

RARE

English - Sinhala

# Code Switching/Mixing in Speech

*A socio linguistic analysis of the English - Sinhala mixed code in advertisements in the electronic media in Sri Lanka*

by

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## Abstract

English – Sinhala code mixing has become an extremely common and flamboyant phenomenon in speech in Sri Lankan society today. Speakers of the mixed code may be either speakers of English or speakers of Sinhala. It is also used as a medium of communication in the media. The objectives of this study are twofold. First (a) it analyses the variety of language with the English-Sinhala mixed code used in speech in advertisements in TV channels and (b) it describes the sociolinguistic status of the English-Sinhala mixed code in Sri Lankan society and shows its influence on the attitudes towards languages and on the existing gap between the social classes in Sri Lanka. **Chapter one** explains the history of Sri Lankan English and outlines views on Standard Sri Lankan English and non-standard Sri Lankan English. Chapter **two** highlights a detailed discussion of the literature on code mixing and code switching in a bilingual community. **Chapter three** outlines the objectives of this research. It also discusses the methodology followed and justifies the use of advertisements in the electronic media as substantial evidence of current usage in speech patterns in Sri Lankan society. **Chapter Four** analyzes the speakers of the English-Sinhala mixed code and analyzes data collected from the TV Channels. It describes the use of the mixed code in speech in advertisements and the context of the mixed code. **Chapter Five** determines the linguistic status of the English – Sinhala mixed code in Sri Lankan society, the relationship between the mixed code and its users and the influence of the mixed code as a linguistic code on society and language. This chapter further emphasizes notions of classism that exist between the non-fluent speakers and fluent speakers of English in Sri Lanka, which is aggravated by code mixing in speech in the electronic media. Code mixing is perceived as linguistic behavior which is substandard and which leads to deterioration of language standards. The English – Sinhala mixed code is perceived as a feature of non-standard Sri Lankan English.

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