asian Sky Shop 17. Sausly's Fast Food and Restaurant 18. Fashion Optics 19. Portraits 10. Clothing 10. Riz biz 11. Yasmin's 12. Clothing 12. Tothing 13. Sports Style 14. Minarva 15. Sports Apparatus 16. Gift and Book shop 17. Video and Gift shop 18. Film Fair Video and Gift shop 19. Video and Gift shop 19. Video and Gift shop 10. Cinderella 19. Pastry shop 10. Bakery 10. Kay Kraft 10. Fashion House 10. Kay Kraft 10. Seven Eleven Saihan Sweets 10. Sweetmeats 10. New Aluddin Bakery and Fast Food 10. Thai Restaurant 10. Seven Eleven Saihan Sweets 10. Sports Aguard Fast Food 10. Thai Restaurant	3.	Tarek's Zone	Kid's clothing
6. Q's Electronics  7. Shaanxi Garden  8. Cold Spot Engineering Workshop  9. Ohiba General Store  10. Power optics  11. Party Shop  12. Toy Plus  13. Pacific Stationary  14. BFC (Best Fried Chicken)  15. Sheetal Hair Dresser  16. Asian Sky Shop  17. Sausly's Fast Food and Restaurant  18. Fashion Optics  19. Portraits  19. Portraits  20. Riz biz  21. Yasmin's  22. Raisa Fashion  23. Sports Style  24. Minarva  25. Film Fair Video and Gift shop  26. Cinderella  27. Memory  28. Hot Cake  29. Kay Kraft  30. Kay Kraft  30. Kay Kraft (another show room)  31. Seven Eleven Saihan Sweets  32. New Aluddin Bakery and Fast Food  33. Chili's  Toy Store  Bectronics And Hardware  Chinese Restaurant  Hardware workshop  Bepartmental store  Spectacles and Eyeglass seller  Pasty Food  Bectronic And Hardware  Chinese Restaurant  Bectronics And Eyeglass seller  Toy store  Spectacles and Eyeglass seller  Bectronic And Eyeglass seller  Pasty Spod Bectronic And Eyeglass seller  Photoshop  Clothing  Clothin	4.	Subaru Car Showroom and Dealer	Car Showroom
7. Shaanxi Garden  8. Cold Spot Engineering Workshop  9. Ohiba General Store  10. Power optics  11. Party Shop  12. Toy Plus  13. Pacific Stationary  14. BFC (Best Fried Chicken)  15. Sheetal Hair Dresser  16. Asian Sky Shop  17. Sausly's Fast Food and Restaurant  18. Fashion Optics  19. Portraits  19. Portraits  20. Riz biz  21. Yasmin's  22. Raisa Fashion  23. Sports Style  24. Minarva  25. Film Fair Video and Gift shop  26. Cinderella  27. Memory  28. Hot Cake  29. Kay Kraft  30. Kay Kraft  30. Kay Kraft  30. Kay Kraft  31. Seven Eleven Saihan Sweets  32. New Aluddin Bakery and Fast Food  33. Chili's  Toy store  Departmental Store  Dep	5.	Yummy Yummy	Fast Food
8. Cold Spot Engineering Workshop 9. Ohiba General Store 10. Power optics 11. Party Shop 12. Toy Plus 13. Pacific Stationary 14. BFC (Best Fried Chicken) 15. Sheetal Hair Dresser 16. Asian Sky Shop 17. Sausly's Fast Food and Restaurant 18. Fashion Optics 19. Portraits 19. Portraits 20. Riz biz 21. Yasmin's 22. Raisa Fashion 23. Sports Style 24. Minarva 25. Fillm Fair Video and Gift shop 26. Cinderella 27. Memory 28. Hot Cake 29. Kay Kraft 30. Kay Kraft 30. Kay Kraft (another show room) 31. Seven Eleven Saihan Sweets 32. New Aluddin Bakery and Fast Food 33. Chili's 3 Departmental store 10. Departmental store 10. Departmental store 10. Departmental store 10. Departmental store 11. Party Shop 12. Gift shop 13. Sports Fast Food 14. Departmental Store 15. Spectacles and Eyeglass seller 16. Asian Sky Shop 18. Electronic/Household goods 17. Restaurant 18. Fashion Optics 19. Portraits 19. Portraits 19. Portraits 19. Pottoshop 10. Riz biz 10. Fast Food 10. Clothing 10. Clothing 10. Sports Apparatus 10. Gift and Book shop 10. Video and Gift shop 10. Clothing 10. Cl	6.	Q's Electronics	Electronics and Hardware
9. Ohiba General Store 10. Power optics 11. Party Shop 12. Toy Plus 13. Pacific Stationary 14. BFC (Best Fried Chicken) 15. Sheetal Hair Dresser 16. Asian Sky Shop 17. Sausly's Fast Food and Restaurant 18. Fashion Optics 19. Portraits 20. Riz biz 21. Yasmin's 22. Raisa Fashion 23. Sports Style 24. Minarva 25. Film Fair Video and Gift shop 26. Cinderella 27. Memory 28. Hot Cake 29. Kay Kraft 30. Kay Kraft 31. Seven Eleven Saihan Sweets 32. New Aluddin Bakery and Fast Food 33. Chili's 3 Destinance 3 Gift shop 4 Gift and Book shop 4 Gift and Book shop 5 Fast Food and Pastry shop 6 Gift and Pastry shop 7 Gastra	7.	Shaanxi Garden	Chinese Restaurant
10. Power optics  11. Party Shop  12. Toy Plus  13. Pacific Stationary  14. BFC (Best Fried Chicken)  15. Sheetal Hair Dresser  16. Asian Sky Shop  17. Sausly's Fast Food and Restaurant  18. Fashion Optics  19. Portraits  20. Riz biz  21. Yasmin's  22. Raisa Fashion  23. Sports Style  24. Minarva  25. Film Fair Video and Gift shop  26. Cinderella  27. Memory  28. Hot Cake  29. Kay Kraft  30. Kay Kraft  30. Kay Kraft (another show room)  31. Seven Eleven Saihan Sweets  32. New Aluddin Bakery and Fast Food  33. Chili's  Tast Food  Gift shop  Gift shop  Gift shop  Gift shop  Toy store  Bestaurant  Spectacles and Eyeglass seller  Past Food  Bestaurant  Restaurant  Restaurant  Restaurant  Spectacles and Eyeglass seller  Patty one doods  Gift and Book shop  Video and Gift shop  Video and Gift shop  Sports Apparatus  Fast Food and Pastry shop  Bakery  Fast Food and Pastry shop  Fast Food and Pastry shop  Fast Food and Pastry shop  Bakery  Bakery  Bakery  Bakery  Bakery  Bakery Fast Food and Pastry shop  Fast Food and Pastry shop  Bakery Fast Food and Pastry shop  Fast Food and Pastry shop  Bakery Fast Food and Pastry shop  Fast Food and Pastry shop  Bakery Fast Food and Pastry shop  Fast Food and Pastry shop  Bakery Fast Food and Pastry shop  Bakery  Fast Food and Pastry shop	8.	Cold Spot Engineering Workshop	Hardware workshop
11. Party Shop 12. Toy Plus 13. Pacific Stationary 14. BFC (Best Fried Chicken) 15. Sheetal Hair Dresser 16. Asian Sky Shop 17. Sausly's Fast Food and Restaurant 18. Fashion Optics 19. Portraits 19. Portraits 19. Portraits 10. Yasmin's 10. Raisa Fashion 10. Specta Style 10. Sports Style 11. Yasmin's 12. Raisa Fashion 13. Sports Style 14. Minarva 15. Sports Apparatus 16. Asian Sky Shop 16. Asian Sky Shop 17. Sausly's Fast Food and Restaurant 18. Fashion Optics 19. Portraits 19. Portraits 19. Portraits 10. Portraits 10. Past Food 11. Yasmin's 12. Clothing 12. Raisa Fashion 13. Sports Apparatus 14. Minarva 15. Film Fair Video and Gift shop 16. Cinderella 17. Video and Gift shop 18. Film Fair Video and Gift shop 18. Film Fair Video and Gift shop 19. Kay Kraft 19. Video and Pastry shop 19. Kay Kraft 19. Fashion House 19. Kay Kraft 19. Fashion House 19. Kay Kraft (another show room) 10. Seven Eleven Saihan Sweets 10. Sweetmeats 10. Sweetmeats 10. Sweetmeats 10. Sweetmeats 10. Thai Restaurant 10. Thai Restaurant	9.	Ohiba General Store	Departmental store
12. Toy Plus 13. Pacific Stationary 14. BFC (Best Fried Chicken) 15. Sheetal Hair Dresser 16. Asian Sky Shop 17. Sausly's Fast Food and Restaurant 18. Fashion Optics 19. Portraits 19. Portraits 19. Portraits 10. Riz biz 10. Raisa Fashion 10. Raisa Fashion 10. Riz biz 11. Yasmin's 12. Raisa Fashion 13. Sports Style 14. Minarva 15. Film Fair Video and Gift shop 16. Cinderella 17. Sheetal Hair Dresser 18. Fashion Optics 19. Portraits 19. Photoshop 10. Riz biz 10. Fast Food 11. Yasmin's 11. Clothing 12. Raisa Fashion 12. Raisa Fashion 13. Sports Style 14. Minarva 15. Film Fair Video and Gift shop 16. Cinderella 17. Pastry shop 18. Hot Cake 18. Hot Cake 19. Fast Food and Pastry shop 19. Kay Kraft 19. Pastry shop 19. Seven Eleven Saihan Sweets 19. Sweetmeats 19. Pastry shop 10. Seven Eleven Saihan Sweets 10. Sweetmeats 10. Seven Eleven Saihan Sweets 10. Sheetmeats 10. Pastry shop 10. Sweetmeats 10. Sweetmeats 10. Sweetmeats 10. Seven Fleven Saihan Sweets 10. Sheetmeats 10. Stationary 10.	10.	Power optics	Spectacles and Eyeglass seller
13. Pacific Stationary 14. BFC (Best Fried Chicken) 15. Sheetal Hair Dresser 16. Asian Sky Shop 17. Sausly's Fast Food and Restaurant 18. Fashion Optics 19. Portraits 20. Riz biz 21. Yasmin's 22. Raisa Fashion 23. Sports Style 24. Minarva 25. Film Fair Video and Gift shop 26. Cinderella 27. Memory 28. Hot Cake 29. Kay Kraft 30. Kay Kraft 30. Kay Kraft (another show room) 31. Seven Eleven Saihan Sweets 32. New Aluddin Bakery and Fast Food 33. Chili's 31. Shop 34. Fast Food 36. Electronic/Household goods 17. Fast Food 18. Fast Food 18. Restaurant 18. Fashion Optics 18. Photoshop 19. Photoshop 19. Photoshop 19. Clothing 10. Clothing 10. Sports Apparatus 10. Video and Gift shop 10. Savetmeats 10. Seven Eleven Saihan Sweets 10. Sweetmeats 10. Sweetmeats 10. Stationary 10. Electronic/House 10. Stationary 10. Stati	11.	Party Shop	Gift shop
14. BFC (Best Fried Chicken) 15. Sheetal Hair Dresser 16. Asian Sky Shop 17. Sausly's Fast Food and Restaurant 18. Fashion Optics 19. Portraits 20. Riz biz 21. Yasmin's 22. Raisa Fashion 23. Sports Style 24. Minarva 25. Film Fair Video and Gift shop 26. Cinderella 27. Memory 28. Hot Cake 29. Kay Kraft 30. Kay Kraft 30. Kay Kraft (another show room) 31. Seven Eleven Saihan Sweets 32. New Aluddin Bakery and Fast Food 33. Chili's 31. Sleven Eleven Saihan Sweets 34. Minarva 35. Shoetal Hair Dresser 36. Electronic/Household goods 46. Electronic/Household goods 47. Electronic/Household goods 48. Fast Food 49. Electronic/Household goods 49. Electronic/Household goods 49. Electronic/Household goods 40. Sports and Eyeglass seller 49. Photoshop 40. Sports Apparatus 40. Video and Gift shop 40. Video and Gift shop 40. Say Kraft 41. Fast Food and Pastry shop 40. Say Kraft 42. Sweetmeats 43. New Aluddin Bakery and Fast Food 43. Chili's 41. This Restaurant	12.	Toy Plus	Toy store
15. Sheetal Hair Dresser 16. Asian Sky Shop 17. Sausly's Fast Food and Restaurant 18. Fashion Optics 19. Portraits 20. Riz biz 21. Yasmin's 22. Raisa Fashion 23. Sports Style 24. Minarva 25. Film Fair Video and Gift shop 26. Cinderella 27. Memory 28. Hot Cake 29. Kay Kraft 29. Kay Kraft 30. Kay Kraft (another show room) 31. Seven Eleven Saihan Sweets 32. New Aluddin Bakery and Fast Food 33. Chili's 31. Seven Eleven Saihan Sweets 34. New Aluddin Bakery and Fast Food 36. Chili's 36. Electronic/Household goods 37. Belectronic/Household goods 38. Photoschop 39. Electronic/Household goods 39. Electronic/Household goods 30. Seven Eleven Saihan Sweets 30. Bakery and Fast Food 31. Thai Restaurant	13.	Pacific Stationary	Stationary
16. Asian Sky Shop  17. Sausly's Fast Food and Restaurant  18. Fashion Optics  19. Portraits  20. Riz biz  21. Yasmin's  22. Raisa Fashion  23. Sports Style  24. Minarva  25. Film Fair Video and Gift shop  26. Cinderella  27. Memory  28. Hot Cake  29. Kay Kraft  30. Kay Kraft (another show room)  31. Seven Eleven Saihan Sweets  32. New Aluddin Bakery and Fast Food  33. Chili's  Electronic/Household goods  Restaurant	14.	BFC (Best Fried Chicken)	Fast Food
17. Sausly's Fast Food and Restaurant  18. Fashion Optics  19. Portraits  20. Riz biz  21. Yasmin's  22. Raisa Fashion  23. Sports Style  24. Minarva  25. Film Fair Video and Gift shop  26. Cinderella  27. Memory  28. Hot Cake  29. Kay Kraft  30. Kay Kraft (another show room)  31. Seven Eleven Saihan Sweets  32. New Aluddin Bakery and Fast Food  33. Chili's  Sports Sports Style  Sports Apparatus  Gift and Book shop  Video and Gift shop  Video and Gift shop  Pastry shop  Bakery  Fast Food and Pastry shop  Go  Sweetmeats  Sweetmeats  Sweetmeats  Sweetmeats  Sweetmeats  Thai Restaurant	15.	Sheetal Hair Dresser	Hair Dresser
18. Fashion Optics  19. Portraits  20. Riz biz  21. Yasmin's  22. Raisa Fashion  23. Sports Style  24. Minarva  25. Film Fair Video and Gift shop  26. Cinderella  27. Memory  28. Hot Cake  29. Kay Kraft  30. Kay Kraft  30. Kay Kraft (another show room)  31. Seven Eleven Saihan Sweets  32. New Aluddin Bakery and Fast Food  33. Chili's  Sports Apparatus  Clothing  Clothing  Clothing  Sports Apparatus  Gift and Book shop  Video and Gift shop  Video and Gift shop  Fastry shop  Bakery  Fast Food and Pastry shop  Go  Sweetmeats  Sweetmeats  Sweetmeats  Bakery and Fast Food  Thai Restaurant	16.	Asian Sky Shop	Electronic/Household goods
19. Portraits 20. Riz biz 21. Yasmin's 22. Raisa Fashion 23. Sports Style 24. Minarva 25. Film Fair Video and Gift shop 26. Cinderella 27. Memory 28. Hot Cake 29. Kay Kraft 30. Kay Kraft (another show room) 31. Seven Eleven Saihan Sweets 32. New Aluddin Bakery and Fast Food 33. Chili's 31. Pastry Shop 32. Thai Restaurant 32. Photoshop 34. Pastry Shop 35. Pastry Shop 36. Cinderella 37. Seven Eleven Saihan Sweets 38. Restaurant 39. Photoshop 30. Seven Eleven Saihan Sweets 39. New Aluddin Bakery and Fast Food 39. Thai Restaurant	17.	Sausly's Fast Food and Restaurant	Restaurant
20. Riz biz  21. Yasmin's  Clothing  22. Raisa Fashion  23. Sports Style  Sports Apparatus  24. Minarva  Cift and Book shop  25. Film Fair Video and Gift shop  Cinderella  Pastry shop  27. Memory  Bakery  28. Hot Cake  Fast Food and Pastry shop  29. Kay Kraft  Seven Eleven Saihan Sweets  30. Kay Kraft (another show room)  31. Seven Eleven Saihan Sweets  32. New Aluddin Bakery and Fast Food  33. Chili's  Tast Food  Bakery and Fast Food  Bakery and Fast Food  Thai Restaurant	18.	Fashion Optics	Spectacles and Eyeglass seller
21.Yasmin'sClothing22.Raisa Fashiondo23.Sports StyleSports Apparatus24.MinarvaGift and Book shop25.Film Fair Video and Gift shopVideo and Gift shop26.CinderellaPastry shop27.MemoryBakery28.Hot CakeFast Food and Pastry shop29.Kay KraftFashion House30.Kay Kraft (another show room)do31.Seven Eleven Saihan SweetsSweetmeats32.New Aluddin Bakery and Fast FoodBakery and Fast Food33.Chili'sThai Restaurant	19.	Portraits	Photoshop
22. Raisa Fashion 23. Sports Style 24. Minarva 25. Film Fair Video and Gift shop 26. Cinderella 27. Memory 28. Hot Cake 29. Kay Kraft 30. Kay Kraft (another show room) 31. Seven Eleven Saihan Sweets 32. New Aluddin Bakery and Fast Food 33. Chili's 30. Kay Kraft (another show food) 31. Seven Eleven Saihan Sweets 32. Thai Restaurant	20.	Riz biz	Fast Food
23. Sports Style  24. Minarva  Cift and Book shop  Video and Gift shop  Cinderella  Pastry shop  Rakery  Rest Food and Pastry shop  Kay Kraft  Sports Apparatus  Gift and Book shop  Video and Gift shop  Pastry shop  Bakery  Rast Food and Pastry shop  Fast Food and Pastry shop  Go  Seven Eleven Saihan Sweets  Sweetmeats  Sweetmeats  New Aluddin Bakery and Fast Food  Thai Restaurant	21.	Yasmin's	Clothing
24. Minarva  25. Film Fair Video and Gift shop  26. Cinderella  27. Memory  28. Hot Cake  29. Kay Kraft  30. Kay Kraft (another show room)  31. Seven Eleven Saihan Sweets  32. New Aluddin Bakery and Fast Food  33. Chili's  Gift and Book shop  Video and Gift shop  Pastry shop  Pastry shop  Fast Food and Pastry shop  do  Sweetmeats  Sweetmeats  Bakery and Fast Food  Bakery and Fast Food  Thai Restaurant	22.	Raisa Fashion	do
25. Film Fair Video and Gift shop  26. Cinderella  27. Memory  28. Hot Cake  29. Kay Kraft  30. Kay Kraft (another show room)  31. Seven Eleven Saihan Sweets  32. New Aluddin Bakery and Fast Food  33. Chili's  Thai Restaurant	23.	Sports Style	Sports Apparatus
26. Cinderella Pastry shop  27. Memory Bakery  28. Hot Cake Fast Food and Pastry shop  29. Kay Kraft Fashion House  30. Kay Kraft (another show room)  31. Seven Eleven Saihan Sweets Sweetmeats  32. New Aluddin Bakery and Fast Food  33. Chili's Thai Restaurant	24.	Minarva	Gift and Book shop
27. Memory  28. Hot Cake  Fast Food and Pastry shop  29. Kay Kraft  30. Kay Kraft (another show room)  31. Seven Eleven Saihan Sweets  32. New Aluddin Bakery and Fast Food  33. Chili's  Thai Restaurant	25.	Film Fair Video and Gift shop	Video and Gift shop
28. Hot Cake  29. Kay Kraft  30. Kay Kraft (another show room)  31. Seven Eleven Saihan Sweets  32. New Aluddin Bakery and Fast Food  33. Chili's  Fast Food and Pastry shop  Fashion House  Sweetmeats  Sweetmeats  Bakery and Fast Food  Thai Restaurant	26.	Cinderella	Pastry shop
29. Kay Kraft Fashion House  30. Kay Kraft (another show room) do  31. Seven Eleven Saihan Sweets Sweetmeats  32. New Aluddin Bakery and Fast Food Bakery and Fast Food  33. Chili's Thai Restaurant	27.	Memory	Bakery
30. Kay Kraft (another show room) 31. Seven Eleven Saihan Sweets 32. New Aluddin Bakery and Fast Food 33. Chili's Thai Restaurant	28.	Hot Cake	Fast Food and Pastry shop
31.Seven Eleven Saihan SweetsSweetmeats32.New Aluddin Bakery and Fast FoodBakery and Fast Food33.Chili'sThai Restaurant	29.	Kay Kraft	Fashion House
32. New Aluddin Bakery and Fast Food 33. Chili's Bakery and Fast Food Thai Restaurant	30.	Kay Kraft (another show room)	do
33. Chili's Thai Restaurant	31.	Seven Eleven Saihan Sweets	Sweetmeats
	32.	New Aluddin Bakery and Fast Food	Bakery and Fast Food
34. Daffodil Computers Computer Training Institute	33.	Chili's	Thai Restaurant
	34.	Daffodil Computers	Computer Training Institute

35.	Shameem and Company	Hardware
36.	Pool Park	Queue Ball Playing Centre
37.	Anudip Electronics	Electronics
38.	Mobbi Departmental Store	Departmental Store
39.	Pizza Fast Food	Fast Food
40.	New Colour Balance	Photo Studio
41.	Books International	Bookshop

In the study, the last two groups contain clearly more signboards than the previous two groups. This study shows the preference for switching the code into English.

# 6.0 DISCUSSION

It is a well-established business practice in certain areas of commerce to use phrases from the language of a prestige culture, especially where the words or phrases are associated with any stylish, exotic connotation from a particular culture. The practice of commercial business naming in Bangladesh shows a diversified and extensive code switching. Some types of innovative hybrid names are found in the study too, such as *Needle Fight* (a tailors), *Busy Bee* (a corner store), *You asked for it* (a corner store named after a popular English TV programme). "There is an obvious stylishness in the names, once they are recognized, but the original English pronunciation is sometimes so distorted that even local educated Bengalee's may not immediately recognize the original English phrases." (Banu & Sussex, 2001).

However, this treatment to Bengali is surely not what the language deserves. What makes people to ignore the importance and value is the sheer attitude that English is the symbol of status. This attitude is very much present in the educated people who emerged as the neo-upper middle class during the three decades after independence. This attitude is what that is criticised in a report published in *The Daily Prothom* Alo (a popular Bangla daily) by Sharifuzzaman Pintu (2006) in his write-up titled *Bangla Akhon Goriber Bhasha* (Bangla is now the language of the poor). He used the data gathered by the students of NIMCO (National Institute of Mass Communication) on 500 signboards in Dhaka City in his write-up which shows a clear indulgence for English names. However, Pintu mentioned an exception found in Baily Road where the maximum stores known for quality Bangladeshi clothing (saree, salwar kamiz) showed beautiful and creative Bengali names.

## 7.0 CONCLUSION

While it is inevitable that all language is always in a continuous process of change through time, it is also important for the speakers of a particular language to make some effort to control this change to preserve the authenticity of that language. As code-switching become very common in the commercial naming and the signboards bearing English phrases or words and also a mixed language of English and Bengali which is often termed as 'Banglish' (Banu and Sussex, 2001), it obviously has it's negative impacts on the language. English is seen as an index of development, but the context would alter if Bangladesh becomes a self-dependent country ensuring all its inhabitants a better living condition using its own economical resources. A study of English codeswitching in different domains of language use in the country can be then, quite useful to understand the dimensions of language use, status of Bengali and to notice the increasing internationalization of English (Crystal, 1997) in Bangladesh. As for the study of signboards, there is scope to cover a wider range of areas to find out more particulars that would help understanding the nature of code-switching and the socio-cultural reasons behind it.

#### **REFERENCES**

Agnihotri, R. K. & Khanna, K. L. (1995) (Eds) *English Language Teaching in India: Issues and Innovation*, Delhi, Sage Publication

Banu, R. & Sussex R. (2001) Code Switching of Bangladesh. English Today, 2001, 51-61.

Blom, J.P. & Gumperz, J. (1971). (Eds) Social Meaning in Linguistic Structure: Code-switching in Norway. *Language in Social Groups*, Stanford University Press.

Crystal, D. (1991). English as a Global Language. Cambridge: Cambridge University Press.

Holmes, J.(1992). An Introduction to Sociolinguistics. London: Longman.

Hudson, R.A. (1980). *Sociolinguistics*. Cambridge: Press syndicate of the University of Cambridge. Mansur M. (2007). *Spelling: Introduction to Bengali scripts and Transliteration*. Dhaka: Adorn Publication.

Pintu, S. (2006) Bangla Akhon Goriber Bhasha. The Daily Star. Dhaka.

Rahman, S. (2005) "Orientation and Motivation in English Language Learning: A study on the Bangladeshi Students at Undergraduate Level". *Asian EFL Journal*, 2005.

Shahed, F.H. & Rahman, S. (2007). *Bilingualism in Bangladesh: Dysfunctional Reality, or Functional Myth?* AIUB Journal of Business and Economics, 6(1), 75-103.

Sridhar, K.K. (1996). Societal Multilingualism. In Mackay and Hornberger.

Trudgil, P. (1984). Sociolinguistics. Harmonsworth: Penguin.

Wardaugh, R.(1986). An Introduction to Sociolinguistics. Oxford: Blackwell