

**TRANSLINGUAL SKOPOI: A CULTURAL-
SCHEMATIC ANALYSIS OF PUBLIC
SIGNBOARDS**

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NATIONAL UNIVERSITY OF MODERN LANGUAGES

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Candidate of **Master of Philosophy** at the National University of Modern Languages do hereby declare that the thesis **Translingual Skopoi: A Cultural- Schematic Analysis of Public Signboards** submitted by me in partial fulfillment of Mphil degree, is my original work, and has not been submitted or published earlier. I also solemnly declare that it shall not, in future, be submitted by me for obtaining any degree from this or any other university or institution.

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ABSTRACT

Title: Translingual Skopoi: A Cultural- Schematic Analysis of Public Signboards

The massive use of public signboards for an effective communication delineates purpose-oriented approach along with the cultural discernment. The present study was designed to identify creative pragmatic patterns in the form of translingual practice influenced by translingual Skopoi in communicative situation through linguistic resources by invoking cultural schemas for pragmatic ends. A qualitative approach by using interpretive research design has been adopted to analyze data which were comprised of 32 pictures of signboards displayed publicly and have been taken from different places like buildings, hospitals, along roadsides, parks, zoo, museum, commercial areas and workplaces in capital city Islamabad following purposive and convenience sampling. Translingual approach was used as an analytical tool along with the hybridization of Skopos Theory and Cultural Schemas Theory for theoretical grounding. The findings addressed correspondence between objectives and contribution of the study by illustrating translingual Skopoi embedded in cultural schemas to fulfill pragmatic needs and communicative goals. Based on the findings, recommendations have been made by the researcher to enhance communication while expansion of scholarship by exploring research areas and incorporating different perspectives and sociocultural considerations has been suggested for future researches.

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DEDICATION

To my beloved parents,

Whose loving prayers have been a consistent source of strength and motivation

&

All my respected teachers,

Whose support and guidance enabled me complete this work

CHAPTER 1

INTRODUCTION

1.1 Language and Communication-Some Preliminaries

The dynamic movement between languages highlights social interests in varying cultural settings by using different communicative modes. Physical landscape represents progressing communication which is best exemplified on signboards. Multifaceted linguistic forms which include syntax, semantics, pragmatics etc are result of communicative and linguistic resources and they help in building communication patterns. Pakistan is a multilingual, multicultural and multiethnic country moving towards economy based on knowledge. Preservation of cultural values leads to promotion of local languages and ethnolinguistic eminence. Repletion of linguistic landscape of Pakistan with bilingual and multilingual signboards affirms the multicultural and multilingual frame of society.

Cultural or linguistic patterning refers to the ways of using languages to accommodate to communicative needs in the changing environment. Translanguaging or translangualism is a part of cultural organization and it underlines the spatial repertoires and physical space. Going between and beyond different linguistic structures is attributed to translanguaging and it may include overlapping of cultural and linguistic boundaries for a purposeful and meaningful communication (Canagarajah, 2020, 5).

Communicative aim of the text is functional appropriateness. Intercultural communication results in a text which functions appropriately in context of use and specific situations. Different techniques with underlying purpose and communicative means of using languages grounded in cultural schemas produce such type of text. Language play along with the techniques lead to certain creative pragmatic patterns seen on displayed texts. Translingual purpose underlying cultural schemas is highlighted through these patterns.

Translingualism involves cross-cultural communication as language usefulness gets affected by socially constructed roles and ideologies. These ideologies are counteracted by translingualism and result in favorable perspectives related to linguistic pluralism. Multilingual or intercultural communication can be undermined or hindered by lack of intercultural awareness. Multicultural learning and successful intercultural communication can be achieved by neo-nationalism which highlights success in terms of multiple semiotic practices that make communication fluent and hybrid in diverse societies (Lee & Canagarajah, 2019, 4). Increase in linguistic diversity has raised awareness about potential transformations and manifold implications possessed by complex language practices to understand use of language. Manipulation of language forms helps to promote pragmatic and semantic functions of language by focusing communicative competence as it highlights function rather than form of language by constructing new utterances.

New linguistic conventions can be created by language play which involves not only repetition but also manipulation of language forms encompassing pragmatic and semantic functions of language to play with. Communicative competence focuses on function rather than form of language by constructing new utterances. Linguistic creativity performs different roles and facilitates communication by smoothing out social interactions in the form of negotiation of shifting alignments, creating patterns, constructing realities and marking performance.

For interpretation of communicative situations, individuals use language of content to make choices by keeping social context in mind as language and context have systematic linkage to make clear socially valued practices. Thematic formation by blending verbal and visual expressions helps understanding and contextualizing text. Linguistic resources play persuasive role by highlighting propositional matter, plurality of voices and communicative purposes. Cultural, social and ideological foundations reshape contexts by focusing possibility of resistance and challenge (Creese et al., 2018, 842). Language, context and purpose get combined to enhance conceptions and extend the practical ways. Different lexical choices and techniques are used to balance practical needs by imparting knowledge of context. By framing, focusing and filtering information,

meanings are channeled to facilitate communication. Cultural lens related to values and experiences shapes understanding by changing perception and enhancing meanings.

1.2 Background of the Study

The coinage of term ‘Translanguaging’ was made firstly in Welsh by Williams in 1996 as ‘trawsieithu’ which was expanded later as a theoretical and analytical concept for helpful practice (Vallejo & Dooly, 2020, 5). Anglophone context were highly multicultural and multilingual and they empowered linguistic minorities. Multivariant positioning along with the broad implication made translanguaging an ambiguous term which provide semiotic system for integration of various linguistic features and social practices. Linguistic biasness was overcome with the help of multi-semiotic modalities like performativity, re-semiotization and embodiment by highlighting trans-semiotic nature of practices and repertoires.

Translanguaging puts emphasis on use of multimodal and visual methods to foreground cultural setting and different pragmatic patterns. Both potentials and limitations of framework can be emphasized by sustainable translanguaging in the form of debunking traditional monolingual ideologies which penetrate social practices and open spaces for multimodality and resourcefulness. Enhancement of interaction can be made by promoting such languages practices that are hybrid and co-construct meanings by mediating understandings.

1.3 Translanguaging- A Growing Orientation

Social transformation is a potential held by translanguaging to fulfill communicative needs while conceptual transformation encompass application and dissemination of practice as concepts vary and depend on place and time. Multiple resources can be integrated by translanguaging endeavor in the form of transformative practices which include multimodal cultural aspect along with the method and context to practice voices of resistance by considering sociocultural norms and generating knowledge through approaches which are instructive. Transformative practices are promoted by translanguaging. By rethinking promotion of collaboration across multiple

contexts, translanguaging can be proved as a cornerstone for interdisciplinary collaborative endeavors (Vallejo & Dooly, 2020, 6).

Moreover, translanguaging plays an important role in mutual understanding and challenges the traditional ideology related to monolingualism by applying theories which enhance convergence. To achieve communicative goals, multilinguals use translanguaging as it is a dynamic process and practice rather than a product. It involves linguistic repertoire underlying ethical considerations and norms. Contextual situatedness in the form of organization of meanings encompasses verbal, visual and embodied resources by converting linear process into transformative product.

Translanguaging transcends disciplinary and semiotic borders by negotiating ideological and cultural gaps while transcending of linguistic borders facilitates readability. Jakobson (2000) narrates that translanguaging may be intralingual, interlingual, interdiscursive, intersemiotic or language-body interface which emphasizes the counter-normative side by disregarding monolingual ideologies. It negotiates meanings by utilizing repertoires in the form of extraction of necessary elements. Monolingual ideologies can be contested through translanguaging as it is temporally occasioned and restricted by affordances of contexts.

Furthermore, translanguaging highlights creative and mutual interaction between languages. The relationship between text and context, structure and function and discourse and communication can be understood by going beyond linguistic features and considering pragmatic needs. Knowledge structures and cognitive processes are involved in comprehension as they provide functional explanations related to communication along with the perception and potential which highlight communicative competence. The phenomenon views languages as socially and culturally constructed underlying ideologies to achieve communicative goals. Linguistic features with socio-cultural associations facilitate communication by creating meanings not confined to bounded sets of language resources. People make choices from available linguistic repertoire and blend them into semiotic forms by inviting dynamic, complex and multifaceted view of socio-cultural realities. Encounter of separable units of language, culture and identity produces new units in the form of hybrid or mixed identities.

As context is influenced by language ideologies in the form of construction, reinforcement and maintenance, translanguaging practice in this regard results in better outcomes due to multiplicity of contexts. Translingual abilities help development by highlighting prosperous opportunities and connecting individuals through language for positive outcomes and building linguistic competence toward dynamic and porous forms of translanguaging. It acts as a bridge to connect languages and a participating scaffold carrying linguistic expertise and context understanding. Language ideologies which have monolingual constraints are opposed by translanguaging stance due to presence of rich multilingual abilities. Monolingual practices which include instructional aspect are disrupted by intended ways (Lee & Canagarajah, 2019, 12).

1.4 Interaction between Language and Culture Highlighting Cultural Schemas

Language and culture are regarded as resources to make meanings as they are social constructs based on practice. When individuals interact in specific contexts and settings, they make practices by constructing social meanings and knowledge to meet communicative ends. Linguistic boundaries are viewed as social constructions as they are repeated decisions which are recreated through social interactions. For successful communication, apparent language proficiency plays a significant role by developing specific language resources. Translanguaging as an instructive feature involves reassurance of diversity by transferring existing knowledge and sharing terrain in super diverse context by manifesting, noticing and negotiating differences. For successful communication, apparent language proficiency plays a significant role by developing specific language resources.

To explore relationship between language and cultural concepts, a multidisciplinary field known as 'Cultural Linguistics' provides theoretical as well as an analytical framework. To communicate pragmatic meanings, cultural schemas play an important role by encompassing pragmemes and practs from cultural linguistics perspective. There exists a hierarchical relationship among cultural pragmatic schemas, speech acts, pragmemes and practs which constitute a pragmatic set having one end conceptual (Cultural pragmatic schemas) while other end concretely linguistic (Practs).

Cultural pragmatic schema is instantiated by a pragmeme which itself is instantiated by a particular pract (Sharifian, 2017, 62). Situated speech acts are termed as pragmemes that are capable of being practiced in a particular situation while practs refer to realizations or instantiations of pragmemes. Their combination determines contextual as well as cultural meanings as social context includes cultural expectations and assumptions and their knowledge facilitates interpretation.

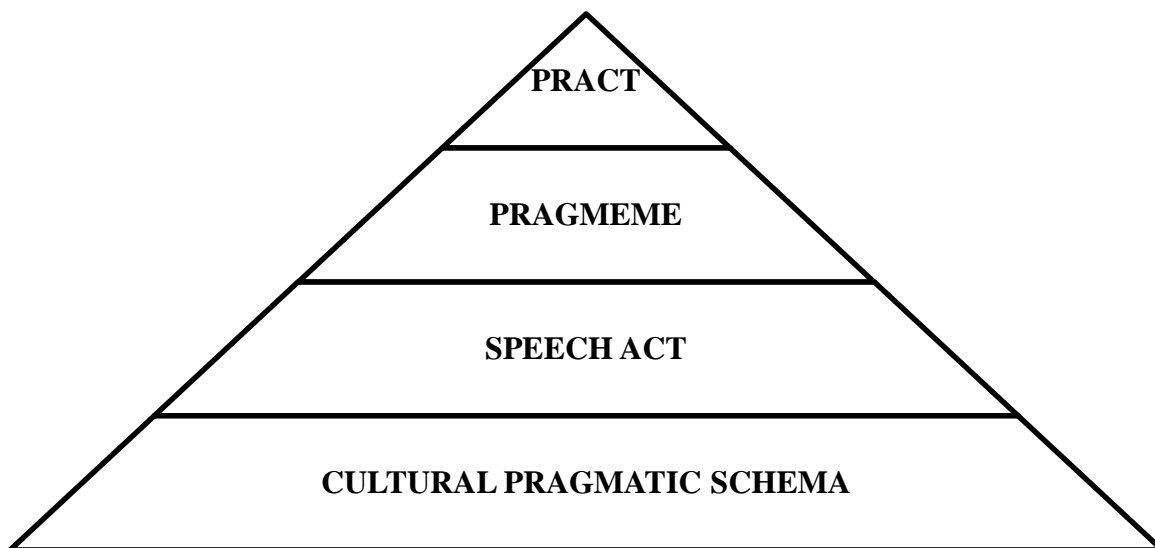


Figure 1: A Pragmatic Set

The uptake and enactment of speech acts involve shared knowledge of cultural schemas. Associations of interlocutors are phrased according to the cultural context. Shared cultural schemas highlight inferences of speaker by assuming knowledge of hearer and making sense of speech acts. Human languages have pragmatic and semantic meanings which are referred by pools of knowledge known as cultural schemas comprised of shared knowledge or common ground present in speech community and interlocutors draw upon it during communication.

Traditionally schemas are considered building blocks that provide help in organizing, interpreting and communicating information. There exist three classes of schemas which include memory objects which are not limited to logical schemas, mental models which are context dependent and cognitive fields which involve connectionist's interpretation by distributing activation patterns to respond external stimuli (Derry, 1996,

167). A community shares cognitive schemas to develop a particular understanding about context by keeping pragmatic need in mind.

Schemas related to individual's idiosyncratic experiences are quite different from people's cultural or shared experiences termed as cultural schemas. Cultural meanings in the form of shared knowledge are communicated through cultural schemas and they characterized speech community by framing cultural cognition. Individuals internalize, develop and share cultural schemas at macro as well as micro level (Sharifian, 2011, 61). Macro level deals with collective cultural schemas shared by a speech community while micro level encompasses some components but not all elements of cultural schemas to indicate idiosyncratic experiences. Schemas' sharing pattern in the form of diagram is presented as follows:

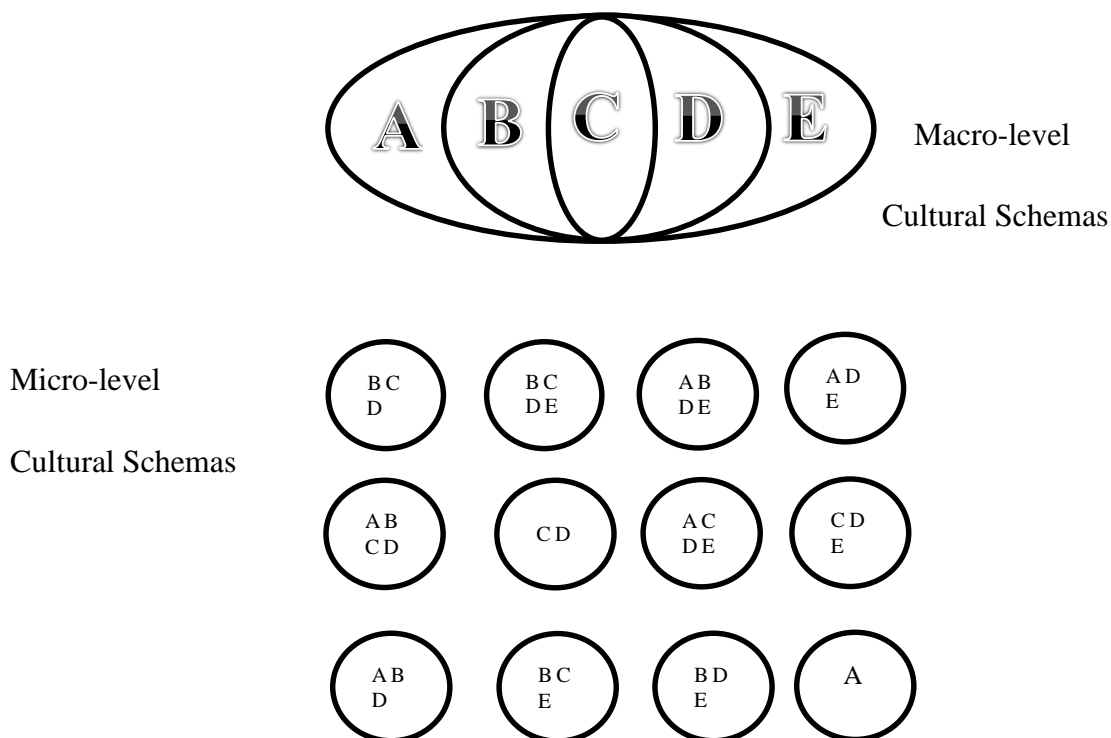


Figure 2: Cultural Schemas- A Diagrammatic Representation

Cultural pragmatic schemas underlie speech acts' enactment by utilizing linguistic strategy to convey the message as it captures different perceptions according to the context. A social space is created with the help of cultural schemas to exercise and provide communicative tools by negotiating and lubricating social relationships and constructing certain identities which depend on context and may evolve or change over time as they guide behavior and thought because of their conceptual propositions' nature which provides a foundation for different reasoning patterns across speech communities to smooth out conversational flow and to achieve communicative goal. Pragmatic schemas provide a guiding framework in the form of linguistic behavior and speakers' discretion in this regard determines particular pragmemes and relevant practices as concrete linguistic expressions to remain intelligible and exercise creativity by highlighting fruitfulness of presented framework.

Actions and beliefs are influenced by culture and cognitive associations play an important role in constituting schemas whether macro level or micro level schemas. Individuals' preferences depend on differences which exist at schema's structural level. Relational meanings and cultural anchoring are part of schemas as culture encompasses shared knowledge or shared meanings while schemas are information processing mechanisms or internalized networks carrying cognitive associations. There are basically mental structures which help in organization.

Schemas are not completely culturally constructed. They are idiosyncratic to individuals and repeated unique experiences over time internalize them. Common past experiences result in shared social structures known as schematic associations. A defined group shared cultural schemas broadly as culture exists at varied levels e.g. family, organization, profession and nation etc. Cultural objects which include knowledge, beliefs, values, artifacts, attitudes, practices, meanings and schemas are also largely shared by group members. An either-or distinction does not lead to differences only but they do have degree which determines them.

Members belonging to different cultural groups have different connotations for concepts due to prevalence of interactional attributions present in a context thus highlighting different moral stances tied to preferences. Schematic associations pinpoint

different meanings by considering preferences which rely on cues and complex conceptual networks. Differences in understandings and schemas exist due to unfolding of relational meanings depending on context. People have different understandings related to a given concept in case of belief-based schemas despite similarly influential or significant cultural anchoring.

Cultural schemas highlight experiences and result in production of perceptions related to different domains by shaping understanding. A cultural narrative influences public discourse by directing focus to peoples' experiences. Contextual specificity affirms presence of relevant schemas by encompassing frameworks which capture people's concerns grounded in realities and everyday interactions among institutions present in a society to counterbalance assumptions embedded in discourses. Schemas claim communicative progress by emphasizing responsive practices to fulfill social needs.

1.5 Pragmatic Presentation through Public Signboards

An important role played by a functional theory known as Skopos theory involves pragmatic representation. The theory narrates the basic principle i.e. purpose (skopos) which is involved in any action. Intention of any action is the main element. The stance of Cultural Linguistics considers the presence of shared cultural schemas an important constituent in making appropriate assumptions and inferences about the interlocutors' knowledge. The acquaintance of speakers and hearers with these schemas involves successful communication by performing speech acts accordingly.

Cultural comparison can be made with the help of translingual approach as mutual interaction is based on cultural knowledge and to understand the culture as well as the language, public signboards are significant because of their manifold purposes. They may be commercial or non-commercial. Glass manifestations and hoardings are used to display them. Their categorization is based on language, their function and the places where they are publicized. They may be used for direction, promotion, marketing and at times public welfare. A notable role is played by bilingual and multilingual signboards. They provide convenience by highlighting direction or information. They may be road signs, safety signs, prohibition signs, emergency signs and building signs displayed at

hotels, restaurants, shopping centers, train stations, airports, parks, public services, schools, colleges, universities, libraries, hospitals, business plazas, museums and places of tourist interest. They play different roles like they help in interpersonal adjustment, control normative social behavior, increase productivity, deter criminals and provide passion incentive. They assist individual as well as society.

Public signboards are an important part of city fabric because of their commercial value and market place. Language displayed on public signboards highlights linguistic landscape of context having diversity in terms of languages and contact-phenomena to make choices and enhance functionality of languages by keeping amount of information conveyed in each language and intended readership in mind. Meanings can only be interpreted in cultural and social context by considering community and sociocultural associations as determining factors in meaning-making process.

1.6 Statement of the Problem

Translingual approaches and practices differ as per the nature of the texts as well as their micro and macro contexts. Therefore, in some cases, it becomes very important to see the way the product is adapted to suit the cultural cognition of the text and production of emotional reverberation. An investigation of this kind brings into focus not only the pragmatic competence and the relevant strategies used by the agency but also the driving and directing force of sociocultural factors in the background. An insight into such factors or forces gains critical importance to reach any reliable conclusion regarding how and why about the texts produced in the process. Such is the case of bilingual or multilingual signboards at public places. They have significant cultural content because they are meant to address the public at large and therefore, need to be prepared with maximum awareness of cultural sensitivities involved therein. Such dimensions of the public signboards in point make them rich for investigation from the perspective adopted in this study. Probing questions by using data from different languages and their varieties can accord a deeper understanding of the reciprocity between human cognitive processing and cultural conceptualizations.

1.7 Research Objectives

The present study intends to discuss the following objectives:

1. To identify the creative pragmatic patterns used on public signboards
2. To ascertain the influence of translingual Skopoi on creativity intimated through linguistic resources
3. To assess the purpose of innovative patterns by using different languages embedded in cultural schemas in order to meet the implied communicative goals
4. To examine the ways how translingual Skopoi entreat cultural schemas to fulfill the pragmatic needs

1.8 Research Questions

The present study addresses the following questions:

1. What type of pragmatic patterns in the form of creativity are employed on the selected signboards?
2. How is creativity influenced by translingual Skopoi related to the implied communicative situation and indexed through the use of linguistic resources?
3. In what ways do the translingual Skopoi invoke cultural schemata for pragmatic end/s?

1.9 Significance of the Study

A notable wave regarding translingual scholarship has been seen since the last nine years or so. Language is a social practice and translingualism narrates its emerging nature along with its social construction by keeping in mind space and time. Under the translingual scaffolding, language puts emphasis on the performative element. The relationship becomes mutually framing and constitutive between language and language users. Translanguaging asserts that bilinguals and multilinguals possess linguistic repertoire which helps in selecting features deliberately to communicate successfully.

Moreover, Skopos theory along with the Cultural Schemas theory is a great breakthrough in the development of studies because they systematically explain function and intention of text in a specific cultural setting. Both theories have been combined in

order to understand the intention in terms of purpose and cultural schemas embedded in it. This is the novelty of present research that the theoretical framework has been extended and the limitations of Skopos theory are coaxed with cultural embedding by providing greater depth and insight to the study. Target- readership is the main strand because the function of text is determined by knowledge and expectations of the given situation along with the norms and values of the stated culture. The preservation or modification of the function of text depends on the above listed factors. Skopos theory in combination with Cultural Schemas theory has been applied in the research which breaks many hurdles of mal-communication and by employing trans- national activities solve multiple language problems.

Communicative purpose and culture representation take place by using translingual text. Public signboards facilitate communication. It is not only the interlingual change but also the intercultural communication. The present research helps to enhance knowledge because an impetus is needed for academic development and it comes from functionalist endeavor. The central idea of the research lies in the purpose-oriented approach along with the cultural discernment.

For an effective communication, bilingual or multilingual signboards are used massively. The present study is a step towards interdisciplinarity which is a need of time. Functional theory has been combined with the field of Cultural Linguistics in order to trace common border between them. They mutually support each other and are beneficial for cross- lingual and cross- cultural communication. The findings can be used in order to understand better the purpose of translingual text embedded in cultural schemas.

1.10 Research Methodology

A qualitative research approach has been adopted for the study. Its aptness is based on the examination of the text i.e. public signboards from the perspective of their attributes along with the cultural considerations. It highlights the techniques, approaches and variations accompanying the ways of mixing languages while doing qualitative analysis. Information about intention and function of the text is provided by cultural schemas.

Interpretive research design has been followed. In the present study, firstly, there is a picture of signboard and then its description followed by interpretation based on theoretical framework has been given.

Sampling has been done by following two techniques which include purposive sampling and convenience sampling. The former is based on the purpose and the places where the signboards are displayed while the latter depends on the availability and the accessibility of signboards. As far as the sample is concerned, 32 pictures of public signboards belonging to different categories based on the purpose they perform like instructional, informational, prohibitory, warning, safety, security, directional, promotional, marketing and public welfare displayed at different places like buildings, hospitals, along roadsides, parks, zoo, museum, commercial areas and workplaces in city Islamabad, where English and Urdu are the common languages used on the signboards in Pakistani context, have been taken.

The analytical tool is the translingual approach which includes forms of languages while the theoretical underpinning is the ‘Skopos Theory’ along with ‘Cultural Schemas Theory’. The former focuses on the purpose of text along with the strategies, rules and principles which include ABC approach (Adapt- Borrow- Create) while the latter deals with the language and culture relationship. Both facilitate effective communication.

1.11 Delimitations of the Study

Cultural conceptualizations encompass cultural schemas, cultural categories and cultural metaphors but the present study focuses on cultural schemas only in order to comprehend the cognitive structures underlying the shared beliefs, values and norms in a culture. Schematic cognition underlines automatic processing and shared cultural understanding determines amount of agreement and estimates extent of enculturation. As contemporary world does not encompass a single ideology i.e. monolithic rather an amalgam of interrelated sets of distinct values and beliefs exist in the form of variations between cultural schemas in terms of form and content. Differences in content which include relational meanings and cultural anchors may be present in some and absent in others. They are not equally influential as position, connection and activation are more

significant for understanding rather than peripheral concepts. Meanings are relational irrespective of necessarily given. They have different understandings.

The present research is also delimited to verbal text only by focusing on lexical, semantic, syntactical and pragmatic level along with the forms of languages used on signboards. Specific categories based on purpose and displayed at particular places in a particular city Islamabad have been selected. The researcher visited various areas and observed the signboards displayed publicly. Owing to the practical constraints, it was not possible to cover the entire range in the present research.

Territory has been defined as capital city 'Islamabad' has been taken for data collection. Signboards displayed publicly in defined territory mostly involve two languages English and Urdu and displayed content is the translation of one language into another language while the focus of present study is translingual Skopoi in terms of complementary role of two or more languages not mere the translation in order to fulfill the communicative needs. As purposive and convenience sampling have been done, signboards displayed publicly serving the purpose and providing convenience by keeping accessibility as well as availability in mind have been selected for analysis from translingual perspective along with the cultural point of view.

1.12 Organization of Study

Signboards are displayed publicly for convenience. They grasp the attention of readers by generating memorable impressions. The language used on the signboards has multidimensional purposes. By using multiple ways in different languages based on shared cultural schemas, communicative goals can be achieved.

Keeping in mind the translingual Skopoi, cultural- schematic analysis has been done. The theoretical framework includes translingual approach, Skopos theory and Cultural Schemas theory. It offers methodological as well as explanatory contribution in the study. As far as the methodological contribution is concerned, Skopos theory has been combined with Cultural Linguistic theory while explanatory contribution deals with the interpretation of intention and function of text in cultural settings. By merging these two theories, linguistic expressions used in cultural context can be better understood.

Firstly, approaches, techniques and variations as a result of different forms of languages used on public signboards have been analyzed from the perspective of Skopos theory. Then, text's intention and function in cultural setting in order to fulfill the communicative needs have been dealt with Cultural Schemas theory.

The purpose of the study is to analyze the public signboards from translingual Skopoi perspective along with the embedded cultural schematic stance as there has not been any study so far in this field.

CHAPTER 2

LITERATURE REVIEW

The growing inclination towards translingualism is stimulated due to progressive shift from structuralist paradigm serving as a foundation in modern linguistics. Structuralism encouraged scholars to consider language, like other shared constructs, as assembled as an objectified and closed structure, detached from spatiotemporal setting (which includes varied observations like society, geography, history and politics).

2.1 Translingual Phenomenon

Translanguaging is a discourse strategy used in diverse contexts by combining different languages, attitudes and proficiency levels. Specificity in terms of contexts, reasons and interlocutors highlights everyday social experience. Multiple languages facilitate incorporation of elements in the form of pragmatic patterns and enhance linguistic landscape by formulating language attitudes which have influential role in implementation and advancement of translingualism and linguistic diversity.

2.2 Creative Aspect of Translanguaging

Syncretic linguistic and cultural practices index creative combinations of languages. Translanguaging is an ability to stimulate multiple cycles of thinking, both convergent and divergent for creation of attention demanding and active process. Convergent thinking is considered as conscious and attention demanding process while divergent thinking is regarded as fluent, flexible, elaborated and information seeking present in unconscious mind where attention is defocused and thought is associative to generate novel alternative solutions by keeping originality in mind (Mendelsohn, 1976, 342, Kasof, 1997, 305). Fluency deals with production i.e. quantities of ideas while flexibility encompasses information processing ways by giving same stimulus. Originality produces uncommon, new and unique ideas by elaborating them in the form of embellishment with details. Creative capacities may be generative and are present

more in bilinguals. Generative ones take into account already activated capacities while innovative ones produce useful and original ideas.

2.3 Linguistic Acclimatization

Linguistic resources play an important role in designing a text along with the verbal strategies which are used for subtle linguistic acclimatization to fulfill attitudinal, psychological and sociological needs (Kachru, 1985, 21). Mind has creative capacity which depends on abilities of bilinguals to maintain both separation and integration of languages simultaneously. Transculturation is regarded as selective and generative phenomenon which highlights nature along with cultural and linguistic adaptation (Zamel, 1997, 350). It defines how cultures and languages develop and change over time and restored, strengthened and challenged by innovation and variation. They situate one-self in social spaces that are liminal.

Various processes like borrowing and blending along with the returning, remaking and reusing of cultural forms are used to create new identities in diversified contexts (Pennycook, 2007, 6). Suitable transcultural dispositions result in successful translingual practices as they highlight dialectical relationship between individual and culture. Increased diversity, hybridity and mobility result in imbalanced knowledge construction which can be configured by universalizing discourses (Shi-Xu, 2009, 43).

Translingual approach incorporates syncretic use of languages by creating new meanings and forms and remains open to emerging cultural practices. Reconfiguring of contexts through creative use of language is done by translingual practice rather than affirming dominant meanings, social relationships and existing contexts. The ability of switching between languages facilitates cognitive performance. Interculturalism is different from multiculturalism as former is encouraging one among groups in the form of dialogues and latter is mutually accepted one due to side by side existence of different cultures. Intercultural competence transcends communicative competence.

2.4 Significance of ‘Trans’ Factor

Translingualism entitles a shift from structuralist premises to view more extensive, settled and integrated practices. Translingualism appraises all resources as

assembling together in framing meaning. For comprehension of verbal resources in communicative execution, translingual practice plays a significant role. Synergetic interaction between verbal resources for generation of new meanings comes under translingualism. It challenges conventional understandings of language alliances.

The prefix 'trans' marks a way of looking at conversational practices as surpassing autonomous languages. 'Trans' signals 'transformation' and confronts apprehension of language as determined by contemporary contexts of power interface. It considers movement between languages as well as across languages. For expression of particular emotional state due to absence of word in target language and to convey a message in better way to achieve communicative effects, translanguaging plays a significant role. Translingualism questions languages' separation by acknowledging differences and considering hybridization as norm.

Diverse codes are negotiated by people in social interactions with the help of set of dispositions by embracing creativity and co-constructing meanings in super diverse contemporary contexts. Creativity is a shared activity that shows cultural margins and is best acknowledged relative to normative beliefs and practices. Culturally and linguistically diverse individuals use communicative and linguistic repertoires for strategic gains and social purposes. Bilingual settings appear to be mainly conducive to linguistic creativeness as it has long been discussed by sociolinguists in the name of bilingual creativity. Competence in two languages or more than two languages results in creative linguistic processes.

Meanings in language as well as beyond language can be dealt with translingual and transcultural practices. Words and language are taken into account to express external reality. A constructive and nuanced theorization facilitates local communicative interactions. Translanguaging contributes theoretically due to its transformative potential. It widens the interaction in the form of concentric circles and expands communicative repertoire. Languages interact and interrelate by contributing competence. Linguistic repertoire is basically available set of resources to act socially. These resources may include discursive genres, dialects, linguistic varieties, multi model expression forms and

common speech acts. They are culturally and discursively embodied in communal relations and in social groups.

Researchers have also made attempts to discover the notion of translanguaging as a communicative capability mentioning the fact that learning the language for the interchange is not as relevant as accomplishing operative communication by ways of approaches that transcend communicative competence in any particular language. The translanguaging eloquence is determined by the capability of work to involve and encourage a demographically and geographically varied audience. On the other hand, readers are accustomed and insightful to a work's linguistic diversity and it reveals their translanguaging fluency. In translanguaging scholarships, there is a capability to raise and interpret the meanings, structures and values which are predefined.

2.5 Cultural Schemas as Cognitive Structures

The notion of schemas prevailing as model forms in the mind epochs back to Plato. Immanuel Kant who was a German philosopher developed an idea about a person's experiences in 19th century. According to him, greater order concepts are formed when varied experiences of a person are assembled in memory. He talks about an adult's experiences while schemas in infants were investigated by Jean Piaget in 1920s. Moreover, memory was tested after math for schemas by Fredric Bartlett in 1930s. From 1970s to 1990s, many researchers found lots of evidence presenting that behavior of people is embodiment of repertoire in their brains as little work has been done related to conceptual or cognitive associations highlighting cognitive schemas.

Showing concern to review the association between language and culture can be marked back to 18th century. Wilhelm von Humboldt (1767-1835), Franz Boas (1858-1942), Edward Sapir (1884-1939) and Benjamin Whorf (1897-1941) are eminent scholars who all stressed the link between language, thought and culture. Vermeer opines conventions and norms as the main elements of a culture and looks translanguaging narratives as relating cultures. Interpretation of cultural knowledge becomes possible by this comparison.

Cultural and linguistic diversity results in stratified, multilingual and multicultural society where socio-economic and socio-political situation exists due to societal trends and context determines the lexical items to be used as linguistic resources by considering medium and rhetorical aspect an art of persuasive communication. Multiple factors like socio-cultural, linguistic and psychological contribute to make communication effective by reflecting cultural impact or cultural content through language as cultural specific vocabulary assists understanding and provides frames which highlight context, knowledge and links by expressing sense and explicating poetic echoes. Universal features which are common to languages exhibit equivalence in a text and to minimize the alienating affect by relating local culture, indigenization of language happens. Patterns which reveal writer's thinking approach organize information in text to indicate thematic progression.

According to Danes' model (1974), perception helps in understanding meanings by incorporating ecology to form and interpret them. Combination of visuals and language makes communication effective, influential and impactful by using eye-catching visuals and strong verbal expressions which have everlasting impact on readers' mind. Linguistic behavior which includes attitude towards language may be favorable or unfavorable depending on rank, prestige and effectiveness a language has in social context. Language innovations are the result of communication which takes place in social network to enhance understanding and fulfill pragmatic needs.

Culture is considered as a conceptual map where different notions and concepts transcend linguistic re-expression by making sense of world, investing artifacts or objects with meaning, manifesting assumptions present in a community and complementing different concepts by foregrounding word and back grounding culture resonating in same way and transcending the limited horizons by indicating project of modernity and culture has transformative effect in the form of production of text. Culture is considered as a cumulative theoretical practice and cognitive sciences aid incorporation of insights by theorizing culture in the form of cultural processes (DiMaggio, 1997). He talks about cultural schemas which are significant conceptual tools as supported by publication

known as 'Culture and Cognition'. The schemas are basically cognitive associations' sets which aid perception, stimulate action and frame attitudes and preferences.

Language and culture is treated as a system having elements within. Worth of an element becomes altered while its transmission from one system to another because of its relatedness with the elements of newer system. This means that variations are suitable in certain situations until the element carries the equal amount of conformity in the cultures. Thus, cultural traits of languages play a significant role along with the target- oriented Skopos theory.

Differences in attitudes are ingrained in differences in structure and content of schemas (D'Andrade, 1995, 146). Schemas are basically sets of associations which are cognitive and facilitate interpretation of cultural expressions and experiences. Concepts that formulate schemas are interrelated. They are narrated through connectionist model in cognitive science and are considered as cultural because they are not characterized inherently. They motivate behaviors of individuals. Beliefs or attitudes indirectly indicate schemas as they have limited ability to highlight interpretive schemas which contain both ontological and evaluative components. However, experiences gained by a member of society through exposure to cultural environment result in grounding of cultural schemas (Nishida, 1999, 755).

The most influential and a helpful explanatory tool is the concept of schemas as it enables people to think collectively. Conceptual and perceptual information about culture is stored in an individual's mind because of these conceptual structures known as conceptual schemas. Centrality of concepts varies from person to person as exemplified by belief-based schemas or moral schemas which include belief items. Culturally unawared situations are difficult to understand if people are not familiar with applicable cultural schemas. Cultural elements show differences and these variations mark development, transmission and persistence over time.

Cognitive schemas are comprised of subclasses which are culturally constructed and cultural schemas are one of them. Cognitive science deals with cognitive schemas as cognitive psychology treats schemas conventionally as building blocks of cognition that

facilitate organization interpretation and communication to transfer information. Classicism and connectionism are eminent paradigms of cognitive psychology and Schema theory has gained a substantial popularity in them. Connectionists describe schemas as disseminated configurations of activation that ascends at the level of sturdily organized units in networks of human memory and that ensue external stimuli.

To comprehend something, cultural schemas play an important role as they put emphasis on background knowledge of culture and provide cultural guidance in the form of induction of familiar situation by highlighting cultural connotations. Cultural schema theory talks about semantic expression and enhances systematic interpretation of text. Domestically, in China, this theory has been used in the study of cultural elements present in the proverbs, novels, literary and culture- loaded studies. It provides practical and functional guidance.

Within language and culture conceptualizations' framework, cultural schemas have cultural cognition. Their existence is not limited to individual's mind but also present at group level perception. Participants of a cultural group interact and results in emergence of schemas. These schemas are disseminated in an assorted way across the intellect in a cultural group. Negotiation and renegotiation of these schemas takes place among the participants of a cultural group and they are passed on to next generations (Sharifian, 2017, 14).

Communication involves frame of interpretation in the form of co-construction and negotiation which refer shared cultural repertoires, mental schemas and grounded representation and knowledge on the basis of which linguistic choices are made and practices are mutually established by keeping in mind contextual factors to guide behavior and fulfill situational needs. Language resources are used while interacting with others to generate meaningful intercultural understanding and construct knowledge of context in multilingual and intercultural endeavors. Shared schemas among interlocutors are basically cultural anchors which constitute central concepts measured by eigenvector centrality which takes role of concept as connector or measure of influence in a network into consideration and result in connection of ideas and give response to external circumstances (Ghaziani & Baldassari, 2011).

Assumptions have not been tested to the greater extent about relationship between perceptions, beliefs or actions and schematic associations (Pugh, 2013, 43). Recent studies helped researchers to learn that past experiences and the stored knowledge in brain are grounded in human behavior. Researchers also tell that schemas work at various different levels. Experiences vary from person to person as they are unique to individuals and play role in acquiring personal schemas. Similarly, there are societal schemas which are based on collective knowledge of a group represented through cognizance present in a society as cultural phenomena are affected by schema-based cognition. Stratification beliefs examine relationships between conceptual frameworks in schemas.

Multiple resources like verbal and semiotic work and assemble together to shape meanings in communicative practice. Transformation of social structures takes place by using semiotic resources which challenge language understandings as determined by existing relations in a context (Li & Zhu, 2013, 519). To explain communication, space is regarded as an expensive framework which provides possibilities for reconstruction by encompassing diverse semiotic resources that shape human cognition and index cognitive representations to perform and generate meanings in communication.

2.6 Linguistic Play on Signboards

Language play provides means to social alteration. It interprets innovative practices of language. The inventive and ingenious manipulation of linguistic characteristics of a language to attain playful effects as a substitute to the traditional roles of language practice for information conduction comes under linguistic play. As a form of manifestation, linguistic play on signboards has extensive meanings and inferences. There are many signboards characterized under the mark 'artistic language play'. In electronic communication, innovative spellings are generally used which can now be seen on signboards. Electronic communication means are increasingly being disseminated onto tangible signboards representing thereby how computerized literacies have percolated into traditional sign- design usage.

2.7 Skopos Theory-A Functional Approach

Functional theories date back to 80s, when the core emphasis was moved from structural linguistics to the pragmatic feature of linguistics, a novel alignment towards the practice of language. Katharina Reiss (1971) gave the functional theory against conventional linguistic theory, the patterns of this novel approach demanding a new expression. Hans J. Vermeer (1978) developed Skopos theory in this regard (Munday, 2016, 79). The purpose and the communicative action dependent on socio- cultural context are the common elements found in all functional theories. The supporters of functional theories considered text, in contrast to linguistic theories, in accord with the function and the part it can have in the social and cultural context.

Skopos theory is a broad framework that indicates a change from the stagnant language typologies. Unlike previous theories that put emphasis on linguistics and correspondence grounded texts at micro level, the proposal of facts in Skopos theory does not entail functional correspondence to the text, as the aim of Skopos theory highlights the purpose of act instead.

During the era in which Vermeer's Skopos theory was introduced, a shift from primarily more recognized and linguistic theories was realized, where fidelity and correspondence to text was the utmost principle with the most power in defining attainment, to theories having higher concern for sociocultural features and functionality. This move had been driven by Action Theory, Communication Theory, Text Theory and Text Linguistics, and the alignment towards Reception Theory. As a result, Skopos theory designed in that period, and under the impact of abovementioned theories, had a sociocultural and functional- oriented structure due to its emphasis on aspects that sway between textual and extra- linguistic factors.

Academic research in the proposed area was not instigated till 1990s. Its history is short. Many experts and scholars have paid much consideration to problems and gained achievements in the linguistic signboards scholarship. All struggles have been done with the aim of generating an impeccable language environment, therefore, encouraging the role and persona of country in the world. Conduction of academic research in this field has an amount but the advancement in the recent 10 years is evident and great which has

stimulated more and more specialists and scholars to be involved in the study. Later on, more interest and attention have been provoked in this field.

Public Signboards are moderately combined with linguistic landscape. It examines the manifestation of languages on advertising billboards, public road signs, place names, street names, public signs displayed on government buildings and commercial shop signs (Landry & Bourhis, 1997). Several texts are not only just written but also configured and multimodally voiced. Snell- Hornby (2001) discusses some indigenous public instructions in German and English language with a goal of investigating the intricate relationship between accepted language forms and communicative function in order to develop some insights.

Public signboards affect the sociocultural, political and economic growth of the place. Graphic information including words and characters is a part of public signboards and it is closely related to life of people, their business and environment. They play the functions of directing, notifying, displaying, labeling and warning to the public (Da & Lv, 2005, 38). The study associated with the analysis of public signboards has a long history comparatively while it is still a new field in Pakistan. In earlier studies, the public signboards which were used wrongly attained focus. With the passage of time, academic researches on different perspectives like social semiotics, aesthetics and pragmatics have been done and have discovered the regulatory principles, strategies and expertise for analysis of public signboards with associated theories.

A growing number of scholars have been involved in this study of matter. A lot of contribution in the form of academic researches, academic articles and books has been made in this area. The writings and publications proved a great breakthrough in the proposed study. Perspectives upon which research has been conducted include linguistics, rhetoric, deviational pattern analysis, pragmatics, sociocultural and functional perspectives. Some worth noticing authors are Lu (2005), He (2006), Zhang (2006), He (2007), Shu (2010) and Pi (2010). However, massive studies are made from the angle of featured principles. Few papers discover the subject from linguistic landscape perspective which gives study a new dimension. Interpretative frames of readers are reflected through linguistic landscape (Collins & Slembrouck, 2007; Coupland, 2012).

Vinay, J.P. and J. Darbelnet in the preamble of their book *Comparative Stylistics of French and English* discussed the research on public signboards. They were the pioneers of the study. They demonstrated the response of reader along with the idiomatic equivalent texts and showed their resentment about French- Canadian road signs which shows difference from original road signs used in France. Language used in the environment, images and words exposed and presented in public spaces come under linguistic landscape (Shohamy & Gorter, 2009, 1).

The study of public signboards underlines many developments such as reference books featuring social life with real pictures of public signboards, dictionaries and establishment of research centers. Domestic research is progressively sound along with the national seminars. In the last five years, a great deal of research has been conducted in China on the topic of signboards and it may last in future. Fast economic development of China along with the hosting of Olympic Games in 2008 and World Expo in 2010 made the study of public signboards a talking point. Examples of such studies include Ko (2010), Qiannan (2012), Guo (2012) and Liu (2013). Problems of public signboards were the main concerns of these studies. They studied public signboards referring directions, notices, instructions, warnings etc displayed at tourist sites, hotels, main roads, public transportations and public institutions in the form of orders, full sentences or short paragraphs.

Public signage serves as semiotic resources to drive market (Coupland, 2012). Moreover, Ling Wei and Wei Zhirong presents view related to language on public signboards from the perspective of Skopos theory (Jing Ma, 2014, 2528). Furthermore, available linguistic resources in the form of integrated system and repertoire facilitate comprehension by taking translingual practices into account.

2.8 Position of Contemporary Study

Public signboards are easily accessible sources to reflect language use and shape attitudes in a community. Displayed text is organized by taking syntactic, semantic and thematic structures into account while social structures shape perceptions to understand the working of language in society to ease communication by encompassing descriptive

as well as prescriptive linguistic practices to fulfill cultural and social demands. Language socialization includes verbal as well as non-verbal actions which highlight production, reproduction, negotiation and transformation over time in accordance with ideologies, values and traditions of social groups to index meaningful realities which include goal-oriented stance to enhance social interaction.

In metropolitan city, public places are units of implementation and immersion of local language policy in culture. Interaction determines choice of language in such a way that how global competitors play their role in branding and have contested meanings. To display message, designated spaces involve indexical meanings along with the image. Semiotic resources include language as well as photographic images to frame particular social realities as exemplified by marketing practices where brand is embodied by imagery. The use of English language in signage indicates global-ness and involves foreigners to fulfill communicative needs. Different semiotic elements like title, languages and pieces of information reinforce ideological function for communicative purpose.

There are suggestions of new ways being used to generate forms of written language on signboards such as merging graphic features with alphabetical writing to appeal or persuade the readers. These forms of language are mainly framed to capture consideration and accomplish communicative goal. Furthermore, Pakistan is heading towards computerized era where the signboards language is becoming close to the language used in electronic networking. These mixed forms are a developing trend shaped with the aim to lessen the time required to read signs and save space. As a consequence, the fast variations made by electronic communication and economic globalization are producing more knowledge practices where resourcefulness, hybridity and multimodality are becoming the new standards.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Design of the Study

The study followed qualitative approach to elaborate understanding and provide a deep insight of presented phenomena by analyzing data from the perspective of purpose along with the cultural considerations. Techniques, approaches and variations have been highlighted by examining creative ways of mixing languages. It was an interpretive study to indicate intention and purpose of displayed text underlying cultural schemas as explained by Grey (2014).

Picture, description and interpretation are the elements that have been used in study to analyze data by keeping theoretical underpinnings in mind. The analytical tool is the translingual approach while the theoretical underpinning is the ‘Skopos Theory’ along with ‘Cultural Schemas Theory’. The former focuses on the purpose of text along with the strategies, rules and principles which include ABC approach (Adapt- Borrow- Create) while the latter deals with the language and culture relationship. Both help in effective communication.

3.2 Collection of Data

Data have been collected by taking photographs of signboards displayed publicly for convenience at large. Multiple steps have been taken in this regard. Firstly, territory is defined as capital city ‘Islamabad’ has been taken to collect data. Sampling has been done by following two techniques which include purposive and convenience sampling based on purpose and accessibility of signboards respectively. By keeping convenience sampling in mind, 140 pictures of publicly displayed signboards were taken on which two or more than two languages were present. Translational aspect in terms of translation of one language into another while displaying information was seen more on these signboards but the aim of present study is the translingual phenomenon in terms of complementary role of two or more than two languages to convey the message.

After sifting data by keeping aim of present research in mind and by following purposive sampling, 32 pictures of signboards displaying translingual aspect not merely the translational ones belonging to different categories based on the purpose they perform like instructional, informational, prohibitory, warning, safety, security, directional, promotional, marketing and public welfare displayed publicly at different places like buildings, hospitals, along roadsides, parks, zoo, museum, commercial areas and workplaces in city Islamabad, where English and Urdu are the common languages used on the signboards in Pakistani context, have been taken.

3.3 Theoretical Framework

3.3.1 Selected Theoretical Approaches

The theories used contemporarily in the study of public signboards primarily include Text Typology, Functional Equivalence, Pragmatics, Skopos Theory, Eco-translatology, Receptional Aesthetics and so on. But the theoretical framework preferred for the current research includes translingual approach, a functional theory known as Skopos Theory and Cultural Schemas Theory from the view of Cultural Linguistics which is a new angle for structured portrayal of cultural schemas that put emphasis on intention and function of a text to foreground its purpose.

3.3.2 Translingualism

The power of language is echoed in challenging theoretical and ideological lenses. Translanguaging, translating, interpreting and dwelling in borders are some of the elements which are part of a theoretical lens known as ‘Translingualism’. It studies context where writers and readers exchange language codes and move beyond monolingual tactics for better communicative effects. Analysis of public sign boards which are used for marketing illustrates that translingual practices serve as interactive and generative strategies of users’ intention. Translingual approach helps in constructing a circuitous world not offered in monolingual practice as it disrupts linguistic homogeneity. Followers and interactants, in general, share these embodied strategies which are metalinguistically responsive practices.

Form and accuracy have least importance as compared to communicability while talking about translanguaging as it is the demand of context and a best approach in terms of cost and gains. Diverse modalities, literacies and interlocutors transcend boundaries of languages become porous and fluid and depend on proficiency to explore and learn meanings. Both readers and writers are responsible for making meanings across and comparison between languages develop rhetorical sensitivity and metalinguistic observations. Translingual practice has performative potentials. Semiotic repertoire facilitates meaning-making process as it studies interculturalism and allows analysis of situated interactional spaces.

Translingual and transcultural approaches are considered as a valuable lens to negotiate multiple norms by underlying interculturalism and resulting in new practices. These trans-approaches examine evolving landscapes and semiotic repertoire by providing a framework and shaping individual's repertoire in the context of transnational mobility. Translingualism and transculturalism provide a helpful analytical tool to understand diversity and differences in society by foregrounding performative and negotiable nature of literacy and language and the factors that drive such negotiation (Horner et al., 2011, 305, Canagarajah, 2013, 40, Garcia & Li, 2014, 64).

Language carries social meanings as it is socially constructed and individual languages are transcended by communication to highlight ecological affordance and diverse semiotic resources. Translingual practice is a term adopted by Canagarajah (2018, 2) to describe the orientations and common underlying processes of complexity and mobility of communicative modes. During contact or interaction, languages influence each other and interlocutors use repertoires and all semiotic resources to make meanings. Linguistic resources are used flexibly to make sense of world by liberating voices, shaping experiences, making meanings, gaining knowledge and maximizing understanding and achievement through the use of language. Integrational approach is used to mediate and organize understanding to meet pragmatic ends by fulfilling communicative needs.

Language borders can be stretched by using linguistic creativity which makes language permeable and brings novelty or innovation into forms of language. Diversity in

occurrence of semiotic practices in society highlights their multiplicit nature which makes them hybrid, fluent and communicative. Schema- refreshing and innovative changes are implied to language forms through linguistics creativity. It allows not only proliferation but also recreation, recontextualization and refashioning of cultural and linguistic resources.

Moreover, linguistic diversity is enhanced through translanguaging. It confronts the prevailing regime of monolingualism as translanguaging is a manifestation of globalization. Many research findings help examine translanguaging theory extensively as a key construct by taking context into consideration and inviting practitioners, researchers and policy makers to identify interlocutors who move across languages and go beyond monolingual practices for enhanced communicative outcomes. Translingual phenomenon enhances intra- societal communication. Moreover, linguistic ideologies along with the underlying identities present in texts can be explored through it.

Different cultural and linguistic backgrounds to negotiate and acknowledge the rhetorical styles and diverse languages are underpinned in translingual approach. Linguistic variations refer to rhetorical, structural or grammatical conventions. The ideology of monolingualism is acknowledged and challenged by this approach as it focuses on associations of concepts to facilitate socio-cultural conceptual frameworks. Principles of translingual approach have been described by Bruce Horner and Min- Zhan Lu (2016, 305) which are as follows:

- Language has performative nature, it has nothing to do with possession but it deals with action.
- Language users keenly create and alter the actual concord we make along with the social and historical contexts of practice.
- The practices of communication are not innocent or neutral but noticed by and noticing geopolitical, economic, socio- historical and cultural associations of imbalanced power.
- Decisions made for language practice are influencing as well as influenced by social positioning and the frameworks of expression having measureable concerns in life and world we reside in.

- Variation is the norm of all expressions, perceived as enactment of translating intra and inter languages, channels, modality during apparent recurrence of prevailing traditions as well as divergence from the norm.
- All practices of communication are mesopolitical (the middle space between personal and social, local and global) actions, vigorously exchanging and establishing intricate power relations at the vibrant intersection of micro (personal) and macro (socio- historical) levels.

3.3.3 Skopos Theory

A wide ranging term for different theories known as ‘Functionalism’ focuses on function of texts. Skopos theory holds a central position in functionalism. Its development took place in Germany in late 1970s. German Functional paradigm gives this theory a core status. It continued to be an essential part of Functional School for a long time. Hans J.Vermeer supported this theory (Munday, 2016, 79). It was directed more towards sociocultural and functional concept. By this theory, human action with a particular form is focused rather than a process. Means are justified by end, similarly, skopos determines the action. A Greek word ‘Skopos’ means aim or purpose. The thought which becomes target readers oriented is centered in this notion. Vermeer talks about the existence of an action along with its purpose or an aim. Target readers’ demand, function of text and communicative situation are the key elements. Purpose governs the strategy to be employed and to generate an enhanced functional text accompanying suitable results. Intended receiver is the main focus.

Skopos, which is a technical term, is regarded as an offer of information. A new event or situation or a new object in the form of result is the outcome of an action (Nord, 1997, 133). A variety of purposes or skopos is involved in an action. They may be linked to each other following hierarchical order. Purpose may likely have three kinds.

1. General aim
2. Communicative intent
3. Strategic resolution

3.3.3.1 Three basic rules

The three main rules of Skopos theory provide direction and orientation to text (Munday, 2016, 80). These rules have been analyzed and by taking their analysis into consideration, the study is highlighting the practical implication of public signboards and proposing its worth in usage. These rules contain:

3.3.3.1.1 Skopos rule

To describe an aim or purpose, a Greek word ‘Skopos’ is used. It tells about an action which is determined by its purpose. Intended function and purpose of text determine the methods and strategies used in generating the text.

3.3.3.1.2 Coherence rule

It explains the coherence found between text and situation of text receiver. The knowledge and circumstances are given importance. As an offer of information, the receiving situation must be meaningful.

3.3.3.1.3 Fidelity rule

Fidelity or faithfulness includes Intertextual coherence. This rule deals with the coherence present between texts.

By taking into account the relationship among the rules, fidelity rule is regarded as subservient to coherence rule and both fidelity and coherence rules are considered subordinate to skopos rule.

3.3.3.2 Principles followed while practicing languages on signboards

Presence of differences in thinking modes, values and social systems in two cultures results in diversity which is seen in the expression of language structures. Text’s purpose is significant and proper expressions help to fulfill it. For signboards analysis, ABC approach which is based on Skopos theory is employed. Adapt, Borrow and Create is a principle which is well- tested and functionally oriented. It facilitates communication by realizing functional equivalence.

3.3.3.2.1 Adapt approach

Skopos theory underpins the function or intended purpose which governs strategies and approaches. Target readers have acceptability level and on the basis of this level, those language choices are made which are flexible. Cultural images transplanted with the help of strategies and linguistic choices. Some conventional concepts can be adapted while presenting signboards. There are many ways to accomplish such an adaptation.

- Acclimatize the prevailing English terms.
- Simulate the English mottos, proverbs and poems.

3.3.3.2.2 Borrow approach

In the study of signboards, this approach is highly realistic and practical. Foreigners have become familiar and except the borrowing of conventional expressions. Cultural variations exist to a lesser or greater extent but cultural equivalence becomes possible when a particular cultural setting performs the same function. By this approach, a zone is made which is culturally comfortable. Biculturalism dominates bilingualism because words are meaningful only in cultural context.

3.3.3.2.3 Create approach

Creative approach is used when there is lack of conventional expressions to adapt or borrow. For creative work, theoretical base is provided by Skopos theory. Development of subjectivity and interpretation of original utterances result in generation of substitute. Focus is on the intention because it helps receiver by preventing him from unnecessary effort of processing and fulfills communicative needs.

3.3.4 Cultural Schemas theory

The exploration of relationship between cultural conceptualizations and language comes under Cultural Linguistics (Sharifian, 2011a, 2012, 2017, 2). Various aspects of human languages are ingrained or rooted in cultural conceptualizations. Both theoretical and analytical frameworks are offered by Cultural Linguistics to investigate the cultural conceptualizations that underpin the use of human languages. Culturally constructed encyclopedic meanings are captured by cultural schemas as they provide a ground for

pragmatic meanings. They contribute in providing a considerable basis for common ground in which knowledge is shared by participants of a speech community (Sharifian, 2014, 222). Cultural Linguistics deals with the following notions (Sharifian, 2017, 2-3):

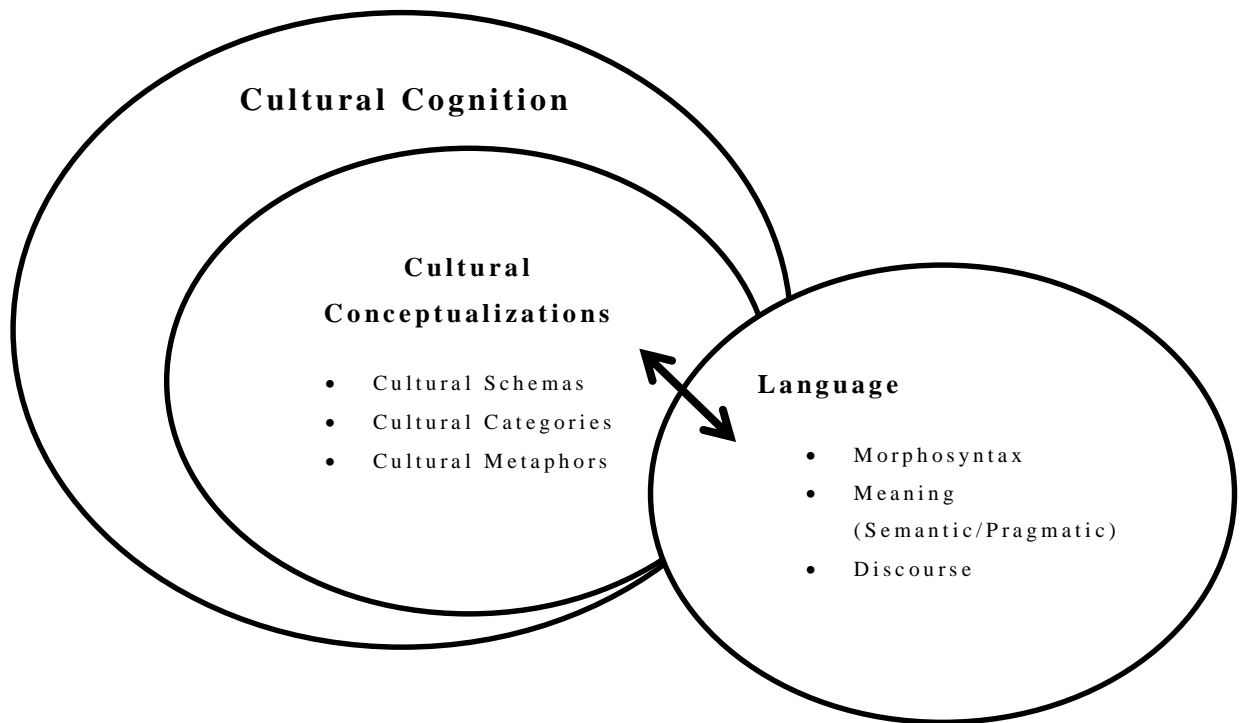


Figure 3: Theoretical and Analytical Frameworks of Cultural Linguistics

Cultural cognition includes cultural conceptualizations which encompass cultural schemas, cultural categories and cultural metaphors. These cultural conceptualizations vary from culture to culture depending on the context but they all are interlinked with components of language which include morphology, syntax, semantics, pragmatics and discourse. Language is used as a resource to make meanings within a culture as culture provides a context wherein language practices make meanings depending on cultural knowledge in the form of cultural schemas embedded in society for a purposeful communication.

Cultural Schemas as well as subschemas apprehend norms, beliefs, rules and prospects of behavior along with the values related to several aspects and constituents of experience. Different functions are served by Cognitive Schemas while talking about the interaction between environment and cognition. Following functions of Schemas have been identified by Crocker and Taylor (1981) more than 35 years ago (Sharifian, 2017, 11-12).

- Provide structure to map out an experience.
- Direct encoding of information along with its retrieval from memory.
- Affect speed and efficiency of information processing.
- Guide the gaps filling in the information offered.
- Provide templates to solve the problem.
- Facilitate the assessment of experience.
- Assist expectations of future planning, goal setting and its execution.

Several categories of schemas have been offered. The former ones showed insensitivity to cultural differences. One of the examples includes distinction presented by Cook (1994). He proposed three types of schemas. ‘World Schemas’ deal with world knowledge which is schematically organized while ‘Text Schemas’ refer to particular arrangement of facts in a fictional or a real world. The generalized knowledge which tells about grammar of a language comes under ‘Language Schemas’. Intercultural study was made by Nishida (1999) and this study was pioneer in discussing the culturally sensitive typology of schemas, an approach chosen by author. Social interaction involves eight major types of schemas distinguished by Nishida (Sharifian, 2017, 12).

3.3.4.1 Fact and concept schemas

These schemas include factual and conceptual information e.g. The capital of Pakistan is Islamabad. It is factual information whereas ‘A square has four sides’ refers to conceptual information.

3.3.4.2 Person schemas

These schemas involve knowledge or information about types of people along with their personality traits. Sentences like John is innocent are used to represent such type of schemas.

3.3.4.3 Self- schemas

Knowledge about individual self and social self is included in these schemas.

3.3.4.4 Role schemas

Knowledge about ascribed and achieved social roles along with the association of expected behavior with these roles comes under role schemas.

3.3.4.5 Context schemas

Situational knowledge associated with contextual behavior is included in these schemas.

3.3.4.6 Procedure schemas

These schemas contain knowledge about proper sequences of events in shared situations.

3.3.4.7 Strategy schemas

Knowledge of strategies which are problem- solving is included in these schemas.

3.3.4.8 Emotion schemas

These schemas include information about evaluation and affect. Association of emotion schemas with other schemas is in fact cause of their activation.

3.4 Aptness of Framework

Due to globalization, a major phenomenon known as ‘multilingualism’ is continuously expanding by highlighting languages in contact which encompass borrowings and loanwords from different languages to make meanings and ease communication by embracing different identities and ideologies. Glocalization is term emerged from combination of globalization and localization which highlights the

exclusive use of English and local language to optimize the strength of conveyed message by making it appellative and linguistically equivalent. Visual and verbal references are the most influential tools which facilitate communication by indexing heterogeneity through translanguaging practices and mediating culture as an integral part.

Different languages working together depending on social and cultural contexts influence the writings due to different pragmatic needs and realities grounded in society to serve heteroskopic aspect. When different cultures and languages come into contact, they reflect dynamic multilingual reality and highlight the production of new meanings according to the transcultural context by transcending semantic boundaries and foregrounding perception of languages.

Diversity in social context highlights varieties, number, classification and distribution of languages to widen communication. Languages have multiple functions which highlight their attitude, displacement, influence and proficiency and linguistic repertoire in this regard helps make choices based on linguistic region, domain, speakers and hearers by keeping linguistic characteristics, pragmatic concerns and cultural norms in mind as interaction involves motivation, action and adaptation depending on availability of interlocutors and relative similarity of sharing information with each other to maximize cohesion and diffusion of ideas.

Interaction of different communities or societies depends on pragmatic norms. Cross-cultural and cross-linguistic practices have influence on conceptual transfer along with the linguistic relativity which involves effective spatio-temporal meanings. Language influences thought by affecting comprehension and production in terms of semantic as well as pragmatic aspect to transfer meanings and concepts in diverse social contexts. Pragmatic constraints highlight linguistic choices made by interlocutors while using language by speech community in social interactions reflecting its norms and patterns to fulfill communicative needs. Socio-pragmatic competence along with the linguistic competence enhances realization of expressions by underlying cultural aspects which is an interplay of locally grounded practices facilitate communication.

Social relation among linguistic communities foregrounds social practices by establishing ground to aid understanding. Different cross-cultural contacts provides global solidarity by expressing orientation towards blending process to comprehend cultural differences and similarities and drive modernity through dynamic transformative aspect in the form of interaction of different cultures. Interactionist's perspective includes movement of ideas across boundaries by making them flexible and porous to generate new forms to ensure viability by interpenetrating and reconfiguring social practices.

CHAPTER 4

DATA ANALYSIS

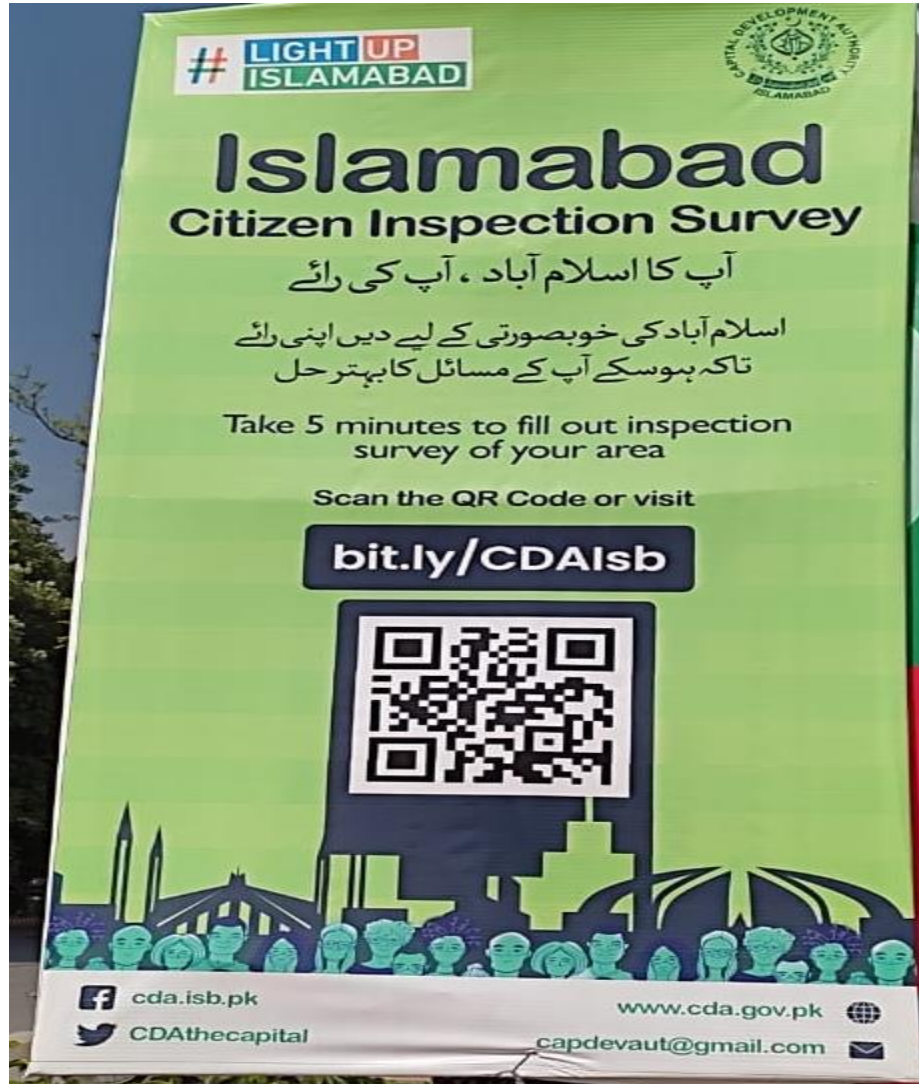
The core of the research includes the analysis and interpretation of data which substantiates the central ground of the study. In the present research, data in the form of public signboards having two or more than two languages displayed at different places like buildings, hospitals, along roadsides, parks, zoo, museum, commercial areas and workplaces in city Islamabad have been collected for analysis.

Sampling has been done at two levels which include focused sampling and convenience sampling based on the purpose and places along with the accessibility. The data are analyzed qualitatively by taking into account the theoretical framework consisting of Skopos theory to highlight the purpose of displayed signboard and Cultural Schemas theory to foreground the cultural schemas encompassing translingual practice in the form of creative pragmatic patterns to achieve communicative goals.

The analysis has been divided into three parts. Firstly, pictures of signboards are given and then their description involving category, purpose and translingual organization in the form of two languages English and Urdu used on signboards to address the message followed by interpretation which is based on analytical tool i.e. translingual Skopoi encompassing cultural schemas to meet pragmatic ends. The calibrated insights emerging from the discussion of sample are organized around research questions. The thematic labeling and categorization technique in the form of purpose and function or intention of the text the signboards display are used for notable findings.

Signboards may be directional, promotional, instructional, informational, warning, prohibitory, emergency and at times for public safety and welfare. They may involve religion and culture-specific content. The data taken for analysis include all these categories by keeping in mind the translingual Skopoi along with the cultural schemas in order to fulfill the communicative needs. The data analysis is as follows:

4.1 Picture



4.1.1 Description

The presented signboard belongs to the category of promotional signboard based on purpose known as public welfare. Two languages, English and Urdu, have been used to convey the message. The signboard is about citizen Inspection Survey for Capital city 'Islamabad'. Verbal phrase i.e. Light up Islamabad has been used to attract the readers. The use of pronouns like you and your is seen in objective or nominative case to address the persons. Phrases have been used in Urdu language while imperative sentences are seen in English language. A QR code has also been given to fill out the survey.

The territory of Islamabad has been highlighted by using images of particular places like image of Faisal Mosque and the monument presenting four provinces of Pakistan along with the Federal capital Territory. To represent the citizens, pictures have been displayed. A logo of capital development authority has also been given at the top right corner of signboard to represent the functional unit while at the bottom, applications of social media like facebook, twitter, website and gmail have been given for information to solve the queries and give feedback accordingly.

4.1.2 Interpretation

The displayed signboard involves linguistic creativity to envision language forms where alphabetical letters and graphic elements are fused together to make a single language system i.e. translingualism. Semiotic grounds of different linguistic systems have been merged to convey the message effectively. Visuals possess connotational meanings while the writing style of any language which includes sentence structure varies from language to language. In the presented signboard, more phrases are seen in Urdu language while English language is using imperative sentences in a stylized form in order to stretch the language boundaries.

The translingual skopos involves the welfare of public by promoting developmental process. Target readership is the main concern of translingualism and in the presented signboard, public at large has been used in such a way that they are depicting translingual purpose by using creative pragmatic patterns. Different linguistic resources highlight the purpose of innovative patterns in order to fulfill the demand of communicative situation.

Variations can be seen at linguistic level, cultural level and pragmatic level as referred in figure 3 in Chapter 3 which describes association of cultural cognition and cultural conceptualizations in terms of their linkage with components of language used according to the context in order to fulfill communicative needs. Linguistic level alterations include grammar and orthography. In the given signboard, the word 'Islamabad' has been written boldly to explicit connotational meaning i.e. to present it as capital city of country so that its name has also been capitalized to show its centrality. In Urdu language, pronoun 'your' has been used for inclusivity. Phrases like your

Islamabad, your area, your problems and your opinion have been highlighted while developmental theme has been expressed by using the concept of lighting which involves brightness or use of illumination to achieve an aesthetic effect. Visuals in the form of QR code which contains specific information about labeled things have been displayed along with the pictures of particular places and citizens to highlight the territory.

According to Skopos theory, the purpose and function of text is following inter-textual coherence in order to meet pragmatic ends as described in figure 1 in Chapter 1 which highlights situated speech acts. Both languages play mutually constitutive role as translanguaging deals with language practices in a frame known as temporal-spatial. Surveys are conducted to gauge opinions and feedback for notable results. They can be specific or can have widespread goals. In the presented signboard, information about citizen inspection survey has been given and in this regard, English and Urdu language has been used by promoting personal opinion. The purpose of signboard is to highlight the problems and to give their solutions by foregrounding public opinion for the beautification of capital city 'Islamabad'. Pragmatically, people have been invoked to voice their issues related to condition of road, sanitation and sewerage system along with greenery and general cleanliness by giving feedback to improve the functions. Capital development authority is acting as functional unit on this regard and has launch the survey to resolve the queries by utilizing information gathered from public opinion for effective and proper planning in future attempts.

Communicative needs underpin cultural cognition which varies from culture to culture as explained by Cultural schemas theory and depicted in figure 3 in Chapter 3. Difference in cultural conceptualizations depends on translingual Skopoi and they entreat culturally constructed cognitive schemas for pragmatic concerns. Cultural schemas include social interaction and the type of schema which underlines the presented signboard is emotion schemas as they deal with emotions and feelings of person about a particular thing and they come under micro level schemas as illustrated in figure 2 in Chapter 2. Personal opinion has been demanded in the given signboard and by using native language i.e. Urdu, emotions have been evoked by linguistic expression in the form of pronouns 'you' and 'your'.

In Pakistani context, English being an official language employs formal way to give direction and to meet the requirements by using imperative sentences in the form of command to show authority and impersonal objective as depicted in the given signboard while Urdu language has been used to convey the message effectively and for better understanding as people are attached with their native tongue. In Western culture, English language has more power as a substantial foundation for worldview construction. So, cultural schemas and subschemas take into account translingual purpose by using linguistic resources in the form of creative pragmatic patterns to fulfill communicative needs.

4.2 Picture



4.2.1 Description

One of the categories of public signboards is promotional and the key elements which play the role of promotion include the design and content. The presented signboard is one of them. Education, which is compulsory for everyone, helps to shape the personality and develops a society by spreading awareness. Institutions play an important role in this regard and the given signboard is promoting an educational institution known as Dar-e –Arqam schools. The given signboard is conveying the information by blending linguistic expressions in English and Urdu language with visuals. The medium of instruction in school has been given i.e. English along with the location which is a branch of school i.e. I-8 campus. Information about classes from playgroup to matric has also been displayed.

Phrases in Urdu language like beautiful world and blessed heaven have been written to attract the readers. In English language, a noun phrase i.e. Admission Open has been used to aware the public. An institutional claim has been made in Urdu language by addressing that they polish the future of children. Pronouns like we and your have been used along with the punctuation marks which include a dash and an exclamation mark. Contact numbers and the address have also been given on the displayed signboard. Visuals include the images of a book, a sun, pencil and sharpeners, a boy and a girl. All these concrete visualizations along with the linguistic statements represent translingual phenomenon used to highlight the function and intention of text behind the displayed signboard.

4.2.2 Interpretation

The shifting boundaries between linguistic variations are negotiated through translingualism. It is used as a means of communication that does not take into account the constraints of standard language forms and results in pragmatic patterns in the form of creativity. Certain linguistic resources are used for creative effect to fulfill communicative needs. In the presented signboard, variations at linguistic level includes the use of both English and Urdu languages in the form of phrases and sentences. Creativity has been seen in the form of catchy phrases like beautiful word and blessed heaven. Words have also been adapted in Urdu language from English language like

English medium to represent instructional way of institution and the word ‘schools’ has been written in Urdu language as it is without converting it into Urdu. The word ‘Dar’ represents place and ‘Arqam’ means to write something. Both words are of Arabic origin and have been adapted in Urdu language. So, the collective noun ‘Dar-e-Arqam’ is a place or institution where education is given to read and write.

For effective communication, strategy of adaptation has been employed in order to serve the purpose of displayed text. The pronouns ‘we’ and ‘your’ have been used for interaction and inclusive purposes. Punctuation mark ‘dash’ has been used to indicate pause before conveying the main message while exclamation mark has been used to put emphasis on the displayed message.

Visuals in the given signboard also have connotative meaning. As book is a symbol of distribution of knowledge and its learning and sun symbolizes life energy for growth and development. Similarly, education is way towards bright and prosperous future. The image of pencil and sharpener symbolizes the polishing or grooming process as depicted through linguistic expression in Urdu language. Education is compulsory for everyone and to highlight this notion, the picture of a boy and a girl has been displayed on the given signboard. The education from playgroup to matric has been offered by the institution and to get information about admission in the school, administration can be accessed through contact numbers and of the address given at the end of the displayed signboard for public convenience.

Skopos theory highlights translanguaging practice of the presented signboard encompassing creative pragmatic patterns in the form of language style blended with graphic elements or images for realization of situated speech acts as depicted in figure 1 in Chapter 1. The purpose of given signboard is to promote an educational institution and to fulfill the communicative demand, translanguaging approach has been used. The image of word and heaven has been used to raise consciousness about importance of education. The religious perspective has been highlighted to spread awareness. Personality has been groomed and polished through education and helps in building a bright future. The medium of instruction i.e. English has been centered to manipulate people as English language has supremacy over other languages and has power to regulate others.

Difference in perceptions lead to cultural conceptualizations which include cultural schemas according to Cultural schemas theory and these schemas underpin translingual skopos in order to foreground the function of displayed signboard. Context schemas include situational knowledge and associated behavior as they are macro level schemas shown in figure 2 in Chapter 2. The presented signboard falls in this category of sub schemas where religion has been used as a moral force and provides a ground for pragmatic meanings.

In Pakistani context, education is given importance by relating it to religious obligation. Emotions have been evoked by incorporating religious element while in Western countries, rational schemas have been followed according to their culture rather than religious perspective. Pakistan, being a Muslim country, follows Arabic language as a sacred one and has adapted words from this language to show association with religion. Concepts and schemas vary from culture to culture and result in creative linguistic variations in order to fulfill pragmatic needs and accomplish the communicative task.

4.3. Picture



4.3.1 Description

Some signboards are used for marketing and the presented signboard is one of them. Such type of category promotes the products or services provided by the companies. They have appealing content to entice customer by highlighting merits of given product. The given signboard is about an oil marketing company known as Total Parco. Both English and Urdu languages have been used to share information with their customers. In English language, the name of company i.e. Total Parco and its logo have been written along with its quality of excellium which means the fuel that cleans the engine. A thanking note has also been given to consumers for using their company which is providing reliable and affordable petroleum products and services to customers over many years.

For marketing of company, a strategy has been used and given in Urdu language. If customers wash their cars from the labeled company they will get one litter fuel free. As far as the visual are concerned, a picture of car has been given. The signboard has been displayed in such a way that it seems divided into two halves. One is presenting an unclean part of a car along with a water bubbles while other half is presenting a clean part of a car having oil bubbles representing an oil company which is providing such services. Connotative meanings have been blended with linguistic strategies in order to establish connections with receivers to meet pragmatic ends.

4.3.2 Interpretation

Economic development of a country largely depends on the petroleum companies and fuel business is one of them which plays its part by investing in such projects which are of national interest. The presented signboard is serving the translingual purpose by appealing their consumers with the help of marketing strategy connection with customers can be made by using all those practices which lead to product development and marketing signage is the best visual medium to reach various consumers and marketing goals. In the given signboard, linguistic creativity has been seen in the form of marketing strategy to fulfill pragmatic need. The purpose of the displayed signboard is to give facility to consumers on using the service provided by the petroleum company 'Total Parco'.

For the development of company, a heavy investment is made to raise the awareness and for this purpose, words, colors, shapes and images have been selected carefully for lasting impression. A spotlight on new service is necessary to meet the needs and reliability. Linguistic resources help in creativity. Translingual practice in this regard plays an important role to achieve communicative goals. In English language, only name of the company has been given along with the polite manner of thanking customer on using the company's services. Urdu language, being a native one, is serving the purpose of communication by using a strategy of getting free fuel in case of utilizing service of car wash offered by the company.

By using such marketing strategy, consumers can be attracted towards the labeled company. The style of Urdu language is directive one. As far as the connotative meanings are concerned, the word 'Total' in Urdu language has been used as Total wash which may mean complete wash including all the services or it may be car wash offered by oil company named as Total Parco. The words 'wash' and 'fuel' have been adapted in Urdu language without their conversion in native language. The quality of fuel i.e. excellium has been written in English language to appeal the consumers. Like English language, which has hegemonic power, the words from this language have been adapted and borrowed as well in order to dominance over other languages. Translingual phenomenon in this offers openness to differences which are present at linguistic, pragmatic and cultural level. Content can be understood better by using this approach because it is a source of linkage between different languages uses.

Visual content in the presented signboard has symbolic significance. Logos have been used to persuade and engage the readers by appealing techniques which enhance the text as well for effective communication. Division of the displayed signboard into two halves serves the condition of before and after. One half is presenting the part of a car before cleaning while other half is displaying part after cleaning. The water bubbles and oil bubbles are representing the cleaning process offered by the oil company. So, linguistic creativity in the form of pragmatic patterns has been displayed through language expression mixed with graphic elements.

According to Skopos theory, the presented signboard is fulfilling the pragmatic need of marketing by using such strategy that attracts the customers and helps in increasing the sale of fuel by making it affordable and reliable in terms of services and products offered by the company. People attract towards the services due to linguistic choices and connections are made in order to achieve communicative goal as manifested in figure 1 in Chapter 1 which highlights practical notion of underlying social needs. The contextual need is employing marketing strategy i.e. buy one get one free. It is a useful tactic to push customers to purchase a product. This strategy has been used in the presented signboard by using translanguaging approach which is serving as a source to produce contextual meanings.

Concepts and perceptions vary from culture to culture according to the contextual demand. Cultural schemas theory states that people have different cultural conceptualizations and cultural schemas associated with pragmatic meanings and speech acts are endorsed accordingly as stated in figure 3 in Chapter 3. The category of context schemas is playing its role in the presented signboard. The need of marketing always remains in order to promote a product. In every culture, linguistic practices play the part of promoting business but marketing strategies vary from culture to culture.

In Pakistani context, people are manipulated by using such strategies that appeal them and maximize benefits while in Western culture, means and ends are treated rationally. A polite way of thanking the customers has been used in the given signboard in English language which is also a cultural norm. So, pragmatic needs underpin linguistic expressions along with the cultural conceptualizations to persuade people successfully.

4.4 Picture



4.4.1 Description

Signboards related to parking are seen everywhere. They are displayed for public convenience. The presented signboards belong to the category of prohibitory signs to forbid users from parking at wrong places. People are directed their vehicles at places reserved for parking. An element of restriction is seen in the given signboard. Responsibility and risk factor have also been highlighted along with the dimension of safety. English and Urdu language have used to convey the message. In one signboard, there is prohibition related to parking of heavy vehicles. In Urdu language, a complete sentence has been written to forbid people along with the names of heavy vehicles which include truck, crane, dumper and water tanker while in English language, verbal phrase i.e. Parking Prohibited and adjective phrase i.e. For Heavy Vehicles have been used.

An image of heavy vehicle with a cross mark has been displayed to indicate prohibition while on the other signboard, people have been directed to park vehicles at their own responsibility. In both languages, an instruction has been given. In English language, the focus is on the risk factor and the responsibility of owner while in Urdu

language, safety of vehicle has been foregrounded. The authority to give instructions i.e. zoo administration has also been mentioned in the presented signboard.

4.4.2 Interpretation

The translingual practices result in creative alterations by using such linguistic choices that stimulate varied receivers to perform acts according to contextual need. The presented signboards are displaying translingual approach to convey the message of prohibition. These signboards prevent activities that are not allowed in certain situations. ‘No parking’ signboards are very common but the parking restrictions along with the risk and responsibility are the creative linguistic variations to prohibit public actions. The purpose behind such kind of signboards is public safety which is the foremost motive displayed publicly. One signboard is allowing the parking of vehicles but with restriction of no parking for heavy vehicles which include truck crane, dumper and water tanker.

Translanguaging involves the style of two languages used on signboard as style of Urdu language is different from the English language. As in Urdu language, a complete sentence has been given along with the names of heavy vehicles while in English language, verbal and adjective phrases are conveying the message. The image of heavy vehicle with cross-mark on it is also fulfilling the purpose of prohibitory sign as concrete visualization has deeper impact on doings of masses. The other signboard is also taking into consideration the safety of public by instructing them at individual level.

In English language, the risk factor has been highlighted while in Urdu language the focus is on the safety and the responsibility of vehicle’s owner. Administration, in this regard, plays an important role to instruct people about their actions and ensure public safety by regulating preventive measures. In both signboards, such linguistic choices have been made which negotiate language differences and create an effective communication realm. The word ‘Parking’ in Urdu language has been borrowed from English language in order to create an effect for operative purposes.

Contextual meanings fulfill the pragmatic demand by highlighting the intention and function of translingual text as explained by Skopos theory. The presented signboards are foregrounding the importance of public places and their usage reserve for

parking to ensure public convenience and their safety. Heavy vehicles may disrupt the traffic and result in inconvenience for public. They may cause hindrance which leads to disorganization and affects smooth regulation of traffic.

In order to avoid accidents, preventive measures in the form of prohibition have been displayed on the given signboard. These signboards prevent people from upcoming danger by prohibiting them from doing wrong actions. Risks are a part of life but a sensible citizen can reduce this factor by understanding their responsibilities. If the situation is not in favor then the user must be cautious about his doings. Safety of oneself is the main thing and awareness in this regard serves the purpose of given situation. The signboard is also instructing the people to park their vehicles on their own responsibility. The administration will not be responsible in case of any problem. People must abide by the regulatory measures.

Perceptions are based on cultural knowledge according to Cultural schemas theory and in every culture, convenience and safety are the foregrounded elements along with the awareness of risks and responsibilities. The presented signboards belong to the category of role schemas and the context schemas. To fulfill the contextual need, prohibitory signboards have been displayed while the social role and the associated behavior comes under the role schemas as they are micro level schemas and people behave according to the context and social roles they have to perform by keeping macro level schemas in mind as illustrated in figure 2 in Chapter 2.

In Pakistan, coercive techniques are used for the implementation of laws while in Western countries, the citizens strictly abide by the laws for smooth functioning of system. Cultural difference at the level of enforcement exists and results in variations in socially distributed cognition. Translingual practices reflect linguistic creativity in the form of pragmatic patterns and embedded cultural schemas which facilitate effective communication and fulfill pragmatic needs.

4.5 Picture



4.5.1 Description

The presented signboards fall in category of prohibition signs based on purpose known as public welfare. A warning has been given to citizens about smoking. In English language, phrases like Breathe Freely and Tobacco-Smoke Free Zone have been written. The word ‘Warning’ along with exclamation mark and complete sentences in the form of declaration, instruction and possible aftermaths have been written in Urdu language. Smoking has legal restrictions and it is a criminal act so it is prohibited. It is right of everyone to breathe freely and citizens must protect this right. In case of violation, a fine of one lac is the possibility.

Cooperation has also been appreciated by using inclusive pronouns like ‘we’ and ‘your’ and a thanking note for not smoking for good health and clean environment has also been given. The ordinance related to prohibition of smoking and protection of Non-Smokers Health (Sec.5, 2002) has also been given along with the authorities involved in this prohibition like Islamabad Capital Territory (ICT) administration, Tobacco- Smoke Free Islamabad, Government of Pakistan, Capital Development Authority Islamabad, Lok Virsa, Ministry of National Health Services, Regulations and Coordination (NHSRC) and

Islamabad Capital Police etc. A helpline has been given to send a message, use whatsapp or call them for complaints in case of violation of law related to smoking.

The displayed signboards have been taken from different places like Islamabad Zoo, Trail-3 (a hiking place), Kachnar Park, Lok Virsa and from hospital premises. An image of cigarette emitting smoke with a prohibition sign has been displayed to reinforce visualizations. Logos of authorities have been given to highlight visual mark to represent vision and in the presented signboards, they are pointing towards development by promoting clean environment for good health.

4.5.2 Interpretation

Translingual approach serves as a site of negotiation to create contextual meanings. Linguistic diversities keep language and cultural resources in mind and result in pragmatic patterns in the form of innovation to fulfill pragmatic needs. The mobilization of these resources results in such repertoire which embodies the identities. Translingual practices are made to achieve particular purposes and to facilitate comprehension. The presented signboards are fulfilling the contextual need of prohibition by putting emphasis on smoking free zones and highlighting public welfare through translingual practice.

Linguistically, variations are seen in the form of creativity foregrounding the concept of ‘breath freely’ and ‘a clean environment’ rather than ‘No Smoking’ phrase which is common everywhere and one of the given signboards is also highlighting this phrase but with the specification of ‘premises’ in English language and ‘the boundary of hospital’ along with the prohibition of smoking has been highlighted in Urdu language. In English language, demonstrative pronoun ‘this’ has been used while in Urdu language, place i.e. hospital has been specified. Lexical choices create differences and put emphasis accordingly. The remaining signboards are displaying the notion of ‘Breathe Freely’ by declaring zones Tobacco-smoke Free. In Urdu language, warning has been given along with exclamation mark to put emphasis on the conveyed message.

Smoking has been declared a criminal act legally. The protection of right to breathe freely has been made significant because rights and responsibilities go side by

side and present key values present in the society. They embody equality and protection of neglected ones. Punishment has also been highlighted in case of violation of law along with the fine of one lac rupees. An element of possibility is seen here which may follow implementation. The description of ordinance in this regard includes section 5 with its declaration year i.e. 2002 is serving as an evidence to aware citizens about legal proceedings. A thanking note along with the appreciation of cooperation has been written in English language by using pronouns like ‘we’ and ‘your’ to show joint venture of developmental process.

Translingual skopos has been fulfilled by listing names of authorities involved in the declaration and implementation of law regarding prohibition of smoking and protection of health and environment. To register complaints, citizens can message, use whatsapp and call on the given helpline. Visual content in the given signboards includes an image of cigarette emitting smoke with a prohibition sign and logos of authorities involved in development of capital territory. They symbolize visionary aspect of government of Pakistan to make it clean and healthy.

In order to fulfill the pragmatic needs, Skopos theory has been foregrounded by putting emphasis on smoking free zones. Translingual paradigm influences creativity and promotes dynamic practice instead of static one. Contextual adaptation is the main thing as explained in figure 1 in Chapter 1 and in the presented signboards, coherence and organization of text are displaying the function and purpose of intended text by declaring, instructing and highlighting consequences of the presented situation. Law and order plays a key role in smooth regulation of system and punishment in case of violation serves as a constructive step in developing a country.

Moreover, complaints highlight the issue and demand possible resolution. Government of Pakistan along with the concerned authorities is trying to facilitate citizens by spreading awareness about good health and clean environment by prohibiting such activities which are injurious to health. Incentives in the form of appreciation and a thanking note encourage people to increase their participation in developing a country. Although, the displayed signboards have been taken from different places like zoo, park,

a hiking place and from hospital but the thematic resemblance i.e. Smoke Free Zones is fulfilling the communicative needs to meet pragmatic ends.

Linguistic expressions take into account cultural conceptualizations as illustrated in figure 3 in Chapter 3. According to Cultural schemas theory, cultural differences lead to cultural schemas and people think accordingly. The given signboards are manifestation of fact based schemas along with the context and emotion schemas. Smoking is injurious to health. It is a fact and it is prohibited in Pakistani context and to emphasize this notion, an emotional appeal in the form of description of rights and their protection has been made in the presented signboards.

Abstract incentives in the form of appreciation, cooperation and a thanking note are also highlighting the emotional content of Pakistani culture while in Western countries, smoking is not prohibited and people behave according to their cultural context. Cultural variations underpin translingual Skopoi and linguistic creativity in the form of pragmatic patterns encompassing cultural and language repertoire to ensure pragmatic demand.

4.6 Picture



4.6.1 Description

Some signboards are displayed to make people aware socially about stratification present in a society. There are many social classes like upper, middle and lower. One of the social classes includes disabled persons or special people who face physical limitations or mental retardations. The presented signboard is about awareness regarding special people based on purpose known as public welfare. English and Urdu language have been used to convey the message. In English language, a complete sentence i.e. special people require special attention has been written while in Urdu language, phrases have been used like guardianship of special people, special reward of God. There seems ellipsis between phrases to indicate pause or an intentional omission from a text.

The images of disabled persons have been displayed on the given signboard like crippled or handicapped people who use wheelchair for mobility, visually impaired persons, blind people holding stick and guide dogs and people suffering from hearing impairment. The ministries and authorities related to social welfare have also been mentioned such as Ministry of Women Development Social Welfare and Special Education, Directorate General of Special Education and Capital Development Authority to highlight their courteous participation.

4.6.2 Interpretation

The presented signboard highlights translingual phenomenon which involves linguistic creativity in the form of pragmatic patterns for translingual and transcultural flow of text to characterize languages as hybrid and fluid in nature. Linguistic resources play an important role to convey message effectively. In the given signboard, awareness has been made to foreground disabled persons in society. In English language, a message has been conveyed that special people require special attention. Such linguistic choices have been made that give importance to disabled class in society. For such persons, the word 'special' has been used. Although they face physical hindrances, they possess special abilities to get their work done. They have potential to participate in development of society by using their skills. They can contribute equally and be a part of mainstream in society. By giving special attention to someone, one can polish the skills present in a person to groom his personality. Self-confidence can be raised by relying on potentials.

Same is the case with special people. Their physical obstacles can be removed to make them productive part of society. They may face depression or social isolation but by giving attention to them can lessen social inequalities.

The translingual skopos of presented signboard is to aware people socially to work for the welfare and development of society. In Urdu language, adjective phrases functioning attributively have been used like guardianship of special person and special reward of God. The words ‘guardianship’ and ‘reward’ have appellative nature of language which serves as persuasive and influential regarding behavior of people. The use of ellipsis shows intentional omission to give pause and put emphasis on the conveyed message. In every country, there are departments, concerned authorities and ministries to deal with planning and programs for societal development. In the given signboard, consideration of Ministry of Women Development Social Welfare and Special Education, Directorate General of Special Education and Capital Development Authority as a courteous action has been highlighted. For concrete visualization, images of disabled persons have been displayed. Crippled people use wheelchair for mobility while blind people use guide dogs and stick for their convenience. Visual and hearing impairments are also included in disabilities and require assistance to lead their lives.

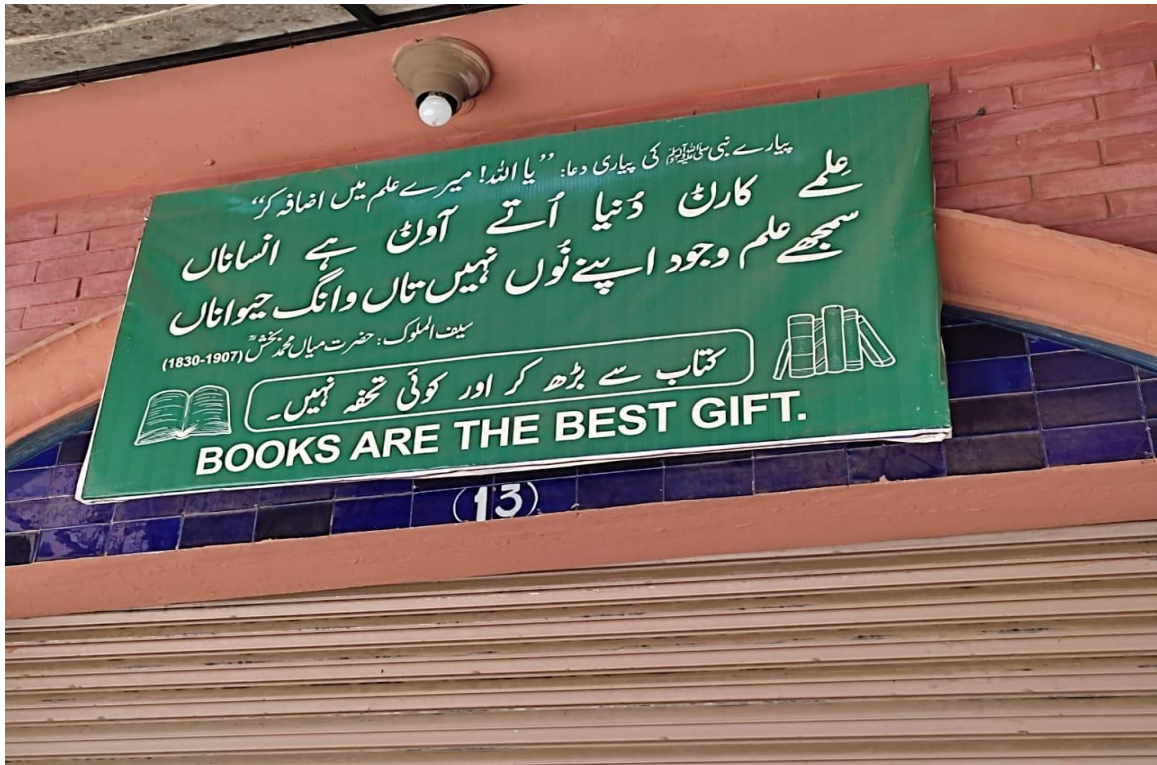
Translingual approach to motivate people to help the needy ones is the pragmatic goal of the presented signboard highlighting Skopos theory. To deal with pragmatic meanings, linguistic resources play connotative role as explained in figure 3 in Chapter 3. In the given signboard, the emphasis is on special people who require special attention. Their guardianship will benefit people in two ways. Either it will be a reward from God that He has selected persons to serve as helping hands or they will get reward in return of helping the needy ones. Both connotative meanings are highlighting the translingual skopos of social welfare by relating it with religion.

Perceptions in the form of cultural cognition underpin cultural schemas and subschemas according to Cultural schemas theory as referred in figure 3 in Chapter 3. To meet the pragmatic ends, translingual practices use linguistic resources to achieve the communicative goal. The presented signboard highlights role schemas along with the emotion schemas as they are micro level schemas according to figure 2 in Chapter 2.

Social roles ascribed to individuals determine their associated behavior. It is the social role of every individual to play his part in social welfare by serving as helping hand while the emotions of individuals have been evoked by using religion as a moral force to manipulate them accordingly. The religious aspect strengthens the conveyed message by fulfilling pragmatic demand.

In every culture whether Pakistani or Western countries, humanity is centralized by foregrounding social aspects. Special people, everywhere in society, are facilitated to the possible extent to make them part of developmental society. So, cultural concepts by keeping in mind translanguag purpose are highlighted through pragmatic patterns involving creative linguistic expressions and visual content for accomplishment of pragmatic task of communication.

4.7 Picture



4.7.1 Description

The presented signboard belongs to the category of informational signboard to highlight the importance of knowledge and books. Three languages have been used in the

given signboard which include Urdu, English and a provincial language Punjabi featuring regional dialect i.e. Potohari. In Urdu language, an invocation of Holy Prophet (S.A.W) has been written which is “O Lord! Increase me in knowledge”. Poetry related to knowledge and existence of mankind written by Hazrat Mian Muhammad Baksh in his work Saif-ul-Malook in the form of couplet has been displayed. His life span has also been mentioned. He was born in 1830 and died in 1907. The work done by writer has been separated by using a punctuation mark i.e. colon to give reference.

An assertive way in Urdu language has been used to say that there is nothing more precious gift than a book. In English language, there seems reassertion of the above-mentioned note by saying that books are the best gift. The images of books have also been displayed along with the linguistic expressions to get readers’ attention and to fulfill the purpose of translingual approach.

4.7.2 Interpretation

Diverse considerations in terms of spatiotemporal context are substantial part of translingualism. It considers mobile and holistic practices which work together to shape meanings for effective communication. The role of constructs which include language and communicative context is redefined through this phenomenon. Linguistic resources interact synergistically to create meanings according to the contextual need. These resources may include multiple languages and the displayed signboard is drawing attention to significance of knowledge which is gained through reading books. Knowledge helps to sharpen skills like problem-solving and analytical reasoning. It develops critical thinking. Personal development and growth relies on knowledge which helps in communication to achieve certain goals.

Linguistically, Urdu, English and Punjabi languages are playing their part in the form of creative pragmatic patterns to serve translingual skopos. The religious reference is highlighting the importance of knowledge by quoting the invocation of Holy Prophet (S.A.W). He also stressed upon learning and gaining knowledge for growth. Knowledge can be increased by reading books which are the best gift. The significance of knowledge has also been highlighted through poetry. Hazrat Mian Muhammad Baksh was a Sufi poet who wrote Saif-ul-Malook and in his notable work, he gave exemplary lessons

related to mankind. According to him, man is brought to world to seek knowledge and he must understand the knowledge of existence otherwise no difference exists between man and animal. Man is the noblest of creation and knowledge is the distinguishable thing that makes man superior. He must seek knowledge to get himself aware of existing entities.

Translingual practice involves rhyme scheme in the couplet which is used to link ideas by creating a pattern for oriental sensation. In Urdu language, an assertive sentence has been used to convey information about books. Like gifts are precious and strengthen interaction, books are also unparalleled as they are the best companions. In English language, reassertion has been seen by mentioning that books are the best gift.

Besides linguistic expressions, the images of books are also foregrounding the importance of reading. Readers' attention can easily be captured through visual content which also helps to create meanings by understanding intention of the displayed text underlying translingual skopos. The life span of writer has also been given to indicate the definite era in which a person is born and dies after going through ups and downs of life as a developmental process. He comes across multiple phases and experiences a lot of things. On the basis of his experiences, he gives lessons to others and the writer in the presented signboard is also trying to make people aware about themselves and their existence and putting emphasis on importance of knowledge. A punctuation mark i.e. colon has been used to separate the name of work and the writer. It is used to give explanation and to put emphasis on the title. All the above-mentioned linguistic creativity is serving as an assemblage to integrate meanings for communication.

Multiple languages assemble together and accomplish the communicative purpose by taking into consideration the notion of coherence between text and the situation of text receiver as stated by Skopos theory and illustrated in figure 1 in Chapter 1. Readers' attention is the main thing for an effective communication and in the presented signboard, the need of knowledge has been highlighted along with the reading habit. Knowledge gives confidence and it is increased by extensive reading. Books are the best source to gain knowledge and communicate successfully. It is also a need of time to expand knowledge by exposing and discovering new dimensions. The given signboard is fulfilling the pragmatic need by using translingual approach.

In every culture, communicative success is the main goal of translingual text and cultural conceptualizations in the form of cultural schemas and subschemas which are part of Cultural schemas theory as referred in figure 3 in Chapter 3 play a significant role in constructing meanings according to the context. In the presented signboard, fact-based schemas which are macro level schemas along with the emotional schemas which are micro level schemas as explained in figure 2 in Chapter 2 have been underpinned. It is a fact that knowledge has power and it can be increased by reading books while an emotional appeal has been seen in the form of religious reference. As Holy Prophet (S.A.W) has said about increase in knowledge so it is religious obligation to gain knowledge and expand it to the possible extent. Religious perspective has been used to manipulate people as cultural schemas also embed religion as a moral force to motivate people.

In Pakistani culture, poetry is the best way to express ideas and emotions by appreciating the things. In Western countries also, knowledge is given importance and rational thinking is foregrounded by putting emphasis on literary practices. For this purpose, positive connotation of gift has been used for books. So, cultural schemas index creative pragmatic patterns by using multiple language resources as translingual practice to fulfill pragmatic needs and to achieve communicative goal.

4.8 Picture



4.8.1 Description

Signboards come under visual graphics to display information to target readers. The given signboard belongs to the informational category to serve the purpose of public welfare. Two languages, English and Urdu, have been used to display the message. The picture of presented signboard has been taken from Shifa International Hospital, Islamabad. The information displayed is about 'eShifa Home Health Services'. In Urdu language, phrases like Quality Health Care, on your doorstep separated by a punctuation mark 'dash'(-) have been written.

A humble way to address the readers has been used in Urdu language in the form of complete sentence i.e. Download eShifa mobile app by scanning the code. In English language, imperative sentences have been used like Scan the Code and Download the App. The word 'eShifa' has been used to indicate electronic system involved to regulate the services. QR (Quick Response) codes for Apple iOS (iphone Operating System) and for Google Play Store have been displayed for scanning to get information about text.

Universal Access Number (UAN) has also been given for public convenience along with the icon of telephone receiver.

The use of punctuation marks which include colon (:) and dash (-) has been seen along with the logo of eShifa displaying images of helping hands, a home and an icon of location in the form of an alphabet 'e' representing electronic system and logo of technology company i.e. Apple. The icon of digital application i.e. Google Play Store has also been displayed. Design and content of the displayed signboards are kept in mind to enhance performance by using translingual approach to drive attention of readers.

4.8.2 Interpretation

Technological advancements have made the life easier and better by digitalizing the things. One can access the information and get immediate response with the help of advanced technology. It saves time and provides ease of access to desired information by enhancing interactive ways. The presented signboard is also an example of technological advancements which have been made in health sector. Shifa International Hospital Islamabad is a renowned hospital providing healthcare facilities and quality services to patients. eShifa is a digital healthcare program to provide home health services in the form of quality health care on the doorstep for public convenience. It provides teleconsultation services, home nursing, home medicine delivery, home lab services and home physiotherapy etc. The ways to avail these services include eShifa application which can be downloaded from Google Play Store or from Apple iOS (iphone Operating System) and a helpline to get information.

The translingual purpose of the presented signboard is to inform public about digital health services for their welfare and convenience. Such linguistic choices in the form of creative pragmatic patterns have been made which appeal the readers like the words 'quality health care' and 'on your doorstep' are the pragmatic ways to attract the readers and challenge the language understandings as regulated by existing contexts. The alphabet 'e' in the word 'eShifa' is representing electronic system involved in providing services.

In Urdu language, adaptation from English language has been seen in the form of words like home, health, services, quality, healthcare, code. Scan, mobile app and download. These words have been adapted in Urdu language in order to create an effect to make language appellative. People can easily understand the context by viewing the customized signboard. Adjective and prepositional phrases have been written in Urdu language to convey the message. A polite way to address the public has been used while writing message in Urdu language. The words have been adapted in Urdu language and a complete sentence has been written. In English language, imperative sentences have been used in certain languages and shortening is one of the types of abbreviation.

In the presented signboard, the word application has been shortened as an ‘app’ to smooth out the density of information by retaining the idea. The symbol of and i.e. & has been used as a conjunction to convey meanings shared by societies. Digitalization is seen in the given signboard in the form of display of Quick Response (QR) code for Apple iOS (iphone Operating System) and for Google Play Store. These are the applications to avail healthcare services provided by the hospital. The scanning of the QR codes provides detailed information about text. Universal Access Number (UAN) along with the icon of telephone receiver symbolizing ease of access has been given for assemblage of different identification numbers to transfer information easily.

The punctuation marks which include colon (:), and dash (-) have been used to precede an explanation and put emphasis after pausing respectively. As far as the visual content is concerned, logos and icons have been used. Images of helping hands, a home and an icon of location are representing healthcare services at doorstep. The logo of technology company ‘Apple’ and an icon of Google Play Store which is a digital application to download multiple applications have been displayed to reinforce visualization.

By using creative pragmatic patterns in the form of linguistic expressions and graphic elements, the translingual skopos of the presented signboard has been fulfilled which includes awareness and information related to digital technology which provides healthcare services at doorstep. The advancements in health sector include facilities provided digitally to patients for convenience. Skopos theory focuses on purpose and

contextual need which has been highlighted through language resources as design and content meets the pragmatic demand and makes signboards customized. They are helpful in attracting and persuading the readers about the merits of the services provided.

Context is treated as a language container framed by society sharing cultural concepts and schemas according to Cultural schemas theory as described in figure 3 in Chapter 3. Translingual phenomenon entails cultural schemas as underpinnings to achieve communicative goals. In every culture, healthcare services are prioritized in order to ensure public health by coping with the illness problems. Advancements have been made in every sector and health sector has significance in this regard of medical care. The presented signboard belongs to the category of procedure schemas along with the strategy schemas as they are macro level schemas illustrated in figure 2 in Chapter 2. To solve the problems, appropriate sequence has been given and by following the instructions, one can get assistance from the digital technology.

In Pakistan as well as in Western countries, advancements in health sector have been made to facilitate patients to the possible extent. The contextual demand of public service has been fulfilled in the presented signboard by using linguistic resources in the form of creative pragmatic patterns in order to communicate effectively by practicing translingualism which underlies cultural schemas to meet pragmatic ends.

4.9 Picture



4.9.1 Description

The displayed signboard is giving instruction to visitors to keep Computerized National Identity Card (CNIC) with them for security reasons. English and Urdu language have been used to serve translingual purpose of public safety. The picture of given signboard has been taken from Shifa International Hospital where the message has been displayed in the form of notice to call attention to visitors. In both languages, declarative sentences have been used to indicate the mandatory act of keeping CNIC card for registration in the hospital. In English language, the word 'Notice' has been highlighted while in Urdu language, phrases like 'your cooperation' and 'safety of all' have been used. The logo of hospital along with the accredited organization's logo i.e. Joint Commission International (JCI) Quality Approval has been displayed on the

presented signboard. Linguistic expressions of different languages are emphasizing creative interaction to accomplish communicative task.

4.9.2 Interpretation

Linguistic features cluster together during communication and such language practices help in making meanings according to the context. Translanguaging does not consider linguistic resources as bounded sets. It rather extends the meaning-making process across linguistic diversities. In the presented signboard, linguistic variations have been seen in the form of creativity by putting emphasis on the requisite entity. Translingual skopos is influencing the creativity by using pragmatic patterns and making the act mandatory. Computerized National Identity Card (CNIC) serves the purpose of identification by authenticating identity of an individual as a citizen of a country. In Pakistan, CNIC is mandatory for every citizen as identification above the age of 18 and citizens must register themselves in order to ensure security. The displayed signboard has been taken from hospital where CNIC has been made mandatory for registration.

Translingual practice involves two languages English and Urdu to display the content. In English language, the word ‘Notice’ has been highlighted by using capital letters along with the instruction in the form of declarative sentence. Capitalization is a linguistic technique used to put emphasis and show importance of the conveyed message. As keeping CNIC is a mandatory act, it has been capitalized to make this instruction significant. An acronym i.e. CNIC has been used in English language while the word ‘identity card’ has been used in Urdu language to refer CNIC. Reassertion of the above mentioned note has been seen in Urdu language but with adapted and borrowed linguistic choices which are part of Skopos theory. The word ‘registration’ has been adapted in Urdu language while the word ‘card’ has been borrowed from English language to appeal the readers. In English language, the focus is on the ‘object’ of the sentence i.e. CNIC while in Urdu language, the reason has been highlighted by mentioning it in the start of a sentence.

The overall purpose of the presented signboard is the importance of CNIC for public safety. Cooperation of citizens in this regard has been appreciated in terms of safety of all while using Urdu language, prepositional and adjective phrases like 'your

cooperation' and 'safety of all' have been written in native language to attract readers in polite manner. Graphic elements in the given signboard represent logos of hospital and an accredited organization i.e. Joint Commission International (JCI) to approve the quality of medical facilities provided to patients. It works for the safety of patients by certifying health care programs and organizations. Shifa International Hospital is one of them which is certified by JCI in terms of health care measures. The logo is serving as an authentication of quality services provided by the hospital.

Security is the foremost objective of every domain. The presented signboard is also serving the translingual skopos of public security by using creative pragmatic patterns as referred in figure 1 in Chapter 1. CNIC is an identification document and it saves citizens from identity theft. A form of cheating or fraud in which someone steals another person's identity by pretending someone else comes under identity threat. The victim's resources can easily be accessed by this act and he faces adverse consequences. In order to save from such type of situation, safety measures should be taken. To highlight the importance of CNIC, the signboard has been displayed and it has been made mandatory for entrance in hospital. Subject matter along with the reason has been given importance in the presented signboard to fulfill the pragmatic purpose by using creative linguistic resources.

Language holds meanings that are socially and culturally constructed. According to Cultural schemas theory, cultural cognition plays an important role in language practices. Cultural concepts in the form of schemas and subschemas are embedded in different languages to highlight contextual meanings as depicted in figure 3 in Chapter 3. In the presented signboard, the context schemas as macro level schemas and the emotion schemas as micro level schemas as illustrated in figure 2 in Chapter 2 have been highlighted. The contextual need demands the importance of CNIC along with the reason and citizens must follow the instruction for their safety. A cooperative response has been anticipated by arousing emotions with the help of inclusive pronouns like 'your' and 'all'.

In every culture, whether Pakistan or Western context, the security is foregrounded and possible safety measures have been taken to avoid identity theft. It is responsibility of every citizen to take part in developing country by playing constructive

role and using cooperative ways to achieve the goals. Linguistic resources highlight the cultural schemas to display the intention of text by using translanguaging phenomenon in the form of creative pragmatic patterns to make communication effective.

4.10 Picture



4.10.1 Description

Some signboards are displayed to provide support morally and socially and come under public welfare. The presented signboard is one of them. Sundas Foundation is a non-governmental organization (NGO) working for social welfare and providing support to patients with blood disorders like Thalassemia and Hemophilia. The name of foundation has been written in English language. The details like address, contact number

and email address have been given. The names of banks like Allied and Habib along with their address, account title, account number, International bank account number (Iban) and branch code have also been mentioned to give donations to help the needy ones.

Message has been conveyed in Urdu language. Phrases and sentences have been used to serve the communicative purpose. Message has been written as: ‘Need Sensation, Need your assistance. Patients of Thalassemia and Hemophilia Looking forward for your zakat and donations. Come and see. How your financial assistance is providing relief to these patient’. The punctuation marks like ellipsis (...) and exclamation mark (!) have been used. The translingual skopos of the presented signboard has been supported with visuals like logo of foundation with its vision i.e. Save life. The pictures of needy children and an elder person along with the blood bag used to collect blood of donors have been displayed to highlight the conveyed message.

4.10.2 Interpretation

The central concerns in the scholarship of languages look at those dynamic and embedded linguistic resources that facilitate language practices and help to understand linguistic diversity. By using linguistic features, communicative aims can be achieved. Associations among members of a society highlight shared perspective of meaning-making process across languages for communicative purpose. Different organizations in society work for the betterment and development by utilizing available resources to the optimum extent to maximize benefits. These organizations work in cooperative manner to ensure social welfare.

‘Sundas Foundation’ is one of the charity organizations working for welfare of society by providing medical facilities to poor needy patients suffering from blood disorders like Thalassemia and Hemophilia. Due to high cost of treatment, support in the form of zakat and donations is crucial to provide quality care to patients. Sundas Foundation, in this regard, is serving as a blood transfusion center to save lives. In the presented signboard, awareness has been made regarding social and moral support in the form of donations and sensation. Such linguistic resources have been used which highlight translingual practice and capture the underlying processes of communicative modes.

The translingual practice involves English and Urdu language as semiotic resources to create patterns serving pragmatic purpose as referred in figure 1 in Chapter 1. The name of foundation has been written in English language and the word ‘Sundas’ has been borrowed from Urdu language. It is an Arabic word which means ‘fine silk brocade’. Here the word has connotative meaning. As dress is used to cover the body and provide protection and warmth, same is the vision of foundation to save lives of people by healing their wounds in the form of support and care.

In Urdu language, the conveyed message has been highlighted by using linguistic creativity in the form of word choices made to aware people about moral obligation. Verbal phrases like Need Sensation, Need your assistance and Patients of Thalassemia and Hemophilia Looking forward for your zakat and donations have been used to put emphasis on the act. Zakat, a finance term used in Islamic countries, refers to an obligation and individual donates wealth of a certain proportion to serve charitable purposes. Through zakat and donations, a person can provide assistance to poor people and play his role in social welfare.

Imperative sentence like ‘Come and See’ has been used along with the rhetorical question i.e. how your financial assistance is providing relief to these patients. Such type of question does not require an answer. They trigger the internal response and influence the readers. The inclusive pronoun ‘your’ has been used to give importance to person’s participation. Moreover, the punctuation marks like ellipsis and exclamation mark have been used intentionally to put emphasis on the conveyed message and to reinforce the statement.

The visual content is also supporting the verbal expressions as the logo of foundation is highlighting its vision i.e. Save life while the blood bag is indicating blood transfusion facility provided by foundation with the assistance of blood donors. The pictures of needy children and an elder person are representing the needy ones whose lives can be saved by donating blood and providing moral support. The address, contact number and email address along with the names of banks, their account title, account number, Iban number and branch code have been given to give donations to save lives.

The translingual approach helps to extend the communicative repertoire by adapting pragmatic situations. According to Skopos theory, the purpose of linguistic creativity is to appeal the readers and to fulfill the communicative needs. Pragmatically, the presented signboard is highlighting the role of individual in social welfare along with the importance of charity organizations working for the betterment of society by providing support to needy people. Religious aspect i.e. zakat has been highlighted in order to make people aware about their religious and moral obligation to help the poor. By giving donations, a hope of life can be given to distressed people. The linguistic features displayed on the signboard are emphasizing the need to contribute at individual level and serve humanity by taking steps enhancing social welfare.

For pragmatic meanings, Cultural schemas theory plays an important role as cultural concepts in the form of cultural schemas highlight function of text to communicate effectively. The presented signboard is highlighting self-schemas along with the emotion schemas in a sense that individual self and social self both contribute in determining the behavior of an individual associated with feelings and emotions for enactment of acts as they are micro level schemas illustrated in figure 2 in Chapter 2. An emotional appeal has been seen in the given signboard by relating feelings and emotions of an individual with moral and religious obligation. Both moral and emotional perspectives have been assembled together by using linguistic resources and cultural schemas to create meaning.

In Pakistan, emotional and religious content is used to manipulate people and cultural schemas assist this manipulation by incorporating language practices which are socially constructed. Western countries also prioritize social welfare by promoting welfare organizations and the role of individuals in serving humanity. Every culture promotes social services for the development of society and the presented signboard is one of the examples of making people aware about their contributive role. So, the translingual negotiation accompanying pragmatic patterns creates meanings in communicative situation by keeping cultural schemas in mind to fulfill pragmatic needs.

4.11 Picture



4.11.1 Description

Public notices are also displayed through signboards in order to ensure public welfare. The name of authority i.e. Capital Development Authority along with its subdivision i.e. Directorate of Sanitation has been written in English language while the word 'notice' and the instructions have been given in Urdu language. The instructions are related to garbage throwing and its proper disposal at particular places while punishment in case of violation has also been highlighted. Instructions include: Throw garbage of home in dustbin and place the surplus remained after trimming of trees and plants at respective places so that sanitary personnel take them away. It is prohibited to throw debris of home after construction and reparation in water channels and green areas. In case of violation, person will be handed over to police.

A helpline and contact numbers, both landline and mobile phone, have been given to register complaint about garbage by using applications like whatsapp and short message service (SMS). The visuals in the form of logos of concerned authorities and icons of social media applications have also been displayed to accompany linguistic expressions to fulfill pragmatic needs.

4.11.2 Interpretation

The language performance encompasses linguistic resources to generate meanings which help in understanding shared knowledge by liberating the voices of bounded and impermeable language practices. In the presented signboard, translingual practice encompassing English and Urdu language has been seen in an integrated manner to mediate communication. Linguistic variations can be seen in the form of innovative patterns to display notice publicly. Capital Development Authority (CDA) along with its subdivision i.e. Directorate of Sanitation are working for the development of Capital city 'Islamabad' by making it clean and beautiful with the cooperation of public.

Signboards related to proper disposal of garbage are displayed to highlight the importance of cleanliness. The names of concerned authorities have been written in English language while the message has been conveyed in national language i.e. Urdu to achieve communicative goal in an effective manner. The word 'notice' has been written in Urdu language adapted from English language to make it more appellative by drawing attention of readers to instructions displayed on signboard.

The translingual approach creates contextual meanings by using linguistic repertoire. Instructions have been written in Urdu language to give awareness to people about significance of clean and healthy environment. The style of Urdu language that has been used is directive one as imperative and prohibitory sentences have been used. The consequences have also been displayed. The instructions include throwing of garbage in dustbin and using respective places to dispose of remains after trimming of trees and plants so that sanitary personnel throw them away at proper places. Green areas and water channels should be clean and clear as they beautify the surroundings. There should be no litter at these places. It is prohibited to throw waste material of homes remained

after construction and reparation in water channels and green areas. The consequence of violation will result in punishment in the form of police custody.

A helpline has been given for public convenience along with the contact numbers, both landline and mobile phone, to register complaints about garbage throwing. The availability of multiple contact numbers indicates the diverse communicative resources to facilitate public as much as possible. Social media applications like whatsapp and short message service (SMS) can be used to mediate interaction. The word ‘complaint’ has been adapted in Urdu language to create a relative effect on readers’ mind.

The visual has been seen in the form of logos of concerned authorities like CDA and directorate of sanitation highlighting their vision i.e. Keep Islamabad Clean. The icons of social media applications have also been displayed as convey ideas quickly and take less space as compared to verbal information. Linguistic expressions in the form of creativity highlight translingual approach which helps in effective communication and fulfills pragmatic needs.

Language practices make translingual phenomenon creative by challenging the boundaries and fixed structures of languages. Transformative potential helps to express ideas adequately and gives reasoned responses in different situations. Creativity in the form of pragmatic patterns is influenced by translingual purpose which in turn highlights the function and intention of text to fulfill communicative needs by keeping context in mind as explained in figure 1 in Chapter 1. According to Skopos theory, pragmatic purpose and needs are foregrounded and in the presented signboard, public notice has been displayed in the form of instructions to direct people and prohibit them from doing wrong actions.

The skopos of the displayed signboard is to aware people about proper disposal of waste material by highlighting the factors like responsibility and cooperation of citizens in developing society. It is the responsibility of every citizen to participate in cooperative manner to reduce dirtiness. The concerned authorities are playing their role by delivering adequate sanitation services and proper disposal of garbage with effective planning to develop country. Prohibited activities are dealt with legal; proceedings. Violation will

result in adverse consequences. For public convenience, contact with higher authorities has been made easier by providing helpline and multiple communicative resources to register complaints to avoid inconvenience. The presented signboard is utilizing such linguistic resources which are in the form of innovation serving the pragmatic function to communicate effectively.

Cross-linguistic flexibility makes use of language practices competent to persuade readers. Social structures have cultural underpinnings as stated by Cultural schemas theory in the form of schemas and subschemas. The presented signboard falls in the category of fact schemas and the context schemas as they are macro level schemas according to figure 2 in Chapter 2. It is the need of context to behave accordingly. People should be aware of their responsibilities and should be helping hands towards development. Violation of directed message leads to punishment and it is an underlying cultural schema based on fact.

In Pakistan, authorities play their role by effective planning. They facilitate public through developing works. Law and order is maintained by using coercive techniques while in Western countries, laws are strictly abided by the citizens in order to ensure regulations. The cultural concept of cleanliness prevails everywhere as the well-known quote asserts that half of the faith rests on cleanliness. Every culture depicts some social values and responsibility is one of them. Every person should be responsible of his doings and cooperative ways in this regard enhance progressive factor. By using cross-cultural and cross-lingual awareness, contextual meanings encompassing creative pragmatic patterns and cultural schemas can be negotiated and communication can be strengthened to meet pragmatic exigencies.

4.12 Picture



4.12.1 Description

The presented picture of signboard has been taken from entrance gate of Marghzar Zoo located in Islamabad displaying information related to entrance ticket for visitors belonging to different age groups like adults, 5 to 12 years old children, senior citizen, special person and 5 years old children. For adults, the ticket will be of Rs. 20 while for 5 to 12 years old children, it will be of Rs. 10. Senior citizen, special person and 5 years old children will be cost-free. Moreover, on every Friday, there will be free entry for school children.

The information has been displayed in English and Urdu language. The categories of visitors have been marked with bullet points. A set of categories of visitors which will be cost-free has been separated by marking it with curly brackets. A complete sentence has been centralized at the end to highlight the conveyed information. The symbol of currency of Pakistan i.e. Rs (-) for rupees has been used along with the cost in the form of numbers. The logos of administrative bodies like Capital Development Authority

(CDA) and Marghzar Zoo Wildlife Management Board have also been displayed. Linguistic expressions have been used in such a way that translingual skopos is ensuring ease by drawing attention to displayed information in concise manner and keeping in mind the pragmatic need.

4.12.2 Interpretation

The translingual perspective involves integrational approach which uses innovative patterns to extend the repertoire of language practices and influence the skopos of given expression. Language in use helps in framing contextual meanings by using linguistic resources and result in creative pragmatic patterns as referred in figure 3 in Chapter 3. The presented signboard is highlighting translingual practice in such a way that English and Urdu language have been assembled to display the information by using ways to serve the purpose.

As the picture of signboard has been taken from entrance gate of Marghzar Zoo located in Islamabad, the information about entrance ticket has been displayed. Visitors belonging to different age groups have been mentioned by categorizing them as adults, children, senior citizens and special persons. The cost of ticket varies from adults to children.

Linguistically, English and Urdu language are capturing the orientations of communicative mode. Phrases and sentences have been used to display information. In Urdu language, the word ‘entrance ticket’ has been centralized to highlight what the signboard is about. The word ‘ticket’ has been borrowed from English language while the words ‘Special’ and ‘Free’ in Urdu language have been written as they are without converting them. These words have been adapted from English language. The purpose of using borrowed and adapted words is to create the same relative effect on the mind of readers as these words have in original language to appeal the target readers. Adjective phrases like adults, children of different age groups (5 years and from 5 to 12 years), seniors citizen, special person and school children have been used in both languages. The additional information has been written in the form of complete sentence by using bilingual phenomenon.

The visitors have been categorized by using bullet points which are used to mark the key elements and provide important information in a concise manner. The symbol of currency of Pakistan i.e. Rs. /- has been used to represent an idea and create linkage between experiences and concepts shared by societies while the use of curly brackets is representing a set of different categories but with the same keynote of enjoying the benefit. The visuals in the form of logos of administrative bodies have been displayed to indicate their roles and duties to protect, preserve, maintain and develop the recreational places.

In translanguaging, linguistic repertoires transcend boundaries to create meanings by negotiating language resources. Innovative ways encompass pragmatic patterns which focus on dynamic mode rather than bounded sets of language practices to fulfill contextual need as described in figure 1 in Chapter 1. In the presented signboard, the translingual skopos has been highlighted by using linguistic resources. The purpose of given signboard is to inform visitors about charges of visiting recreational place i.e. Zoo. To fulfill the purpose of entertainment, leisure and recreational pursuits, recreational places are the best source. These activities affect mental and physical health by promoting a sense of joy and restoring energy to manage stress and providing opportunities to develop skills.

For maintenance of such recreational places, concerned authorities and administrative bodies apply charges in order to develop country economically and responsible citizens play their part in economic development by cooperating with the government sector. The more the visitors, the more will be the chances of economic growth. Moreover, safety of visitors is ensured by keeping record of entries at public places in the form of entrance ticket. So such type of activities should be promoted as they have mutual benefits. On one side, such activities provide leisure and improve health while on the other side, they provide benefit to economy of a country.

The purpose of categorizing and using key points is to display information concisely. Skopos theory narrates it as a pragmatic way of linguistic practice to capture the attention of readers. Senior citizens, special persons and children are social stratifications and they enjoy benefits provided by government. It is also a pragmatic

strategy to attract visitors by providing them public facilities. In the presented signboard, the above mentioned categories of visitors are exempted from charges as they are respectable and are needed people in society.

Moreover, a day from a week has also been mentioned which will be cost-free for school children. The purpose of providing this facility is to make children aware about recreational activities and their benefits. For healthy mind, such activities should be promoted. The linguistic choices made in this regard are highlighting the translingual skopos of presented signboard by keeping in mind the pragmatic exigencies.

Context plays an important role in meaning-making process and cultural conceptualizations according to Cultural schemas theory reinforce this process by foregrounding cultural schemas present in a society. The presented signboard is highlighting role schemas as micro level schemas and context schemas as macro level schemas illustrated in figure 2 in Chapter 2. Visitors play their social role by following the displayed information. People behave according to the situation and need of context. In every culture, recreational activities are promoted as they relieve fatigue and restore energy by providing joy.

In Pakistan, the cultural context views senior citizens, special persons and children as respectable and demand kind behavior. So, they are treated as special ones and facilities are provided to them. It has also been highlighted that Friday will be cost-free for school children. Days of week have different cultural connotations. In Islamic country, Friday is considered as a sacred and blessed day and in the presented signboard, the religious affiliation has been centralized to promote the activity and to fulfill the pragmatic need by highlighting cultural schemas.

In Western countries, recreational activities are considered helpful to enhance social skills. People spend quality time with family which helps in nurturing oneself. These activities facilitate economic growth as well and citizens should participate in developing the country. The role of administration is highly significant in maintaining and developing such public places. The given signboard is manifestation of such activity. The translingual approach is foregrounding the skopos of displayed signboard by using

creative linguistic expressions and cultural conceptualizations in the form of schemas to fulfill pragmatic need of effective communication.

4.13 Picture



4.13.1 Description

The displayed signboards belong to the category of warning signboards with a caution for public safety. English and Urdu language have been used to highlight the danger. In Urdu language, the word 'danger' has been centralized along with imperative sentence i.e. Keep away. A little description has been given in the form of indicative sentence i.e. this symbolic mark is to alert everyone about radiations and x-ray beams while in English language, the word 'caution' has been highlighted by giving instruction to pregnant women in the form of advice i.e. Pregnant women should not enter. The reason behind this instruction has also been mentioned in the form of adjective phrase i.e. x-ray in use. A conditional sentence has been written i.e. if you are pregnant or unsure, notify staff immediately. Visuals in the form of symbols and caution have been displayed along with the picture of pregnant woman with prohibition sign. Linguistic expressions have been blended with visuals to fulfill translingual skopos by taking into account pragmatic need.

4.13.2 Interpretation

Public safety is the foremost motive displayed on signboards by highlighting danger and giving warning in the form of caution. Such types of signboards indicate potential hazards or obstacles. They highlight situations that require special attention and point towards conditions that are not readily apparent. Accidents can be avoided by giving appropriate instructions. The presented signboards are indicating danger along with the caution to avoid accident.

The translingual organization takes into account separable units of languages which on encounter produces new units in the form of creative pragmatic patterns. These patterns carry social meanings to capture the communicative orientations as referred in figure 3 in Chapter 3. In the presented signboards, the ‘danger’ has been highlighted by using Urdu language along with its symbol.

Linguistically, imperative and indicative sentences have been used to give instructions about possible hazards. The signboard has been displayed to alert people about radiations and x-ray beams by directing them to keep away and take safety measures. Radiations have harmful effects on health and due to high intensity of x-ray beams, living tissues can be damaged. To avoid hazardous situation, preventive measures should be taken.

Linguistic choices include the demonstrative pronoun ‘this’ to indicate symbolic mark and inclusion of ‘everyone’ has been highlighted by using figurative phrase i.e. oxymoron in Urdu language. Both special ones and the common ones have been included in the conveyed instruction to indicate harmful effects equally affecting them. The word ‘x-ray’ has been borrowed from English language in order to create a relative effect and also to depict its intensity by retaining the same influence on readers’ mind. The ‘caution’, on the other hand, has been centralized along with the advice in capital letters to put emphasis on the conveyed message. As pregnant women are more vulnerable to sensitive conditions, they are advised not to enter at such hazardous places where there is risk of danger.

The adjective phrase i.e. x-ray in use has also been capitalized to indicate the reason behind advice. The use of conditional sentence i.e. if you are pregnant or unsure, notify staff immediately highlights the importance of conveyed message. The advice or recommendation has been foregrounded in order to ensure public safety. The use of word 'immediately' is also indicating the intensity of hazardous outcomes and to avoid harm at large, immediate actions should be taken.

The style of Urdu language is directive one while English language is using assertive sentences in the form of advice and recommendation to foreground the given instructions. As far as the visual content in the presented signboards is concerned, the symbols of danger and caution have been centered to show intensification. The picture of pregnant woman with prohibition sign is also indicating safety by preventing danger or accident leading behavior. Linguistic variations include diverse semiotic resources like verbal expressions and visual content to make meanings.

According to Skopos theory, translingual practice uses communicative strategies to construct meanings. Semiotic context along with the societal context helps extend the communicative repertoire. In order to fulfill the pragmatic need, translingual phenomenon has been used to make people aware about potential hazards. Danger has been indicated by using local language i.e. Urdu to highlight the situation by making it more intensified. Warning signboards require special attention as they are helpful to prevent people from upcoming hazards.

To serve the purpose, contextual meanings in the form of warning have been highlighted by using translingual approach. In English language, caution in the form of advice and instruction has been given importance. Recommendation has been made by prohibiting pregnant women to enter in danger zone. The purpose of providing reason is to strengthen the statement and in the presented signboard, the reason behind prohibition has been given i.e. x-ray in use can be harmful in the absence of safety measures. The staff always remains ready to provide help to people and immediate actions can prevent people from accidents. The public safety can be ensured by warning and highlighting caution and the presented signboards are fulfilling the translingual skopos to the possible extent by encompassing verbal expressions and visual elements.

To understand pragmatic meanings, cultural conceptualizations play a significant role. Linguistic choices maximize contextual understanding. Cultural schemas theory highlights embedded cultural schemas and subschemas which facilitate understanding by using translingual practices. The presented signboards are examples of schemas which are fact-based and context dependent. These are macro level schemas according to figure 2 in Chapter 2. It is a fact that where there are radiations, there will be danger and will have harmful effects and precautionary measures can save people from any kind of accident while the context schemas deal with the knowledge about situations and associated behavior of people. The context is demanding preventive measures to serve the pragmatic purpose i.e. public safety.

Cultural concepts related to above mentioned purpose have same understanding in every culture. Public safety should be the priority in any domain. In Pakistan as well as in Western countries, warning and caution are used side by side to prevent people from danger and unsafe practices. Cultural conceptualizations also foreground the public safety by using such linguistic expressions which in the form of creative pragmatic patterns serve the translingual skopos in order to communicate successfully.

4.14 Picture



4.14.1 Description

The presented signboard is an example of marketing signboard which is promoting a housing society named as Star Avenue-Rabia Residency. The name of society has been written in English language in the form of adjective phrases while Urdu language has been used to display the promotional content. Characteristics of housing society have been presented like a new world of residency and luxury and only 10 minutes' drive from new Islamabad International Airport.

The logo of 'Approved' and marketing company i.e. Star Marketing private limited along with the builder company i.e. Mass Developer has been displayed. Rawalpindi Development Authority (RDA) has approved the project and its reference number has been given along with the contact number in the form of Universal Access

Number (UAN). Website i.e. starmarketingonline.com through which information can be obtained related to housing society has been displayed. They can also be contacted through 24 hours helpline service and the contact numbers have been given. Visuals include the building blocks, the pictures of trees and star and the most highlighted ‘entrance’ of housing society (the road and the gate). Verbal expressions along with the visuals are promoting the displayed housing society by using marketing strategies to fulfill pragmatic need.

4.14.2 Interpretation

The formation of housing societies, now-a-days, is growing business to provide dwelling houses to their members. These societies purchase land and develop it by constructing houses and allotting them to members. The appealing features of a luxurious housing society include infrastructure, location, facilities, gated community, developers’ reputation, legally approved, affordable prices, installment plans and eco-friendly. Star Avenue-Rabia Residency is one of the housing societies with an ideal location and modern facilities approved by RDA (Rawalpindi Development Authority). It has been planned to provide exclusive amenities to residents which include schools, hospitals, parks, shopping malls, lakes and much more. The urban look, lakes and parks, entertainment center, medical centers, educational institutes, shopping arenas, top security services, quality living and resource management are the main attractions of this society. Promising site, developing borders and affordability are the key elements which make it more attractive for comfortable living.

The presented signboard has been displayed to serve the purpose of marketing by using such content which comes under promotion of business. English and Urdu language have been used to highlight translingual approach to achieve communicative goal. Linguistic creativity in the form of pragmatic patterns has been highlighted by using marketing strategies. Such verbal expressions have been used which persuade the readers to the benefits of displayed content. The name of housing society written in English language has been made bold and capitalized to put emphasis on the adjective phrases by using proper noun. One of marketing strategies is to highlight the salient features of given facility and this strategy has been employed in the presented signboard.

By using Urdu language, such linguistic choices have been made which are appealing the readers. A new world of residency and luxury and only 10 minutes' drive from new Islamabad International Airport are the major attractions of the presented society. The technique of adapting words from other language has also been seen like the words 'international' and 'airport' have been written as they are without converting them in Urdu language. These words have been adapted from English language in order to achieve an effect which they have in original language. The visual content includes the logos and the image of developing society. Legal approval from RDA has been depicted through logo of 'approved' and the reference number which is authenticating its credibility. The marketing and builder companies like Star Marketing private limited have been mentioned in order to highlight developers' reputation. The well-known developers save buyers and investors from property scams and their track record decides their credibility. UAN (Universal Access Number), 24 hours helpline and the website to get information are the conversational and internet-based types of marketing strategies.

To reach prospective audience, such linguistic choices are made which capture the attention of readers and fulfill communicative needs by underlying respective speech acts as illustrated in figure 1 in Chapter 1. Marketing strategies contain promotional content to maximize benefits and achieve goals. The display of images like star, building blocks, trees and entrance road and gate of society all have connotative meanings. As star symbolizes brightness and trees symbolize greenery, prosperity and progress, the building blocks and entrance view is an indication of developing place and a new world of living.

Language practices can be made competent by using translingual approach as it contains cross-linguistic flexibility to achieve communicative goal. Innovative patterns in the form of marketing strategies and promotional content are serving the translingual skopos of the presented signboard. According to Skopos theory, pragmatic need has been fulfilled by using effective communicative techniques. The displayed text is capturing the attention of readers by integrating verbal and visual expressions. To generate pragmatic meanings, linguistic resources play their role and serve the communicative purpose. Authenticity and credibility are the foremost aspects to consider and investors look for such reputed developers who secure their investments. The displayed signboard is also

highlighting the authenticity of the presented housing society to fulfill the pragmatic needs.

Shelter is the basic necessity of life and every wants his own house full of joy and happiness along with the luxuries. Housing societies facilitate residents with their developing vision. These societies are becoming part of culture and cultural concepts related to housing societies are almost same everywhere as they provide amenities and work for the development of the society. Cultural schemas theory highlights cultural concepts which include cultural perceptions known as schemas that are socially and culturally constructed to make meanings.

The presented signboard is highlighting the procedure schemas which are macro level schemas along with the emotion schemas which are micro level schemas according to figure 2 in Chapter 2. Housing societies follow a procedure to accomplish their task of developing society by proper planning and resource management while marketing strategies have been used as an emotional content to appeal the readers. The feelings and emotions of readers are captivated through provision of luxurious environment. They attract towards facilities and luxuries provided by housing societies. Marketing companies and developers achieve their goals by keeping in mind the affiliations the people have for their own housing in the form of emotions.

In Pakistani context, the housing societies are growing in number as people want to live in luxurious and peaceful place. Marketing strategies, promotional content and emotional element are very common in Pakistan to manipulate people and maximize benefits. Moreover, the name of housing societies rests on person's name and the presented society is an example of it. While in Western countries, housing societies are there but terms and conditions may vary accordingly. Central government agencies, in some countries, also play their role in the provision of housing but the basic purpose i.e. development along with the convenience remains the same. Linguistic alterations depend on skopos and translingual phenomenon in this regard serves the pragmatic purpose by encompassing innovative patterns and cultural schemas to accomplish the communicative task successfully.

4.15 Picture



4.15.1 Description

There are places where prohibited signboards are displayed to prevent activities that are not allowed in certain situations. The presented signboards are displaying the prohibited acts by using English and Urdu language. The purpose behind this prohibition involves public safety and security. The picture of signboard presented on the left side has been taken from arena of Islamabad Tennis Complex displayed outside by concerned authority i.e. Ministry of Interior for SWS (Social Welfare Services).

In English language, adjective phrase 'Only For Members' have been centered and capitalized while in Urdu language, a complete sentence has been written in a way that the entrance of irrelevant people is prohibited. The other picture on the right side is presenting the prohibition by combining verbal expressions with visual element. In English language, adjective and prepositional phrases have been capitalized like No unauthorized persons allowed and beyond this point are indication of such phrases. A complete sentence i.e. The entrance of common people is prohibited beyond this place has been displayed in Urdu language.

Visual element includes the picture of man pointing his hand outward with a prohibition sign to indicate restriction. The pictures of displayed signboards have been taken from different places but thematic unity i.e. prohibition for public security and safety is fulfilling the translingual skopos by integrating linguistic expressions with visuals to meet the pragmatic ends.

4.15.2 Interpretation

Public safety or security is one of the responsibilities of government to ensure citizens' protection by forbidding unsafe practices. Prohibition in this regard plays an important role to keep people safe and secure. The administration and concerned authorities can play their role by preventing activities that are forbidden. The presented signboards have been displayed to prohibit the forbidden activities. The linguistic creativity has been shown in the form of pragmatic patterns by using translingual phenomenon underlying different language resources.

In English language, the capitalized adjective phrase 'Only For Members' has been centered to emphasize the conveyed message while in Urdu language, prohibition has been made in the form of complete sentence. The entrance of irrelevant persons has been prohibited. The translingual approach is influencing linguistic creativity by highlighting the element of membership at relevant place. By getting membership, one can easily approach the facilities provided by concerned domain. A status of 'insider' can be achieved by increasing operational stability. Collaboration and thoughtful approach are very important for associations. Members enjoy the services provided by membership organizations.

Linguistically, oxymorons have been seen in the conveyed message. Words like 'members' in English language and 'irrelevant persons' in Urdu language are the contradictory terms that have been used to reveal rhetorical point. As the picture of signboard has been taken from outside the Islamabad Tennis Complex, the concerned authority i.e. Ministry of Interior Social Welfare Services has been mentioned. Acronyms like M/O for 'Ministry of' and SWS for 'Social Welfare Services' have been used to express ideas in shorthand way to make communication fast and easier.

The other signboard is also depicting translingualism by using linguistic resources in the form of adjective and prepositional phrases in English language. ‘No unauthorized persons allowed’ is an adjective phrase where ‘no’ is indefinite numeral adjective which is used to describe a sense that is non-specific whereas ‘Beyond this point’ is a prepositional phrase to describe the location. The conveyed message in the form of phrases have been capitalized to put emphasis and illustrate the importance of displayed text while in Urdu language, the entrance of common people beyond a specific place has been prohibited.

The element of authority or power has been shown in English language in the form of authorized or unauthorized persons while the use of phrase ‘common people’ in Urdu language does not hold any power as it is a general term used everywhere. Moreover, an element of permission in the form of ‘allowed’ is seen in English language while ‘prohibition’ has been made in Urdu language. The word ‘point’ refers to an element from a larger whole while ‘place’ refers to a particular physical space. Visual element in the form of picture of man pointing his hand outward with a prohibition sign is reinforcing the displayed message.

According to Skopos theory, translingual practices are usual means of communication underlying linguistic repertoire with the help of which people select resources for an effective communication. The skopos of presented signboards is to ensure public safety and security by prohibiting practices that are not safe. For security reasons, irrelevant persons have been prohibited and membership has been highlighted. Only the concerned authorities can make it possible to follow rules and regulations for smooth functioning of system in society. Members have known identity which makes them safe and secure while irrelevant persons can disrupt the smooth regulation and cause insecurity. Similarly, authority gives power and people exercise this power over others either by giving permission or not. Common people have no authority while unauthorized persons enjoy the benefits of power.

The displayed prohibition is for public safety. People are prohibited for many reasons but their safety and security are the foremost motives. Preventive measures may be required or to hide personal interests may be the purpose. The administration can play

its role by providing security and safety to public at large with the help of displayed signboards. These prohibited signboards fulfill the pragmatic purpose by using translingual phenomenon.

Concepts vary from culture to culture due to difference in perceptions. Cultural conceptualizations rely on pragmatic meanings which take into account the context for meaning-making process. Based on Cultural schemas theory, contextual meanings fulfill the communicative needs by encompassing cultural schemas as illustrated in figure 3 in Chapter 3. The presented signboards are manifestation of self-schemas which are micro level schemas along with the context and fact-based schemas which are macro level schemas according to figure 2 in Chapter 2. It is the contextual need to prohibit irrelevant and unauthorized persons to enter at specific places. Self-schemas include social self as highlighted by ‘members’ of an organization and individual self as prohibited by authorities for safety and security which are results of prohibition and it is a fact.

In Pakistan as well as in Western countries, public safety and security are the main responsibilities of government to ensure citizens’ protection by prohibiting activities that are unsafe and are not allowed. Membership is also promoted in different cultures to get maximum benefits and to make members safe and secure by known identity. The cultural concept of ‘power’ also varies. In Pakistani context, power is exercised by using coercive techniques while in Western culture, laws and rules are strictly abided by the citizens and administration along with the concerned authorities make implementation of laws mandatory. So, the cultural schemas fulfill the pragmatic needs by using creative language expressions selected from linguistic repertoire as a result of translanguaging for an effective communication.

4.16 Picture



4.16.1 Description

Due to the current pandemic situation of prevailing disease known as Corona Virus or COVID-19, the awareness is being made with the help of signboards displayed everywhere to take precautionary measures to prevent fatal disease. To diagnose a disease is a first step towards treatment. Symptoms highlight the possibilities of getting disease but timely diagnosis and safety measures can help prevent disease. The presented signboards are also displaying information about Corona Virus test by highlighting diagnostic facility provided by Advanced Diagnostic Center. Marketing strategy has been used in the form of promotional content to foreground public health.

The displayed signboards belong to the category of marketing signboards presenting information for promotion based on the purpose known as public health and safety. Two languages, English and Urdu, have been used to display the information. The name of diagnostic center has been centered and capitalized in English language along with the characteristics and facilities provided by the center. Its characteristics involve

full automated real-time PCR (Polymerase Chain Reaction- used to detect virus), recommended technique by WHO (World Health Organization) and FDA (Food and Drug Administration) and results within 36 hours. The center provides home sampling and corporate sampling facility also.

Adjective phrases have been used in English language like COVID sampling booth has also been centered to highlight the purpose while complete sentences have been written along with the phrases in Urdu language like the facility of Corona Virus test is present while ‘in only Rs. 5800/- and 10% discount for senior citizens’ are the adjective phrases to promote diagnostic center. Information has also been displayed by using Urdu language about availability of Corona Test facility for those who want to go abroad.

The names of airlines have also been mentioned like Emirates, PIA, Turkish Airlines, flydubai, Air Arabia and Pegasus Airlines. The approval authorities and organizations have been displayed to indicate authenticity and reliability of diagnostic center like NIH (National Institute of Health), WHO (World Health Organization), FDA (Food and Drug Association), CE (European Conformity), ISO (International Organization for Standardization) 9001:2015 Certified and Bio-Rad laboratories EQAS (External Quality Assurance Services).

Besides linguistic expressions, visuals have also been displayed in the form of logos of diagnostic center having green-cross sign and logos of airlines and approval authorities. Images have been presented along with the displayed information for concrete visualization. Contact numbers have also been given to get information. Verbal expressions have been blended with visual elements to serve communicative purpose by using translingual approach.

4.16.2 Interpretation

The presented signboards are highlighting the diagnosis of current pandemic disease i.e. Corona Virus or COVID-19 provided by Advanced Diagnostic Center which is a diagnostic laboratory providing quality services in diagnostic field to patients. It is offering facility of Corona Virus test by using promotional content as marketing strategy

to attract readers. Linguistic variations have been seen in the form of creativity involving pragmatic patterns and using verbal expressions in a promotional way.

The translingual phenomenon has been used to display information in English and Urdu language as diverse languages negotiate and construct meanings according to the context as explained in figure 1 in Chapter 1. In English language, the name of diagnostic center has been capitalized to put emphasis on word ‘Advanced’ as it connotes the modern ways to diagnose a disease. To affirm the connotative meaning, the information related to Corona Virus test has been displayed in the form of qualities and facilities provided by the diagnostic center. Adjective phrases have been used to convey information concisely by retaining the main idea and the associated meanings.

In Urdu language, complete sentences have been used to address the facility available to persons by highlighting the amount along with the discount for senior citizens. The word ‘test’ has been borrowed from English language and it has been written as it is in Urdu language to create an appellative effect on readers’ mind. The test facility has also been provided to those people who want to go abroad. In this regard, the names of airlines have been mentioned to substantiate the concept of going abroad. The diagnostic services in terms of quality have been approved by concerned authorities and organizations and to corroborate the displayed information, their names have been presented as an authentication and for reliability.

The visual content is reinforcing the displayed verbal expressions in the form of logos of airlines and concerned authorities and organizations to highlight their vision. The logo of diagnostics center carries a green-cross sign which is a symbol of first aid provided to patients in the health care field. Visualized the displayed information related to qualities and facilities provided to citizens by diagnostic centers, images have been presented. The contact numbers have been displayed to get more information.

Skopos theory highlights translingual practices which construct meanings with the help of linguistic resources to fulfill the pragmatic demand. The presented signboards are using promotional content to serve the purpose of marketing. Strategies have been used to promote the diagnostic center by highlighting the amount and the discount provided by

the center. The words like ‘only’ and ‘discount’ for senior citizens are representing pragmatic strategies to appeal the readers. The percentage of discount has been mentioned to highlight proportionate part of whole. Foregrounding the qualities, benefits and facilities provided by the displayed diagnostic center is a technique that has been used to promote the center.

Public health and safety are the basic motives of any country and it is the demand of current pandemic situation that diagnosis is important to help spread the disease. Every country has made the Corona Virus test compulsory for traveling. Initial tests help to diagnose a disease and now-a-days, diagnosis of a disease is important to treat it properly. Precautionary measures in the form of vaccine are helpful to prevent disease. To fulfill the traveling conditions which include Corona Virus test and its vaccine, the presented diagnostic center is offering its quality services to travellers in the form of COVID sampling booth. The innovative patterns as a result of linguistic alterations are serving the translingual skopos to convey the message effectively. Public health has been foregrounded by using marketing strategies to promote the displayed diagnostic center.

Public health sector, in every country, provides facilities to the possible extent to ensure quality health care services. Marketing strategies and promotional content in the form of linguistic expressions may vary from culture to culture but the public health and safety are the foremost priorities of any culture. Cultural schemas theory encompasses cultural conceptualizations in the form of cultural schemas to create meanings according to the context. The presented signboards are indicating fact-based schemas and context schemas. These are macro level schemas according to figure 2 in Chapter 2. Public health can be improved by ensuring medical facilities and it is a fact which is grounded in the form of schemas in every culture while the context demands the diagnosis of an infectious disease and context schemas help deal with the situation by behaving accordingly.

In Pakistan, marketing strategies used for promotion are different as compared to Western countries while the fact and context-based schemas are the same related to the presented situation. Culturally constructed meanings serve the skopos of translingualism

by encompassing cultural schemas and linguistic alterations in the form of creative pragmatic patterns to achieve communicative goals.

4.17 Picture



4.17.1 Description

Signboards which are displayed to serve the purpose of marketing may include sales promotion or brand marketing. The presented signboard is an example of marketing signboard which has been used to promote sale. Real estate agencies play a key role in residential marketing and KPD marketing is one of them highlighting real estate agents providing services in different cities of Pakistan like Islamabad, Rawalpindi, Multan, Murree and Rajanpur. English and Urdu language have been used to display the content.

The name of agency has been made bold, centered and capitalized while the sales promotion has been done by using Urdu language. The housing projects offering facilities have been mentioned like Asian Heights located in Murree is offering luxury apartments having two bedrooms with monthly installment of Rs. 7500/- after possession while Khan Village located on Chakri Road, Rawalpindi is offering splendid bungalows of 5, 7 and 10 Marlas having monthly installment of Rs. 4900/-. The visual content includes the logo of marketing agency and images of housing projects. Contact number in the form of UAN (Universal Access Number), website and email address have been given to get information about displayed content and view details.

4.17.2 Interpretation

Real estate agents are licensed professionals who provide quality services in terms of buying and selling property. They facilitate their clients by providing them lucrative opportunities. KPD marketing is one of the real estate agents displayed on the presented signboard which is delivering excellent services to buyers and sellers in different cities of Pakistan. Real estate consultancy in the form of cost effective residential solutions is provided by the agents with integrity. In the presented signboard, strategies have been employed by using translingual practices in the form of linguistic variations. English and Urdu language have been serving the purpose of communication by using linguistic resources and encompassing creative pragmatic patterns.

The name of real estate agents i.e. KPD marketing has been highlighted by making it bold centered and capitalized in order to put emphasis and attract the readers towards displayed content while in Urdu language, the housing projects along with the provided facilities have been mentioned. Their names like Asian Heights and Khan Village have connotative meanings and are depiction of linguistic creativity. As ‘Asian Heights’ connotes skyscrapers present in Asian countries to indicate their developing dimension, its location Murree is also connoting the ‘apex’ as it is a mountainous region and a beautiful hill station and known as Queen of Hills.

The other housing project ‘Khan Village’ located on Chakri Road, Rawalpindi, is also pointing towards contextual meanings of village. Like in modern times, the word Village has been used to indicate interactions and advanced ways to communicate, in the same sense the presented notion of ‘Village’ has been used to highlight modern and advanced living facilities. The housing projects are offering luxury apartments and splendid bungalows at beautiful places.

For sales promotion, appellative language has been used on the displayed signboard in the form of adaptation and borrowing from other language. The words like bedroom, luxury, heights and village have been adapted while the words ‘Asian’ and ‘apartments’ have been borrowed from English language. These words have been written in Urdu language to create a relative effect by capturing the essence these words have in source language with the retention of associated idea or concept.

Language practices by using translingual phenomenon create contextual meanings. Linguistic alterations highlight the creative potential of translingualism. In the given signboard, translingual approach is fulfilling the purpose of marketing by using such strategies which promote sale. These strategies include conversational marketing as UAN (Universal Access Number) which has been given for contact and internet marketing in the form of website and email campaign by mentioning email address. The names of cities of Pakistan like Islamabad, Rawalpindi, Multan, Murree and Rajanpur where KPD Marketing-Real Estate Agents are delivering their services have been displayed as offering locations. Visuals in the form of logo of marketing agency and images of housing projects are reinforcing the translingual skopos by highlighting their vision.

Translingual approach encompasses fluidity in terms of giving voice to pragmatic meanings according to Skopos theory. In the presented signboard, the translingual skopos of marketing has been served by using creative linguistic resources in the form of pragmatic patterns as referred in figure 1 in Chapter 1. Such linguistic choices have been made which appeal the readers. Their attention has been drawn to the luxuries and splendid lifestyle offered by the housing projects.

Linguistic productivity has been highlighted by using marketing strategies. The provision of facility i.e. monthly installment after possession is a pragmatic strategy to attract clients. The amount monthly installment has been displayed to determine cost-effective living conditions. A comparison technique has been used in the presented signboard by comparing two housing projects in terms of luxuries and facilities they are offering. By contrasting things, one can easily prioritize the entities as merits and demerits have been taken into consideration.

The presented signboard is also an example of comparison. Two housing projects have been compared as one is offering luxury apartments with high cost while other is offering splendid bungalows in low cost. The role of real estate agents is also important in terms of highlighting the features of presented housing projects in order to promote sale. The pragmatic need has been fulfilled by using translingual practices.

Language helps to process information by taking into account cultural conceptualizations as they highlight socially distributed cognition known as cultural schemas as described in figure 3 in Chapter 3. They provide a common ground and help to fabricate worldview as substantial foundation because they are entrenched in language. Cultural schemas and subschemas vary from culture to culture according to Cultural schemas theory in order to fulfill the pragmatic need. The presented signboard belongs to the category of macro and micro level schemas based on context and the role of individuals respectively to serve the communicative purpose as illustrated in figure 2 in Chapter 2. Real estate agents play their social role in marketing of housing projects by highlighting their features and facilities offered by them. The context demands marketing strategies to attract the readers. Emotion schemas also play a significant role in this regard. The linguistic choices appeal the readers by evoking their emotions related to luxurious lifestyle.

In Pakistan, marketing and real estate agents are growing trends in terms of highlighting housing projects, western countries also promote marketing but their strategies may vary according to their culture and context. Coherence between displayed text and the situation of text respondent is key element to achieve communicative goal. In the given signboard, pragmatic ends have been met through translingual practices encompassing creative linguistic expressions and cultural schemas to ease communication.

4.18 Picture



4.18.1 Description

The presented signboard is about real estate marketing company known as ‘Tajarat Properties’. It belongs to the category of promotional signboard based on purpose called marketing. The name of marketing company has been displayed by combining English and Urdu language together. The word ‘Tajarat’ has been written in Urdu language while the word ‘Properties’ has been capitalized by using English language. A clause of purpose has been written in Urdu language. The reason has been focused as the sentence has been started with conjunction ‘because’. A message has been given that there lies prosperity in trade. A type of marketing strategy known as internet marketing has been used in the given signboard in the form of website of marketing company displayed for mass communication.

4.18.2 Interpretation

An economic concept known as ‘Trade’ involves the exchange of services or goods from one entity to another. It contributes to boost economy by increasing the number of clients. The real estate marketing companies play a vital role in providing know-how about wealth circulation by selling or buying property along with investment

consultancy. The presented signboard is one of the examples of real estate marketing company which is working to achieve excellence and satisfy customers by providing them quality services like property management, investment consultancy and promotion of various housing projects to attract clients.

As far as translingual approach is concerned, the name of marketing company i.e. Tajarat Properties has been centered by highlighting the key word ‘Tajarat’ in Urdu language and the word ‘Properties’ has been capitalized by using English language to put emphasis on the displayed text. The vision of marketing company has been displayed in Urdu language. The word ‘because’ has been used in the start of sentence to indicate the clause of purpose as it is highlighting the reason behind the conveyed message i.e. trade is the cause of prosperity. A website of the marketing company has been displayed which is an indication of marketing strategy to promote business through web communication. Details about opportunities ensured by the marketing company can be viewed by using advanced technologies.

Linguistic choices in the form of creative pragmatic patterns facilitate communication by using translanguaging as a resource to create meanings according to the pragmatic need as referred in figure 1 in Chapter 1. In the presented signboard, real estate marketing company has been promoted by highlighting the concept of ‘trade’. The name of company underlines the economic notion ‘trade’ to highlight its importance. To secure investment, circulation of wealth is very important. For this purpose, broader mass access should be there to encourage participation in market as investors to develop economy and enhance living standards. In order to fulfill the contextual need, the Islamic concept of trade has been highlighted as Islamic teachings favor trade in a sense that it is a distributive mechanism which provides equal opportunities and access to resources by investing wisely for prosperous future.

Based on Skopos theory, the translingual skopos of presented signboard has been fulfilled by using connotative meanings and creative pragmatic patterns in the form of religious perspective which has been used as a marketing strategy to promote sale. The conveyed message in Urdu language is a pragmatic strategy to attract the readers by using religious aspect as urging one. The Islamic concepts like blessing and sanctification have

been underlined which lead to prosperity. Economic concept 'trade' has been foregrounded by incorporating religious stance which also promotes trade as prosperity lies in it. By selling and buying property, wealth gets circulated and development takes place. In this regard, real estate marketing companies play their role to promote business by featuring marketing strategies. Web communication is the advanced technique to highlight the vision of displayed text.

Translingual practices fulfill the purpose of displayed content by encompassing cultural conceptualizations according to Cultural schemas theory. Contextual meanings relay on cultural schemas as they are constructed socially and culturally to make communication effective. The presented signboard is manifestation of context schemas which are macro level schemas along with the emotion schemas which are micro level schemas according to figure 2 in Chapter 2. The role of real estate marketing company is the contextual need while the religious aspect underpins emotion schemas to appeal the readers.

In Pakistani context, real estate agents use marketing strategies to promote business by using Islamic teachings as emotional appeal. Religion is used as a moral force to affect the socially and culturally constructed perceptions while in Western countries, rational thinking prevails irrespective of religion. Real estate agencies are there which employ different marketing strategies to play their role in economic development and enhancement of living standards. A better and prosperous future is the dream of every nation and cultural context reinforces this aspect by using pragmatic strategies. Translingual practices involve creative pragmatic patterns and they invoke cultural schemas to serve the purpose by making such linguistic choices which fulfill communicative needs.

4.19 Picture



4.19.1 Description

Some instructional signboards are displayed for public security and the presented signboard is an example of it. To make people safe and secure, identification is important. English and Urdu language have been used in the form of complete sentences to direct people. In Urdu language, an element of request is seen in the form of marking identity. An apology has also been made for inconvenience while in English language, imperative sentence has been used to make a request to prove identity. The displayed instruction has been capitalized to give prominence to identity verification for security reasons. The translingual approach is acting as complement to make instruction viable in order to meet pragmatic ends.

4.19.2 Interpretation

Identity involves unique biographical and biometric data which needs validation for the establishment of uniqueness. After verification, authenticity is ensured to create unique identity in the form of unique identity number assigned to person. For the expression of differences identity plays an important role by combining traits that define a person. These traits include physical and behavioral attributes which make a person

uniquely recognizable. Official documents like national identity cards and passports are a proof of identity issued by the state or government to give people status of citizens.

Identity empowers individuals by regulating rights and responsibilities equitably in the form of provision of basic human rights. It is the responsibility of state to provide safety and security to citizens and with the help of official identity, citizens can enjoy social benefits by accessing state programs supporting wellbeing. Government can also get benefit from individuals' identities as they help in understanding demographics of population and have impact on policy making. Legal identity is also a part of sustainable development goals to ensure necessary protections as it is considered a tool used for public good.

The presented signboard is an example of instructional signboard which has been displayed to indicate importance of identity in order to ensure public security. To safeguard and expand freedom of people, security plays a significant role. It protects people from pervasive threats. The instruction has been given in English and Urdu language to highlight translingual approach which uses linguistic resources as pragmatic patterns to create contextual meanings. In Urdu language, request has been made for identification along with the apology note for inconvenience while in English language, the use of imperative sentence to make a request to prove identity is indicating a polite way to direct people to given instruction.

Capitalization of words is a technique to highlight the text to foreground the hidden meanings. In the given signboard, verification of identity has been stressed upon in order to ensure public security. An element of request has been blended with apology by using translingual approach to make displayed text practicable.

The pragmatic need as explained in figure 1 in Chapter 1 underpins translingual practice to make communication effective according to Skopos theory. The presented signboard is serving the translingual skopos by making such linguistic choices which motivate the readers to cooperate with the regulatory bodies in order to ensure smooth functioning of system and to secure people from threats and aftermaths of identity theft. Request and apology are the pragmatic strategies that have been used to convey message

effectively and make it communicable for public good. Identity can be proved by using national identity card or passport issued to citizens as a proof of their claim who they are. The security purpose has been highlighted in the given signboard as it helps in maintaining balance and cultivating awareness about situation by guiding a proactive culture.

Concepts that are socially and culturally constructed come under relative cognition which leads to cultural schemas. They vary from culture to culture and depend on communicative needs according to Cultural schemas theory. Concept schemas which are macro level schemas based on role and context as explained in figure 2 in Chapter 2 are entrenched in the translingual practice of presented signboard. The basic concept of identity remains the same in every culture but variations may occur at the level of type of identity which may be social, legal or official and priority is given according to cultural context. The social role of individual is also very important along with the associated behavior in order to fulfill the situational need. It is the need of context to prove identity for security purposes and role schemas in this regard describe social role of individuals to cooperate with the regulatory bodies to ensure security.

In Pakistan, every possible attempt has been made to secure public at large. Regulatory authorities play their role in achieving goals by preventing crime, creating a safe environment and promoting awareness and a sense of order to safe people. A humble and polite way is a pragmatic strategy to motivate people to cooperate with the authorities while in Western countries, identity is imperative for digital and social inclusion to empower individuals. Rules and regulations are strictly followed by the citizens and government makes implementation realizable. Cultural conceptualizations highlight cultural schemas and skopos of text by using translingual approach in the form of innovative patterns to make it operative and effective for pragmatic ends.

4.20 Picture



4.20.1 Description

The displayed signboard falls in the category of marketing signboard based on purpose i.e. promotion of transportation services provided by the ride-hailing mobile application known as 'inDriver'. It is an internet aggregator of users belongs to the kind of travel applications that runs on mobile device. Digital distribution platforms known as app stores help download applications to provide services to users.

In the presented signboard, the name of application has been made bold and centered along with its vision in the form of adjective phrase i.e. freedom of choice by using English language while in Urdu language, a suggestion has been made in the form of imperative sentence i.e. Increase your income by using the displayed facility. The location i.e. Blue Area along with the contact number has been displayed to avail the

service. The number of users i.e. 50 million has also been mentioned. As far as the visual content is concerned, the logo of the application, location symbol, pictures of vehicles, mobile phones, users and globe have been presented for concrete visualization. Verbal expressions have been blended with visuals for an effective communication.

4.20.2 Interpretation

Travelling has become more advanced now-a-days due to the transportation facilities provided by different ride-hailing services such as Careem, Uber, Bykea, inDriver etc. Choices are made by users to ensure freedom. The presented signboard is about inDriver which is one of the travel applications that runs on mobile device to offer direct and transparent deals to users. Metropolitan areas have this facility to fulfill the needs of residents. It determines the travel terms and protects users from price manipulation. It offers transparent ride terms when drivers and passengers get engaged in transactions which become instant without any ambiguous algorithms. The low cost of rides is due to real-time deals and direct payments.

The facilities provided by the ride-hailing service include negotiation of fare in terms of fair price and offers from drivers, freedom of choice in terms of vehicle brand, price and arrival time and information of driver in terms of rating and previous trips he completed. Drivers, in return, also get benefit as they accept only those requests which make money by estimating the cost of ride and its destination. There are no middlemen and drivers directly get paid by passengers. Easy registration which includes online system also helps make money. Verified drivers, freedom of choice in terms of driver and best offers and safety in terms of sharing data about route, driver, vehicle and current location are the key features of the above-mentioned ride-hailing application.

The displayed signboard is serving the purpose of marketing by using translingual approach to promote service by attracting users through display of merits of given service. Such linguistic choices have been made which serve the appellative function of language as discussed in figure 1 in Chapter 1. The name of application has been written in English language by making it bold along with the adjective phrase i.e. freedom of choice to highlight the mission. The words ‘freedom’ and ‘choice’ carry connotative meanings in terms of power and authority and are creative pragmatic patterns to attract

the readers. It is a type of marketing strategy known as conversational marketing where language resources highlight the skopos of the presented offer while in Urdu language, the linguistic expression i.e. Increase your income is reinforcing the marketing strategy to fulfill the need of context.

Making money, now-a-days, is the foremost endeavor of individuals in order to meet sustainable living standards. The urge has been highlighted by using native language in the form of suggestion to raise standards. The display of number of users is strengthening the factor known as reliability to promote service. For more details, the location along with the contact number has been given. The visual content in the form of logos and pictures of vehicles, mobile phones, users and globe is indicating the mission of ride-hailing service providing facilities around the world in different countries by giving them freedom and means of making money. Visuals enhance the interest of readers by drawing attention to the displayed text.

The translingual skopos encompasses linguistic resources and creative pragmatic patterns to fulfill the orientations of communication by capturing shared underlying processes according to Skopos theory. The presented signboard is using marketing strategy to pursued readers by translingual practice to meet pragmatic ends. Benefits have been highlighted along with the visual elements to enhance presentation. Advanced ways have made travelling easier and it has been manifested through linguistic expressions displayed on signboard. Reliability is an important factor in terms of marketing and promoting services and the number of users assures this factor to fulfill contextual need.

Languages in contact work together to convey the message by using linguistic resources and cultural conceptualizations in the form of cultural schemas to capture pragmatic meanings and make communication effective according to Cultural schemas theory as explained in figure 3 in Chapter 3. In the presented signboard, the underlying schemas include context schemas and procedure schemas. These are macro level schemas as described in figure 2 in Chapter 2. Promotion of ride-hailing service by using marketing strategy is the contextual need and the context schemas take into account the present situation and people behave accordingly while procedure schemas involve

sequences of events which are followed to accomplish the task. Users follow a procedure to enjoy the benefits offered or facilities provided by the displayed application.

In Pakistan as well as in Western countries, the context-based schemas and procedure schemas highlight advanced transportation facilities provided by ride-hailing services by using marketing strategies to attract the users. Passengers as well as drivers get benefit in terms of freedom of choice for passengers and source of earning for drivers. The reliability can be enhanced by promoting the service and highlighting the key features. Translingual practice by using linguistic expressions as creative pragmatic patterns emphasizes intention and function of displayed text and underlying cultural schemas reinforce the skopos to fulfill the pragmatic need i.e. a successful communication.

4.21 Picture



4.21.1 Description

Signboards which are displayed to promote business by highlighting its merits come under category of promotional signboards. The presented signboard is one of them which is serving the purpose i.e. brand marketing. Modern Way Dry Cleaners is the name of company providing dry cleaning services by using latest technology. English and Urdu language have been used to display the content. In English language, the name of company has been made bold and capitalized by using adjective phrases like 'Modern

Way' and 'Dry Cleaners'. Urdu language is also following the same style but with a little description of company's feature in the form of complete sentence that cleaning of carpet, sofa, blanket and curtains has been done with advanced machinery. The year for how long the company has been working i.e. since 1965 has also been displayed on the signboard. Translingual practice in the form of promotional content has been made to meet communicative ends.

4.21.2 Interpretation

Dry Cleaning is a modern technique used to clean clothes and upholstery which are otherwise damaged by using water. Delicately-knitted fabrics need special care in terms of cleaning and dry cleaning in this regard serves the purpose. The presented signboard is also about a company offering the service of dry cleaning by using advanced technology. Translingual practice in the form of using English and Urdu language is highlighting the skopos of displayed signboard.

Creative pragmatic patterns have been seen in the form of linguistic choices and the marketing strategy used to promote the company. The use of adjective phrases in English language is highlighting the qualities of the service i.e. way of cleaning is modern and process involves dry cleaning. The bold and capital letters are emphasizing the displayed text by drawing attention to it and are attracting the readers. In Urdu language, the name of company has been written as it is without converting it as the words have been adapted from English language to retain the relative effect the words have in original language.

The facility provided by the company has been foregrounded by using marketing strategy i.e. inclusion of promotional content in the form of a little description. The cleaning of carpet, sofa, blanket and curtains includes latest technology. The reliability factor depends on the quality of service provided, number of clients and the working experience. In the presented signboard, the working experience has been displayed which ensures reliability for brand marketing.

To highlight the importance of modern method of cleaning i.e. dry cleaning along with the advancement in technology, the presented signboard has been displayed by using

translingual approach. Based on Skopos theory, such linguistic choices have been made to create pragmatic patterns which serve the purpose i.e. marketing of the brand as it is also a contextual need explained in figure 1 in Chapter 1. The key feature of cleaning company has been displayed to attract the readers. It is the marketing strategy that promotional text has been written by encompassing the services provided to the clients.

Modern ways of cleaning facilitate the customers by ensuring quality services and reliable methods. They make work easy and protect longevity of clothing. By using English language, the modernity and standardness have been reinforced while contextual need in terms of appealing readers has been fulfilled by using Urdu language. Linguistic expressions on displayed signboard in the form of innovative patterns are serving the pragmatic purpose by taking into account translingual phenomenon.

Socially and culturally constructed meanings are entrenched in language in the form of schemas which provide common ground to fabricate worldview. According to Cultural schemas theory, cultural conceptualizations deal with socially distributed cognition as referred in figure 3 in Chapter 3. The presented signboard involves schemas that are based on fact and concept which are macro level schemas according to figure 2 in Chapter 2. Cleanliness is a concept that carries same meanings in every culture and is promoted everywhere. Dry cleaning is an advanced process and has many benefits. This widespread concept highlights the importance of unwavering spirit of cleanliness by ensuring longevity of fabrics which is a fact in terms of protection of clothes.

In Pakistan, advanced ways of cleaning are in practice to manifest latest developments and marketing strategies to promote brand are common. In Western culture, latest technologies prevail while marketing strategy may vary accordingly to meet the pragmatic ends. Translingual skopos invokes cultural schemas by taking linguistic resources into consideration in the form of pragmatic patterns or linguistic creativity to communicate effectively.

4.22 Picture



4.22.1 Description

The presented signboard belongs to the category of marketing signboard to serve the purpose i.e. promotion of the displayed banking system. English and Urdu language have been used to highlight the features possessed by bank known as 'faysalbank'. The name of bank has been written in both languages. In Urdu language, adjective phrases have been centered and highlighted like new era, new identity and same Islamic values while characteristics have been displayed by using English language in the form of bullet points having phrases like complete range of Islamic products, with modern facilities and growing network of Islamic branches across the country. The visuals include the logo of bank to highlight its vision i.e. Islamic and the picture of Faisal Mosque situated in Islamabad to indicate the location of bank. Linguistic expressions along with the visual content are serving the communicative purpose.

4.22.2 Interpretation

Banking system, in any country, plays an important role in economic development and if it is based on ideological perspective of a state, it boosts the economy by growing networks. Financial services like deposits, loans, advances, saving accounts, debit and credit cards and safe custody are some of the facilities provided by banks to ease interactions. Religious attachment, economic attributes and socio-cultural features are the contributing factors towards recognition of a country.

Being an Islamic country, Pakistan follows religious values in every sector to gain objectives by blending resources whether physical, human, financial or informational. Proper management in terms of financial resources results in economic prosperity. The presented signboard is an example of above-mentioned discussion. Faysal bank is one of the Islamic banks present in Pakistan providing financial services to users. It comes under Islamic banking system as its name is indicating i.e. Faysal which has Arabic origin means 'the ruler' or 'the decider'. The bank is named after late King of Saudi Arabia.

The displayed signboard encompasses English and Urdu language as translingual practice to create meanings. Linguistic variations lead to creativity and in the presented signboard, innovative patterns have been seen in the form of adjective phrases and key features of Islamic bank. The name has been written in both languages but with the difference of borrowing the word 'bank' from English language and has been written as it is in Urdu language. The newness in terms of era and identity by retaining the same Islamic values are the qualities of presented bank which have been highlighted by using Urdu language while key features in the form of bullet points have been written in English language to convey information in a concise manner and to draw attention of readers to important facts which help them to communicate efficiently.

The bank is offering complete range of Islamic products with modern facilities and growing network of Islamic branches across the country. Linguistically, religious perspective has been ingrained to attract readers towards displayed content. Moreover, the visuals are reinforcing the text by highlighting Islamic concept in the form of logo of bank which depicts its vision and the picture of Faisal Mosque situated in Islamabad to manifest religious attachment.

Dynamic translingual practices involve creative processes in the form of pragmatic patterns as discussed in figure 1 in Chapter 1 to fulfill communicative needs according to Skopos theory. The presented signboard is using translingual approach by encompassing marketing strategy to promote the presented Islamic banking. The displayed content which includes the name of bank, modernity along with the conventional approach related to religion in the form of Islamic values and religious perspective is manifestation of pragmatic need to manipulate readers. Marketing strategy

to promote the presented bank involves religious aspect. Affiliations with religion in the form of beliefs and sacred values are the need of context and translingual practice in this regard is serving the pragmatic purpose by stressing linguistic resources.

Contextualization of the message largely depends on cultural concepts to construct meanings socially as a common ground according to Cultural schemas theory. Cultural cognition in the form of schemas helps in understanding meanings. In the presented signboard, the underlying schemas include macro and micro level schemas in terms of concept and emotion schemas respectively based on context as illustrated in figure 2 in Chapter 2. Religious concept has the upper hand in every culture and people have emotions and feelings in the form of affiliations with religion. From culture to culture, contextual need varies.

In Pakistan, Islamic culture prevails and people are manipulated in the name of religion. The displayed signboard is following the same pattern in the form of marketing strategy to promote bank by highlighting Islamic attributes. Emotions of readers have been evoked by using religious dimension while in Western countries, religion has influence along with the rational thinking. Their marketing strategies may vary by keeping in mind the cultural context but promotion is the main goal which remains the same. Cultural schemas and subschemas highlight the intention of displayed text through linguistic expressions and creative pragmatic patterns by using translingual approach to fulfill the pragmatic purpose in the form of an effective communication.

4.23 Picture

Islamabad Medical & Surgical Hospital (Pvt.) Limited
A project of Al-Fatima Clinic

IMSH

Surgeon
Dr. Mumtaz Ahmad Umar
Assistant Professor ENT
MBBS, MCPS, FCPS
ENT-HEAD & NECK Surgeon

20 Years Experience in this field
11 Years as specialist
1000+ Surgeries

▶ Tonsils Related Problems
▶ Nose and Throat Allergy
▶ Hearing Problems
▶ Nose and Sinus Problems
▶ Ear Discharge
▶ Nose and Ear Blockage
▶ Voice Problems
▶ Vertigo / Tinnitus
▶ Endoscopic Sinus Surgery

ENT

گلے کے ہاسٹوکی ادویات اور جدید آپریشن سے علاج
ناک کے بند رہنے کی تشخیص اور علاج
آواز اور بولنے کے نقص کی فونوسرجری
خوراک اور سانس کی تالی بند ہونے کا فوری علاج
گردن کی کھینوں کی جدید طریقے سے تشخیص اور مکمل علاج
کانوں میں شور (گھنٹیاں بجنا یا سائیس سائیس ہونا) کا علاج
کان کے پردے کی گرافٹنگ (پردے میں سوراخ ہونے کی صورت میں)
بہرے اور گونگے بچوں کا ماہرین بورڈ کے زیر نگرانی علاج
چکراتنے کا جدید طریقہ علاج
خراٹے آنے کی تشخیص اور علاج

Clinic Time
Monday to Saturday
4:00 pm to 6:00 pm

For Appointment: 051-2603566, 051-2603577

4.23.1 Description

Signboards containing information in order to promote the displayed content come under the category of promotional signboards. The presented signboard is one of them which has been displayed to serve the purpose known as public health. It is about a

person named as Dr. Mumtaz Ahmad Umar who is a surgeon performing his duties in a hospital known as IMSH (Islamabad Medical and Surgical Hospital (Pvt.) Limited) which is a project of Al-Fatima Clinic. The qualification and expertise of the presented surgeon have been written in English language like he is an Assistant Professor ENT (Ear, Nose and Throat), MBBS (Bachelor of Medicine and Bachelor of Surgery), MCPS (Member of the College of Physicians and Surgeons), FCPS (Fellow of College of Physicians and Surgeons), ENT-Head and Neck Surgeon having 20 years experience in this field with 11 years as specialist and has performed 1000 plus Surgeries.

Problems related to ear, nose and throat have been displayed in the form of phrases in English language while treatment by using advanced methods after diagnosis of problem have been written in Urdu language. The clinic timings along with the week days and contact numbers for appointment have been given for public convenience. The logo of hospital, the picture of surgeon and the images of ear, nose and throat constitute the visual content of displayed signboard to strengthen linguistic expressions.

4.23.2 Interpretation

The foremost objective of licensed health professionals known as doctors is the maintenance and restoration of human health by examining patients, reviewing medical history, diagnosing illness, practicing medicine, administrating treatment and counseling patients on health. In this regard, excellent medical knowledge, effective communicative skills and experience in the field ensure success in terms of public health. The presented signboard is an example of promotional signboard which is promoting multidisciplinary healthcare services provided to patients by hospital known as IMSH (Islamabad Medical and Surgical Hospital (Pvt.) Limited) which is a project of Al-Fatima Clinic with underlying motive of public health. Promotional content involves translingual approach which encompasses English and Urdu language to display the information related to health professional along with the description of problems and treatment of ear, nose and throat illnesses.

By using English language, the name of clinic and hospital affiliated with it highlighting healthcare services provided by a renowned surgeon having qualification and experience have been displayed to promote the health center. Variations in the form

of creativity have been seen at linguistic level in such a way that problems related to ear, nose and throat have been written in English language by using medical jargon while the treatment of illnesses have been displayed in Urdu language to fulfill the need of context by adapting and borrowing words from English language in order to retain the relative effect. As native language is easily comprehensible and makes communication successful, linguistic expressions in this regard reinforce the pragmatic concerns.

Visiting hours and days along with the contact numbers for appointment have been mentioned to save people from any inconvenience. They can get information and counseling in terms of saving time and energy before visiting health center. Visuals also strengthen the verbal expressions. The logo highlights the vision and the pictures develop an image in the form of concrete visualization.

Based on Skopos theory, linguistic performances involve combination of structures of languages in contact which results in creative pragmatic patterns to transmit information and to fulfill communicative needs as discussed in figure 1 in Chapter 1. The presented signboard is manifestation of language practices to display information for public health. Medical jargon becomes difficult to understand. For public convenience and comprehension, treatment of problems has been displayed in native language. People have been made aware of the problems and their treatment by displaying information and promoting healthcare services provided by the mentioned hospital by highlighting the expertise of a renowned surgeon. Experience in any field matters a lot and provides ground for reliability. In the presented signboard, qualification and experience of surgeon have been highlighted to fulfill the pragmatic need.

Translingual practice encompasses cultural concepts to convey the meanings. Public health is preferred everywhere. To make people aware, information is displayed on signboards. Promotional content is used which may vary from culture to culture. According to Cultural schemas theory, the underlying cultural concepts and schemas are the cause of variation. The presented signboard underlines concept schemas which are macro level schemas along with the role and context schemas as described in figure 2 in Chapter 2. The social role of a health professional, surgeon in this case, has been highlighted by fulfilling the need of context in the form of his qualification and

experience for reliability. Awareness and promotion have been foregrounded by considering cultural context and grounded schemas important for an effective communication.

In Pakistan as well as in Western countries, public health is a concept that prevails and deals with diagnosis of illnesses and their treatment by using advanced ways. It is the duty of medical specialist to ensure healthcare services by utilizing his knowledge, skills and experience in the relevant field. Translingual approach by using linguistic expressions and creative pragmatic patterns fulfill the contextual exigencies by keeping common ground i.e. cultural schemas in mind to make displayed content communicative.

4.24 Picture



4.24.1 Description

Signboards attract the target readers by promoting the displayed content. The presented signboard is one of them which comes under the category of promotional signboard displayed for public welfare. It is about a rehabilitation center known as GMT (Goal Management Training) providing Comprehensive Rehabilitation Services. English and Urdu language have been used to display the information. The name of center has been made bold and capitalized along with the abbreviations like Pvt for private and Ltd for limited. Adjective phrase i.e. Comprehensive Rehabilitation Services has also been mentioned to highlight the purpose of displayed center while in Urdu language, hearing aid in the form of ear trumpet promoting its quality.

Promotional and adjective phrases like ‘of International Standard’ and ‘Speech Therapy center’ have been used to convey the message. A website and an email address along with the contact numbers, both landline and mobile phone, have also been given for public convenience to get information and details about displayed rehabilitation center and services it offers. Linguistic expressions have been focused to accomplish the communicative task.

4.24.2 Interpretation

Rehabilitation services are special healthcare services to retrieve lost or impaired cognitive and physical abilities. Disease or injury may be the cause of loss or impairment. By rehabilitation services, people return to normal life and perform their tasks successfully. These services include cognitive therapy, mental health rehabilitation, physical therapy, speech therapy and language therapy. They are person-centered depend on preferences and goals of individuals and provide assistive products to reinforce self-management strategies. These services are also part of sustainable development goals to ensure health and well-being of all.

The presented signboard is an example of such rehabilitation services provided by GMT (Goal Management Training) center to promote public welfare. The cognitive training program for rehabilitation is known as Goal Management Training. It includes narrative, psychoeducation, between-session assignments, task practice and real-life situations of clients for improvement of function, attention, performance and goal attainment. Goals are kept in mind and practical instructions are formulated which are understandable to everyone. They raise awareness about impaired functioning and provide services to deal with complex tasks and help make adjustments.

In the given signboard, translingual phenomenon has been seen in the form of creative pragmatic patterns encompassing English and Urdu language like the name of rehabilitation center has been highlighted by using acronym (GMT) and abbreviations (Pvt and Ltd) in English language. The center has been displayed as private limited which means owners hold shares privately and distribute profit among shareholders. It is providing rehabilitation comprehensive services and hearing impairment rehabilitation is one of them which has been highlighted by using Urdu language.

Promotion of ear trumpet has been made by using prepositional and adjective phrases. Prepositional phrase ‘of International Standard’ has been used to mark semantic role by relating the quality of hearing aid with international standard to ensure credibility and reliability while adjective phrase ‘Speech Therapy center’ has been used to indicate comprehensive services provided by rehabilitation center. In order to promote the services of center, website and email address along with the contact numbers have been given. Clients can view details and seek information by using communicative means.

According to Skopos theory, verbal expressions by using translingual approach create meanings to fulfill the need of context as explained in figure 1 in Chapter 1. In the presented signboard, the promotional content in the form of comprehensive services and relevance with international standard is a pragmatic strategy that has been used to attract the readers. Linguistic practice is serving the skopos of displayed signboard by using translingualism. For public convenience, the communicative means have been displayed. By using such means, people can save their time and energy and get desired information easily.

The given signboard is highlighting the importance of goal management training and the rehabilitation services for public welfare. Therapies help patients regain health by keeping goals in mind and tasks practice in this regard reinforces the recovery. Rehabilitation centers play an important role to improve function of impaired cognitive and physical abilities and promoting such type of services by providing support shapes the progress.

Linguistic alterations are made to meet contextual demand by keeping cultural cognition in mind in the form of schemas and subschemas grounded in meaning-making process according to Cultural schemas theory. Common grounds enhance understanding and ease communication. The presented signboard underlines concept schemas along with the context schemas. These are macro level schemas according to figure 2 in Chapter 2. The concept of public welfare in the form of rehabilitation has upper hand in every culture while promotional strategies may vary from culture to culture depending on context. In the given signboard, public welfare has been foregrounded by using promotional content to meet pragmatic ends.

In Pakistan, rehabilitation centers are growing in number to ensure public health by promoting cognitive training programs. Such linguistic expressions have been used that are promoting the displayed information and attracting the readers by enhancing reliability and credibility due to relevance of services and equipments with international standards. Western countries also promote rehabilitation services by using promoting strategies which may vary according to the socio-cultural context. Translingual skopos negotiates linguistic repertoire for creative pragmatic patterns by taking into consideration cultural schemas to fulfill communicative need.

4.25 Picture



4.25.1 Description

Some signboards are displayed for brand marketing along with sales promotion. They fall in the category of marketing signboards used for promotion. The presented signboard comes under this category to promote brand and sale. The name of store i.e. Balochistan Dry Fruit Merchants has been made bold and capitalized by using English language. Adjective phrase i.e. Best Quality Dry Fruit has been used to promote sale. Gabbin Honey is one of the products that has been promoted by categorizing it along with the logo of money back guarantee and the quality of product i.e. 100% pure berry

honey while in Urdu language, the name of product has been written along with little description about quality in the form of adjective phrase i.e. pure honey of berry forests.

The reliability factor has been displayed by displaying the year for how long the brand has been working i.e. since 1988. Abbreviations like TM and R are indicating the credibility in a sense that the brand is a registered trademark. As far as the visuals are concerned, an image of brand in the form of acronym i.e. BDFM (Balochistan Dry Fruit Merchants) has been displayed under the name and description of quality of product. The picture of a honey jar along with honey dipper (wooden stick used for mixing honey) and drops of honey have been shown for concrete visualization. Language expressions in the form of promotional content have been blended with visuals by keeping in mind the pragmatic need i.e. an effective communication.

4.25.2 Interpretation

Wholesale trade is a concept associated with merchants. They buy and sell goods in bulk and earn profit. The presented signboard is about dry fruit merchants selling best quality dry fruit of Balochistan. Balochistan is a province of Pakistan famous for dry fruits production. Import and export of best quality dry fruits takes place within the country as well as around the world. By this trade, economic development occurs.

Linguistically, creative pragmatic patterns involving promotional content in the form of adjective phrases have been displayed in both English and Urdu language highlighting translingual phenomenon. The name of store has been highlighted by using capital letters in English language to put emphasis on the displayed text. It is a marketing strategy to foreground the qualities of product to promote brand and sale. One of the products i.e. Gabbin Honey has been promoted by highlighting its origin and purity.

The word ‘Gabbin’ which means honey marshes has been taken from Pashto language which is a regional language of Pakistan spoken in provinces like Khyber Pakhtunkhwa (KPK) and Balochistan. Gabbin Jabba is a place located in Swat Valley known for thick forests and green meadows. The honey of this region is famous throughout the province. Its purity has been highlighted by using adjective phrase i.e.

100% Pure Berry Honey while in Urdu language, the name has been written along with the reassertion of purity of product by referring it to its origin i.e. forests of berry.

The year for how long the merchants have been working has been mentioned to ensure reliability while the logo of money back guarantee attracts the customer and deals with the feeling of satisfaction and purchase experience. In case of no satisfaction with product, a refund is made while the given signboard is claiming the purity by mentioning the store and its product a registered trademark. It distinguishes a brand or product from other brands or products by giving it a status of federally registered one. It enhances credibility and authenticity along with the reliability.

The visuals in the form of underlined acronym and the picture of honey jar along with the honey dipper and honey drops are reinforcing the displayed promotional content. The fluid nature of product i.e. honey has been shown by writing the word ‘Gabbin’ in a stylized form depicting the flowing property or liquidity of product. Verbal expressions along with the visuals are strengthening the displayed content.

Translingual approach involves innovative practices which are manifested through creative combinations of language systems. Skopos theory highlights various linguistic resources that are used by language users to deal pragmatic concerns as referred in figure 1 in Chapter 1. In the presented signboard, the brand marketing has been done by promoting sale through manifestation of quality of product in terms of origin, purity, guarantee, credibility and reliability.

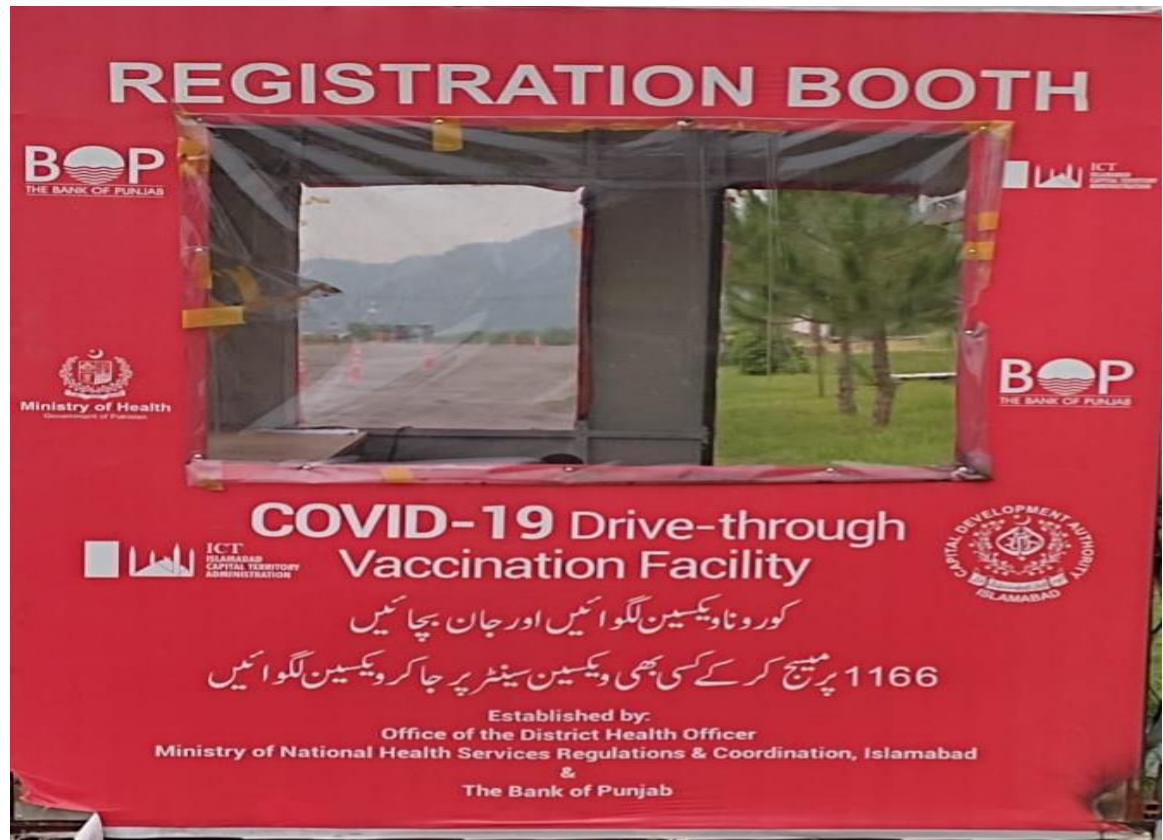
A registered trademark is the pragmatic strategy to promote sale and translingual skopos has been highlighted by using marketing strategy in the form of promotional content to attract the readers. The pragmatic need has been fulfilled by using such language expressions that appeal the customers. Products are known for their origin and quality and honey is one of them having health benefits and its usage is promoted everywhere. The marketing strategy used in the given signboard is fulfilling the pragmatic need by using language expressions in the form of promotional content.

Shared linguistic repertoire provides a foundation to negotiate creative pragmatic patterns to make communication effective. Meanings are socially and culturally

constructed to fulfill the contextual need. According to Cultural schemas theory, cultural conceptualizations provide a common ground in the form of schemas embedded in a society to accomplish the task of communication. The presented bilingual signboard is depicting context schemas which are macro level schemas along with the role schemas which are micro level schemas as depicted in figure 2 in Chapter 2. The marketing strategy is fulfilling the need of context by using promotional language expressions and the social role of merchants has been highlighted by foregrounding the quality of products for brand marketing and sales promotion.

In Pakistani culture, marketing strategies in the form of appellative language are very common to attract the readers. Such linguistic expressions have been used that are serving the pragmatic purpose i.e. marketing of brand to promote sale of product. Wholesale trade has also been promoted by keeping in mind the context while in Western countries, marketing and promotion of products and brands are encouraged by using different strategies which may vary from culture to culture. Language resources play their role in meaningful communication which is ensured by behavior of individuals associated with social roles they perform in society. Translingual practice serves the skopos by keeping innovative patterns and pragmatic need in mind and invoking cultural schemas to meet communicative ends.

4.26 Picture



4.26.1 Description

The provision of healthcare facilities is the responsibility of state to ensure public health. To cope with the challenges of current pandemic situation of Corona Virus or COVID-19, vaccination is one of the healthcare facilities which the government is ensuring to prevent the disease. The presented signboard belongs to the category of instructional signboard to serve the purpose known as public health. The given signboard has been displayed to make people aware of vaccination facility provided in the form of drive-through service by setting up a registration booth for public convenience.

In English language, adjective phrases like registration booth and COVID-19 Drive-through Vaccination Facility have been used along with the names of administrative authorities and the collaborated bodies who established the booth to provide vaccination facility. These authorities include Ministry of Health Government of Pakistan, ICT (Islamabad Capital Territory) Administration, CDA (Capital Development

Authority) Islamabad, Office of the District Health Officer, Ministry of National Health Services Regulations and Coordination Islamabad and The Bank of Punjab.

By using Urdu language, instructions have been given in the form of imperative sentences like Get vaccinated and Save life and also Get vaccinated from any vaccine center by sending message to 1166 (a health helpline). The visuals include the logos and images of concerned authorities which are highlighting their vision. Verbal expressions along with the visuals are fulfilling the pragmatic need.

4.26.2 Interpretation

Global economy is facing unprecedented disruption due to outbreak of pandemic disease known as Corona Virus or COVID-19. Public health measures in this regard play an important role to prevent disease. Vaccination is one of the impactful healthcare intrusions to save lives of people. It is an effective way to protect against diseases by building resistance to infections and making immune system stronger. Protection of oneself as well as of others can be ensured by getting vaccine. Government makes attempts to provide healthcare facilities to public for their betterment. The presented signboard is an example of it. A registration booth has been established by administrative bodies to provide the facility of vaccination of COVID-19.

Translingual practice involves English and Urdu language which have been used to convey the message in the form of creative pragmatic patterns like instructions given to public by making them aware of fatal disease and the importance of vaccine to help prevent the disease. In English language, adjective phrases have been used and have been made capitalized and centered to put emphasis on the displayed content. A booth is a small enclosure offers privacy to person and deals with one person at a time by providing him facility.

In the given signboard, drive-through facility to get vaccinated has been highlighted. It is an added incentive in the form of take-out service which provides convenience to public by attracting them and keeping them safe. The names of establishing bodies have been written in English language to foreground the concerned authorities working for the health of public. In Urdu language, imperative sentences have

been used to give instructions to people to get vaccinated and save life. A national health helpline has also been given which is providing services to get vaccinated from any vaccine center by sending message to it. The helpline launched by NCOC (National Command Operation Center) provides information to people related to health and assists their concerns and queries related to immunization services.

The usage of words like vaccine and message in Urdu language is indicating the borrowing and adapting nature of language and also part of Skopos theory. The word 'vaccine' has been borrowed from English language to create a relative effect while the word 'message' has been adapted from English language and written as it is without converting it in Urdu language to retain the effect on readers' mind the word has in original language.

Visual content is also strengthening the linguistic expressions in the form of logos and images of concerned authorities and collaborated bodies to highlight their vision. Capital territory 'Islamabad' has been symbolized by using picture of Faisal Mosque located in capital city while development and progress have been highlighted in the logo of CDA (Capital Development Authority). All these visuals are reinforcing the actions taken by governmental bodies to regulate national health services for public well-being.

Translanguaging makes communication easier by using linguistic expressions to make people aware of current situation. Based on Skopos theory, pragmatic need is kept in mind during translingual practice which underlines creative production to perform communicative task as explained in figure 1 in Chapter 1. In the presented signboard, the establishment of registration booth along with the drive-through vaccination facility is the indication of pragmatic need to highlight the importance of displayed content. By getting vaccine, life can be saved and healthcare services provided in convenient way are attractive for people.

The awareness has been made which is the need of context and instructions have been foregrounded to prevent the disease. Linguistic productivity has been shown by using pragmatic strategy in the form of linkage of healthcare service i.e. vaccination with

lifesaving act. Awareness in the form of instructions is fulfilling the pragmatic demand by displaying instructional signboard for public health.

The role of language to create contextual meanings is very important as cultural concepts are entrenched in language and help meaning-making process. Culture promotes languages in contact to serve communicative purpose. Schemas and subschemas are the socially distributed cognition to process information to create pragmatic meanings according to Cultural schemas theory. The presented signboard is indicating role schemas which are micro level schemas along with the context schemas which are macro level schemas according to figure 2 in Chapter 2. Public health can be ensured by taking preventive measures and vaccines help prevent the disease. The role of individuals in the form of getting vaccine to protect life of their own and others ensures health by reducing the risk of getting infectious disease. Governmental role to limit spread of disease by providing healthcare facilities in the form of vaccination is also significant. Context schemas in the form of awareness, instruction, helpline and drive-through facility have been highlighted to meet pragmatic ends.

In Pakistan as well as in Western countries, role of individuals and administrative bodies is encouraged to fulfill the contextual demand. Public health is prioritized in every culture by ensuring services and facilities. To deal with the current situation, cooperative measures are the need of time. By spreading awareness, goal can be achieved and language expressions in this regard play an influential role by making communication easier and effective. Translingual practice involves linguistic creativity in the form of pragmatic patterns to highlight the skopos of displayed text by encompassing cultural schemas which facilitate communication and fulfill pragmatic needs.

4.27 Picture



4.27.1 Description

The presented signboards belong to the category of promotional signboards based on purpose known as social welfare. Three languages which include Chinese, English and Urdu have been used to display the message. The signboards are about vision of CPEC (China Pakistan Economic Corridor) i.e. Prosperity. By using English language, abstract noun, adjective phrase, determiner phrases along with the complements and complete sentence with inclusive pronouns have been presented.

Prosperity is an abstract noun that has been centered to highlight the vision of national plan as it is an economic corridor, it suggest its importance in strengthening economy. Determiner phrases include 'an enterprise' and 'a joint mission' along with the complements like providing shelter to dreams big and small and of achieving sustained prosperity. The central idea has been displayed by using complete sentence i.e. We speak in different languages, but our voice for success is one. The inclusive pronouns like we and our have been used to indicate togetherness or connectivity. In Chinese language, the

same message has been displayed while in Urdu language, an adjective phrase i.e. a golden step has been highlighted by making the word ‘one’ bold to indicate unity.

An exclamation mark has been used after adjective phrase to refer strong feelings. For concrete visualization, traditional or cultural accessories of the Chinese like bamboo coolie Chinese conical hat and Chinese chopsticks have been displayed. Linguistic expressions and the visuals are serving the communicative purpose by using translingual approach.

4.27.2 Interpretation

Economic corridor is way forward to uplift economy by providing opportunities of trade and modernization. Growth, development, progress and prosperity are the key notions associated with developmental projects. CPEC (China Pakistan Economic Corridor) is one of them to improve infrastructure by enhancing trade facilities, cooperation, connection and communication. The massive bilateral project will be helpful to transform country’s economy by modernizing its systems. Trade will be taken to optimal level by this agreement. Employment opportunities will be increased which will upgrade lives of people and bring prosperity.

The presented signboards are about importance of CPEC project which will be the cause of prosperity for both countries, China and Pakistan. By using three languages, translingual approach has been made and vision of development project has been highlighted. Creative pragmatic patterns involve promotional content in the form of abstract noun, adjective and determiner phrases along with the complements and complete sentence carrying inclusive pronouns. The project will bring prosperity and for this reason, it has been centered. It is an economic corridor, an enterprise providing shelter to dreams big and small as well as a joint mission of achieving sustained prosperity.

Sense of commonality along with the rapport among interactors can be evoked by using inclusive pronouns as it has been displayed by using complete sentence i.e. we speak in different languages, but our voice for success is one. Chinese language is also displaying the same message while in Urdu language, the project has been referred as a

golden step which will enhance prosperity by sticking to the concept of unity. In both regional and economic domains, the project offers great opportunities with potentials to develop economically and regionally. Strong feelings have been associated with the developmental national plan and it has been depicted through the use of exclamation mark which puts emphasis on the displayed text.

The visuals are also reinforcing the linguistic expressions by highlighting the cultural accessories of the Chinese. The conical hats and chopsticks symbolize Chinese culture practiced there to highlight traditional values. The blending of language expressions and visuals are highlighting the communicative need of context.

Syncretic linguistic and cultural practices are part of translingual phenomenon. Based on Skopos theory, innovative patterns serve the pragmatic purpose by using linguistic repertoire. Dynamic and flexible multilingual practices highlight creative processes to engage interlocutors as discussed in figure 1 in Chapter 1. In the presented signboard, the translingual practice by using three languages is serving the skopos of displayed text i.e. social welfare by promoting the developmental project i.e. CPEC. Economic development and sustained prosperity are the major goals of this joint mission to ensure success. Unity in this regard plays a significant role to pave way for development.

In order to fulfill the contextual demand, the signboards have been displayed by using three languages to convey the message. The characteristics of national plan have been foregrounded as promotional content to highlight the purpose i.e. social welfare. Well-being of people has been linked with economic opportunities provided by developmental project. Linguistic expressions have been blended with visuals to highlight bright future in a sense of joint venture. Although differences exist at linguistic and cultural level, the goal is same i.e. to achieve success. Differences have been converged to ensure prosperity. Both countries are playing their role towards a golden step to fulfill their dreams.

The transmission of information takes into account cultural concepts to make text communicable. Cultural cognition in the form of schemas has perceptual differences

which may vary from culture to culture and addresses pragmatic concerns according to Cultural schemas theory. The given signboards are manifestation of context schemas which are macro level schemas along with the emotion schemas which are micro level schemas as explained in figure 2 in Chapter 2. Promotional content in the form of features of displayed project is the need of context while a prosperous future by providing economic opportunities and raising living standards is an emotional appeal to persuade the readers. Cultural content in the form of traditional accessories has been displayed to evoke emotions related to particular culture.

In Pakistani context, emotional appeal by language play is very common to manipulate people. They easily get attracted to persuasive language while in Western culture, contextual needs vary and promotional content depends on the cultural values. They keep context in mind and use cultural and traditional aspect to accomplish the communicative task. Linguistic repertoire in the form of creative pragmatic patterns highlights translingual approach and serves the skopos by keeping in mind the pragmatic need to communicate effectively.

4.28 Picture



4.28.1 Description

The presented signboards are about an asset management company known as Al-Ameen Funds managed by UBL (United Bank Limited) Fund Managers Limited fall in the category of marketing signboards to serve the purpose i.e. promotion of company for public welfare. The name of company has been written in English as well as in Urdu language. In English language, the name has been capitalized along with its features in the form of adjective phrases like Islamic Investment Center and Al-Ameen Islamic Active Allocation Series. The leading institution i.e. UBL as a business partner of investment center has been mentioned by stating it as fund managers limited that offer services to clients and share commitment in the form of excellence. In Urdu language, directive style has been highlighted by using complete sentence i.e. Make carefree investment now in stock market. Adjective phrases like Halal investment and our responsibility have also been displayed by using Urdu language.

The location of center i.e. Islamabad along with the contact number in the form of toll free number have been given for public convenience to get information. The logo of investment center and the images of coins and an umbrella are included in visual content of displayed signboards which along with the verbal expressions is fulfilling translingual skopos of presented text by taking pragmatic need into consideration and making communication successful.

4.28.2 Interpretation

Asset management companies reshape dreams by providing investment solutions and counseling to clients. The secret of their success depends on investment management process, unparalleled customer service, trained investment advisors and trends and practices agreed with global investment. Al-Ameen Funds, being an Islamic Investment center, is one of them providing Shariah compliant investment solutions to corporate and retail clientele with the help of business partners by offering services in the form of commitment and excellence.

Promotional text for the marketing of highlighted investment center has been displayed on the presented signboards by using translingual approach encompassing

English and Urdu language. Capitalization of the name of company along with its description i.e. Islamic Investment center in English language is highlighting the intention of text i.e. to put emphasis on the displayed content. The fund managing institution i.e. UBL (United Bank Limited) has also been mentioned under the name of asset management company to indicate its business partners who play their role in the form of corporate social responsibility. Adjective phrase like Al-Ameen Islamic Active Allocation Series, as promotional content, is also reinforcing the marketing strategy by highlighting feature of Islamic Investment center while in Urdu language, the name of center has been written in stylized form along with the phrases like Halal investment and our responsibility and an imperative sentence like Make carefree investment now in stock market to suggest people about Shariah compliant investment.

Creative pragmatic patterns involve linguistic borrowing and adaptation which are part of Skopos theory and have been seen in the given text like the word ‘funds’ has been borrowed from English language and the words like stock market and invest have been adapted in Urdu language and written as they are without converting them in Urdu language. The usage of these techniques serves the appellative function of language by creating a relative effect and retaining the essence of words as they have in original language.

The use of pronoun ‘our’ is also indicating mutual relationship or harmony among interactors which include asset management company, business partners, fund managers and clients. The Islamic concept in the form of Shariah compliant investment solutions has been highlighted and to serve this purpose, lexical items have been chosen accordingly. The words like Al-Ameen, Islamic and Halal are presenting the religious connotation i.e. Islamic perspective related to financial solutions.

For public convenience, the location and contact number of center have been displayed. People can get information by using communicative means. The contact number has been made toll free for marketing of investment center. The logo of company has been displayed along with the images of coins and an umbrella to indicate safe investment solutions offered by the displayed asset management company. Linguistic expressions and visual content are highlighting the mission of Islamic Investment center.

Translingual phenomenon involves crossing of linguistic and cultural boundaries to sustain social relations by communicating effectively. Linguistic repertoire serves the translingual skopos by using pragmatic patterns in the form of creativity. In the presented signboards, marketing strategy in the form of promotional content which includes the key features of company has been displayed in a way to highlight religious perspective through lexical items.

Based on Skopos theory, such linguistic choices have been made that are fulfilling the pragmatic need as referred in figure 1 in Chapter 1. Pakistan, being an Islamic state, follows Islamic ideologies and teachings in every domain. The Islamic concept of financial solutions includes Shariah compliance (an act that underlines Islamic laws or complies with Shariah requirements). Both languages, English and Urdu, are fulfilling the contextual need by encompassing translingual approach. Public welfare has been grounded in the displayed text by ensuring Islamic laws related to asset management and company's responsibility in terms of offering carefree services related to investment in stock market.

Social integration relies on common ground provided by syncretic use of language and culture for a meaningful communication as illustrated in figure 3 in Chapter 3. According to Cultural schemas theory, cultural context determines the pragmatic meanings by considering schemas embedded in society. Context schemas as macro level schemas and emotion schemas as micro level schemas as depicted in figure 2 in Chapter 2 have been kept in mind while displaying the presented signboards. Promotional content in the form of key features and religious perspective for marketing underlying public welfare is indicating the context schemas while emotion schemas involve religion as a moral force to convince the readers. Islamic notions have been used to fulfill the need of context and evoke emotions related to religion.

In Pakistan, Islamic ideologies prevail and people follow religious teachings wholeheartedly to maximize benefits. To manipulate people, marketing strategies in the form of promotional lexical items and religious content are used to achieve communicative goal while in Western countries, marketing strategies may vary depending on the context. They also foreground public welfare by taking into

consideration cultural schemas which provide substantial foundation for worldview fabrication by entrenching language. Translingual practice in this regard considers cultural schemas helpful in making meanings through creative pragmatic patterns to fulfill contextual need and accomplish communicative task.

4.29 Picture



4.29.1 Description

Nutritional needs can be fulfilled by a healthy and balanced diet. For normal growth, nutrients play an important role by providing energy and regulating processes in body. The presented signboard belongs to the category of marketing signboard serving the purpose i.e. sales promotion by brand marketing in the form of promotional campaign. Lactogrow is one of the nutritious products offered by a renowned food company known as Nestle. It is a formulated milk powder used as an alternative to fulfill nutritional needs of infants by providing probiotics added nutrition.

The name of pharmacy i.e. Access Pharmacy which is promoting the usage of product has been made bold and capitalized by using English language. The packaging of product is highlighting its name along with the food company offering the product. A figure '3' has been made bold to indicate the age up till which the product is suitable i.e. for 1 to 3 years old children. A verbal phrase i.e. grow happy has been written along with little description of product in the form of sentence like it contains probiotics comfortis, 100% Lactose and Magnesium. It has also been mentioned that Nestle Lactogrow 3 is not a breast milk substitute.

A promotion campaign has been launched by the food company and it has been highlighted by using Urdu language. Informal words in the form of rhyme like Tummy and Mummy have been borrowed from English language to display the promotional campaign content. The word 'Tummy' indicates stomach or abdomen in child's language while the word 'Mummy' is an indication of mother used by child in his language.

Promotional content i.e. a healthy tummy leads to happiness of mummy is indicating the connectivity between a child and a mother. The quality of product i.e. new and advanced has been written in Urdu language to promote sale. Visuals in this regard are reinforcing the campaign by displaying emoji of happiness and the pictures of a happy child and a happy mother along with the mother bird feeding her baby birds. Linguistic expressions along with the visuals are fulfilling the communicative needs by encompassing translingual phenomenon.

4.29.2 Interpretation

Pharmacies play a societal role by making medicines and drugs available to consumers. These are basically access points which comply with professional standards and assure drug safety. Their service component complements their core function. For better health outcomes, pharmaceutical care ensures effective and safe use of medication. Access pharmacy means access health. The presented signboard is about 'Access Pharmacy' which is the name of pharmacy as well as carries connotational meaning in a sense of accessing health professionals ensures healthcare services.

Translingual practice is highlighting creative pragmatic patterns by using two languages. In English language, the name of pharmacy has been made bold and capitalized to put emphasis on the importance of displayed text which is serving the purpose known as sales promotion by brand marketing involving promotional campaign. The product 'Lactogrow' which is a baby growing-up milk formula has been promoted to fulfill the nutritional needs of children by ensuring health and growth. The name of product and the food company which offers it have been highlighted along with the age of children upto which the product can be used.

Verbal phrases like Access pharmacy and Grow happy have been used to put emphasis on the action along with the place and manner. A little description in the form of sentences has been given by highlighting pros and cons of product in the form of ingredients it contains and a synthetic supplement not a natural substitute. In Urdu language, promotional campaign launched by food company has been foregrounded by using rhyme scheme while making linguistic choices to attract the readers. Informal words that are part of child's language have been used to indicate creative pragmatic patterns for sales promotion. A healthy child pacifies a mother as his growth provides happiness to mother. Due to strong connection between a child and a mother, healthy and balanced diet plans are negotiated to ensure health of child which becomes the foremost priority of every mother.

Promotional content in the form of concept known as 'motherhood' has been displayed by using Urdu language. The new and advanced feature of product is enhancing its quality and usage for better growth by providing energy and minerals to fulfill nutritional needs. Visual content which includes an emoji of happiness and the pictures of a happy child and a happy mother along with the mother bird feeding her baby birds is indicating the concept of motherhood in terms of health and care provided to children for growth which symbolize happiness.

Language expressions transcend boundaries while using translingual approach to convey the message. Based on Skopos theory, such linguistic practices are made which reframe varieties and incorporate cultural and societal forms in the form of creative pragmatic patterns to serve the purpose of communication as illustrated in figure 1 in

Chapter 1. In the presented signboard, the translingual practice has been made to promote sale of displayed product offered by food company in the form of promotional campaign.

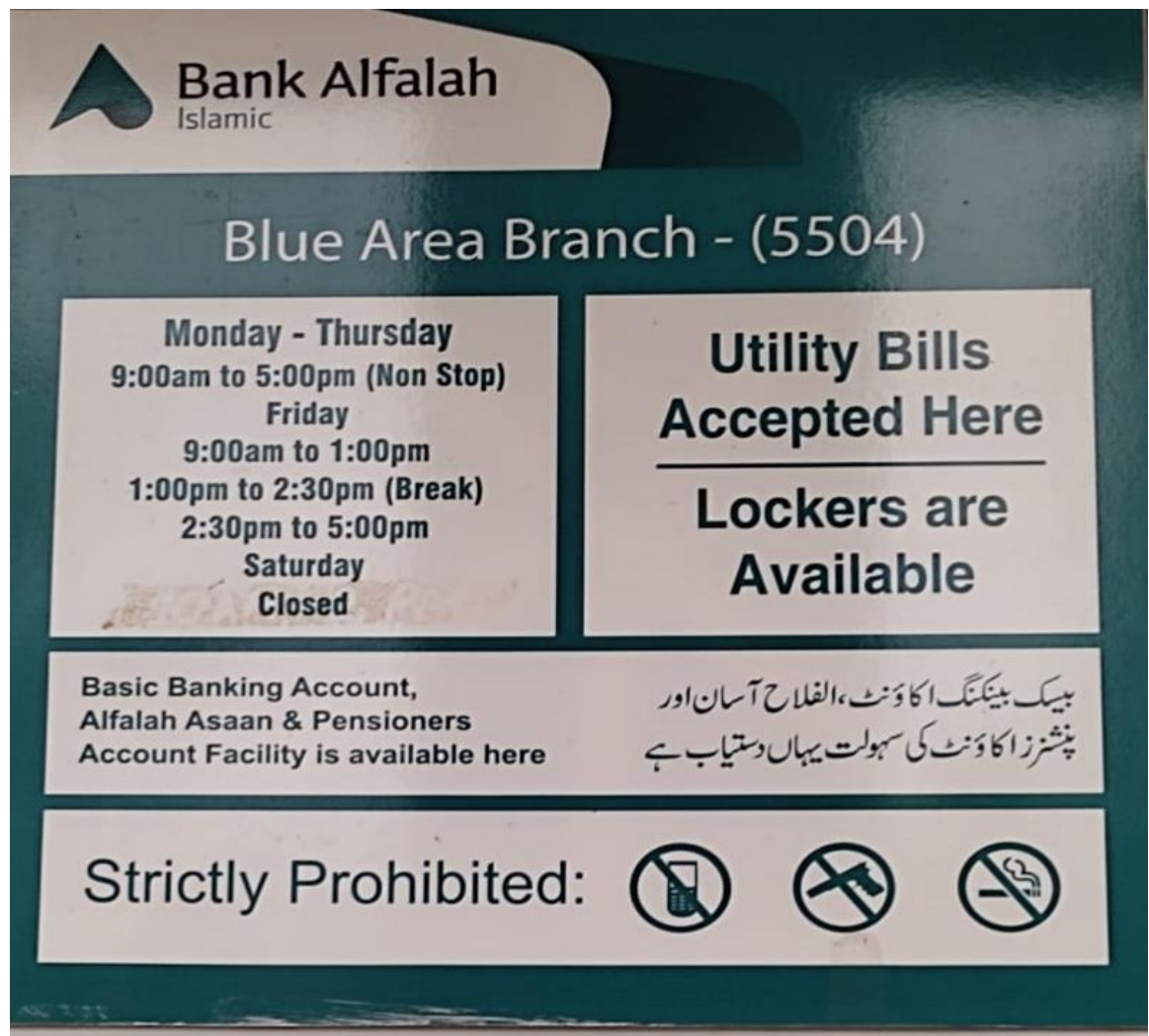
Linguistic productivity involves rhyming words to highlight the concept of motherhood by linking health of child with happiness of mother. Nestle is a food company famous for quality products. Brand marketing by highlighting characteristics of offered products and launching promotional campaigns is a pragmatic strategy used by companies to attract consumers and promote sale. Healthcare services include pharmaceutical contribution in the form of making products available to consumers which are beneficial for health. Growth is a natural process and a healthy growth results in happiness which has been depicted through linguistic expressions along with the visuals. Pragmatic need has been kept in mind while translanguaging to accomplish the task of communication.

Translingual approach maximizes understanding by integrating linguistic resources with cultural concepts in a creative manner to fulfill the need of context. According to Cultural schemas theory, interpretation is based on socially and culturally constructed meanings underlying schemas and subschemas present in a society to reinforce communication as shown in figure 3 in Chapter 3. The presented signboard involves context schemas which are macro level schemas along with the emotion schemas which are micro level schemas as discussed in figure 2 in Chapter2. Brand marketing and sales promotion by highlighting qualities of displayed product and using promotional campaign are the contextual needs embedded in the form of schemas for an effective communication. The concept of motherhood invokes emotional schemas by highlighting relationship between a mother and a child in terms of care, love, affection and strength given to children by mothers. The growth and health of child ultimately leads to happiness of mother.

In Pakistan as well as in Western countries, context schemas along with the emotion schemas are kept in mind while promoting a brand and sale of products by using promotional campaigns. Marketing strategies and promotional content may vary from culture to culture but the emotions related to child-mother relationship prevail everywhere to emphasize the concept of motherhood. In Pakistani culture, this concept

holds a great significance in terms of emotions associated with it. Western context also gives importance to this notion along with the variations depending on the cultural schemas embedded therein. For a successful communication, pragmatic needs are taken into consideration and linguistic choices in the form of creative pragmatic patterns are made accordingly by invoking cultural schemas and highlighting translingual skopos of displayed content.

4.30 Picture



4.30.1 Description

The presented signboard falls in the category of promotional signboard to serve the purpose known as public convenience by displaying facilities provided by a private bank named as Bank Alfalah. English and Urdu language have been used to promote the

bank. By using English language, noun phrases, adjective phrases, adverbial phrases and complete sentences have been written to convey the information. The name of bank has been mentioned by incorporating an adapted word ‘Alfalah’ from Urdu language along with its quality i.e. Islamic bank while its location i.e. Blue Area Branch has been centered along with the branch code (5504). The facilities provided by bank include acceptance of utility bills and availability of lockers. Basic Banking Account, Alfalah Asaan and Pensioners Account Facility have also been made available. Strictly prohibited things have been displayed in the form of visuals indicating no mobile phone, no weapons and no smoking.

The bank timings have also been mentioned by highlighting non-stop services offered to clients and the break timings along with the closing day. In Urdu language, facilities have been reasserted by encompassing adapted and borrowed words from English language. Punctuation marks like dash, parenthesis and colon have been used in the text to add meanings and aid understanding. The visuals include the logo of displayed bank and the images of mobile phone, weapon and cigarette emitting smoke with prohibition sign. Verbal expressions and the visual content are fulfilling the pragmatic need by using translingual approach to make communication effective.

4.30.2 Interpretation

Private banking services facilitate clients by maintaining and protecting their assets and providing financial solutions in the form of investment and saving plans. Bank Alfalah is one of them based on Islamic banking system providing facilities to clients to ease them to the possible extent. The promotion of the private bank has been made by displaying facilities offered by it for public convenience.

Translingual practice has been highlighted by English and Urdu language to achieve communicative goal. Creative pragmatic patterns involve promotional content which includes name of bank, its quality, location, branch code, bank timings including break and closing day and facilities like non-stop working, utility bills acceptance, lockers availability, basic bank account, Alfalah Asaan and pensioners account facility has been highlighted in English language to convey the information related to private banking services offered by the displayed private bank.

The name of bank i.e. Alfalah has connotative meanings as the word has been adapted from Urdu language and written in English language to create a relative effect on reader's mind by giving a sense of well-being and betterment of individuals by availing the services provided by bank. 'Islamic' notion is also highlighting the quality and terms and conditions based on religious financial solutions. Basic banking account provides transaction facility with no service charges and low-income depositors can get benefit from it.

Alfalah Asaan account involves an adapted word 'Asaan' from Urdu language to retain the effect it carries in original language by featuring minimal documentation, no service charges, monthly cash deposit, withdrawal facility in the form of debit card and cheque book along with the SMS alert service while pensioners account deals with the savings and monthly profits along with easy access in the form of online banking services with no charges and free e-statements. All these services are offered by private bank for its promotion by foregrounding public convenience. Concierge services, saving plans and security assurance are the main facilities come under the services of banking system.

For public safety and security along with the health, strictly prohibited things like use of mobile phone inside premises, weapons and smoking have been mentioned in the form of visuals having prohibition sign. In Urdu language, reassertion of facilities has been seen in the form of complete sentence instead of phrases by adapting and borrowing words from English language. The words like basic and account have been adapted while the word 'pensioners' has been borrowed from English language for the creation and sustainability of effect on the mind of readers. By using such words, attention of readers has been captured to communicate successfully.

The use of punctuation marks is an indication of clarification of meanings in the form of correct reading of displayed text and aid to understanding. A dash along with the parentheses symbolizes separation of text from its surroundings displaying additional information while colon directs an explanation to understand easily. As far as the visuals are concerned, logo of bank and the images of mobile phone, weapon and cigarette emitting smoke carrying prohibition sign without verbal explanation have been displayed to symbolize the intention and prohibition of acts. Language expressions and the visual

content are strengthening the skopos of displayed signboard i.e. promotion of bank in the form of facilities offered by it for public convenience.

Translanguaging has transformative capacity due to the negotiation of boundaries between different languages in the form of semiotic resources providing linguistic repertoire for communicative purpose as described in figure 1 in Chapter 1. Creative pragmatic patterns which are results of translingual practice help in achieving communicative goal according to Skopos theory. The presented signboard encompasses pragmatic strategy in the form of promotional content which includes facilities offered by displayed bank underlying Islamic concept along with the description of additional information like location, branch code, bank timings and prohibited activities to ensure public safety and convenience.

Linguistic creativity has been shown by blending verbal expressions with visuals to enhance communication. Techniques like adaptation and borrowing of words are indicating translingual approach which has been used to facilitate communication by enhancing understanding of contextual meanings. To transcend boundaries means to maximize communicative capacity. Public convenience has been foregrounded in the presented signboard in the form of facilities offered by bank to promote it. Translingual skopos in this regard is influencing creativity by encompassing dynamic practice to fulfill pragmatic needs.

Languages in contact serve the communicative purpose by taking into account cultural context according to Cultural schemas theory which underlines cultural knowledge and socially-shared cognition in the form of schemas and subschemas as explained in figure 3 in Chapter 3. The given signboard is highlighting context schemas in the form of contextual need i.e. public convenience. These are macro level schemas as discussed in figure 2 in Chapter 2. Banking system provides financial solutions by ensuring services and plans in the form of savings and security assurance. Clients get attracted towards facilities offered by banks and enjoy perks of banking system.

In Pakistan, banking sector encompasses public, private and foreign banks along with the underlying 'Islamic' concept to highlight pragmatic demand. These banks

provide facilities to ease clients by featuring promotional content. Western countries also foreground public convenience but their promotional strategies may vary depending on cultural context. Banking system plays an important role in economic development by negotiating underlying terms and conditions. Linguistic creativity is an indication of translanguaging practice in the form of creative pragmatic patterns which encompass cultural schemas to serve the communicative skopos and highlight contextual meanings.

4.31 Picture

Paper mulberry
Broussonetia papyrifera
 Paper mulberry is a deciduous tree which can grow up to 20 metres in height.
 Highly allergenic pollen and is the main culprit of inhalant allergy in Islamabad.
 Consumes large quantities of fresh water which slows the flow of rivers and streams and suppresses the growth of other plants.

Lantana
Lantana camara
 Lantana is a flowering shrub that can grow up to 2 metres.
 Lantana is poisonous to livestock causing liver disease and extreme sensitivity to sunlight resulting in burns and blisters.
 Alters the ecosystem of forest floors and as a woody weed, Lantana increases the risk of fires.

Mesquite
Prosopis juliflora
 A small shrub or tree which can grow up to 12 metres.
 Forms dense and thorny thickets which can cause wounds, obstructs watering holes and block paths.
 Is highly drought and salt-tolerant so it can easily out-compete other vegetation particularly in dry habitats.

In Southeast Asia, every year, invasive species cost at least US\$33 billion, reducing the total GDP by 5%.
 جنوب مشرقی ایشیا میں ہر سال حملہ آور پودوں کی اقسام زراعت کو کم و بیش 33 بلین ڈالر کا نقصان پہنچاتی ہیں جس سے سالانہ پیداواری لاگت (GDP) میں 5 فیصد کمی کی واقع ہوتی ہے۔

آپ کیا کر سکتے ہیں؟
 حملہ آور انواع کو محفوظ اور درست طریقے سے تلف کریں، تاکہ وہ پھیل نہ سکیں۔ اپنے باہر کے آلات، کپڑوں اور جوتوں کو دیکھیں صاف کریں اور خشک کر لیں اس کو پھیلنے سے بچانے کے لئے باغ میں قدرتی اور معاشاتی انواع کو کاٹ کر لیں۔ یہ پالیٹی ٹیز کو بھی مدد دینے کے۔ خشک میں کوئی پودا یا جانور ایسا نہ چھوڑیں جو اس امریکا کا تھوڑا سا پیغام بھیجا گیا اور اپنے خاندان، دوستوں اور بھائیوں کو بھی حملہ آور انواع کے متعلق بتائیں۔

4.31.1 Description

Biodiversity is facing global threat in the form of invasive species disturbing ecosystem, marginalizing native species and bringing large scale environmental and economic damage. The presented signboard is an example of informational signboard highlighting economic loss due to invasive species by displaying information related to them along with the instructions to mitigate their adverse impacts by making people aware of the growing menace and possible ways to control it. The given signboard is serving the purpose known as public awareness by using English and Urdu language. Description about invasive species found mostly in ICT (Islamabad Capital Territory) like Paper mulberry, Lantana and Mesquite in terms of their scientific names, their nature and effects they have on ecosystem has been written in the form of complete sentences in both languages.

The central message i.e. In Southeast Asia, every year, invasive species cost at least US\$33 billion, reducing the total GDP (Gross Domestic Product) by 5% has been highlighted in the form of information to make people aware of agricultural and economic loss. In Urdu language, a question i.e. what can you do? has been raised by mentioning ways to control invasive species in the form of instructions like destroy invasive species by using safe and appropriate method to avoid their spread, look out your instruments, clothes and shoes, clean them and make them dry, to avoid spreading, cultivate natural and regional species in your garden, they will also provide help to pollinators, do not leave any plant or animal in jungle which do not belong to that area, spread this message and also tell your family, friends and neighbors about invasive species. While giving instructions in Urdu language, imperative sentences have been used and the words like pollinators and area have been adapted from English language and have been written as they are without converting them in Urdu language to retain the relative effect.

The pictures of trees, flowering shrubs and plants are included in visual content that has been displayed to add natural element in the signboard by making it aesthetically pleasing and enhancing visualization. Language expressions and visuals are giving

information along with the instructions by translingual practice to make people aware of displayed content by communicating effectively.

4.31.2 Interpretation

Invasive plant species reduce land value by causing great loss to economy and agricultural communities. Conducive environment helps species colonize new areas by competing native species and results in bio-invasion exerting profound effects on ecosystem and biodiversity. Exponential proliferation of invasive species deprives native species of moisture and nutrients and modifies entire functioning of ecosystem. The effects are irreversible as small proportion of invasive species can wreak havoc on economy and ecology of region. The presented signboard is manifestation of above-mentioned discussion. Translingual practice in the form of creative pragmatic patterns has been seen in the given informational signboard as it is displaying information about invasive species and the economic loss the region faces due these exotic or non-native species.

Translingual approach has been used in the form of using English and Urdu language to fulfill the pragmatic need i.e. to make people aware of invasive plant species. Three kinds which include Paper mulberry, Lantana and Mesquite have been mentioned by highlighting their nature and the effects they have on ecosystem in English as well as in Urdu language in the form of complete sentences as a little description about them.

Paper mulberry is a deciduous tree and is a cause of allergy. It consumes large quantities of fresh water and slows the flow of rivers and streams and suppresses the growth of other plants. Lantana is a flowering shrub poisonous to livestock causing liver disease and extreme sensitivity to sunlight resulting in burns and blisters. It is a woody weed which alters the ecosystem of forest by increasing the risk of fires. Mesquite is a small shrub or tree forms dense and thorny bushes which can cause wounds, obstruct watering holes and block paths. It is highly drought and salt-tolerant so it can easily out-compete other vegetation particularly in dry habitats.

The main information has been centered to highlight the annual economic loss to agricultural communities by focusing the factor known as GDP (Gross Domestic

Product). By using Urdu language, people's contribution in avoiding spread of invasive species has been highlighted in the form of possible ways to destroy or eradicate such type of species. Safe methods in the form of cleanliness, cultivation of natural species instead of non-native species and awareness by spreading message have been appreciated.

The use of imperative sentences while giving instructions is indicating the directed style of Urdu language. Actions have been focused. The adapted words like pollinators and area have been used to retain their essence and create an effect on reader's mind as they have in original language. The visual content is reinforcing the displayed text by focusing natural beauty in the form of trees and plants along with the flowering shrubs. Biodiversity has been highlighted by stressing economic loss and ecological damage caused by invasive species by using translingual approach in the form of linguistic expressions and the visuals.

Translingual perspective involves conceptual as well as methodological contribution in the era of dynamic and complex mobilities. It encompasses different languages for effective communication. Linguistic resources refer purposeful alternations in order to construct meanings. The presented signboard is using translingual phenomenon to inform and instruct people by making them aware of surroundings. Based on Skopos theory, such pragmatic patterns have been used which are fulfilling the purpose of displayed signboard as discussed in figure 1 in Chapter 1. Creativity has been made in the form of raising question and answering it by instructing people to meet contextual need i.e. control of invasive plant species by eradicating or minimizing the cause of spread. Awareness, which is a main element, has been highlighted by informing people about possible hazards and outcomes in the form of harmful impacts. Global threat to biodiversity has been focused by highlighting annual economic loss as well.

To move across languages is translingualism and techniques like adaptation, borrowing and creativity are used in this phenomenon. In the given signboard, words have been adapted to highlight translingual practice. Instructions have been given in native language to provide solution of growing issue which is a pragmatic need and has been fulfilled by displaying signboard related to it.

Mobility of knowledge outweighs structural constraints of named languages by integrating linguistic repertoire to make meanings. According to Cultural schemas theory, cultural concepts in the form of schemas reinforce meaning making process by providing common ground. Language practices are made for strategic gains. In the presented signboard, context schemas along with the fact and concept-based schemas are playing their role in understanding the displayed content. These are macro level schemas as illustrated in figure 2 in Chapter 2. Biodiversity in nature is a concept associated with ecosystem and economic loss and environmental damage caused by invasive species is a fact resulting in adverse impacts. Informing people by making them aware and giving instructions are the contextual needs and context schemas in this regard help people behave accordingly.

As a global threat to biodiversity in the form of invasive species, Pakistan as well as Western countries takes into account context schemas as well as fact and concept-based schemas to meet pragmatic ends. Information, awareness and instructions are the key elements of displayed signboard which are making communication successful by using linguistic expressions and creative pragmatic patterns as part of translanguaging approach and invoking cultural schemas to fulfill pragmatic needs.

4.32 Picture



4.32.1 Description

The presented signboard falls in the category of marketing signboard to serve the purpose known as promotion of underlying mode. National Bank of Pakistan (NBP) offers Aitemaad Saving Account to enjoy benefits provided by it. English and Urdu language have been used to display the promotional content. The name of account in the form of adjective phrase carrying abstract noun i.e. Aitemaad Saving Account has been made bold and centered by capitalizing the facility it is offering in the form of imperative sentence i.e. Enjoy Halaal Profit on your Savings. The word ‘Aitemaad’ has been adapted in English language while the words like Halaal and Islamic have been borrowed from Urdu language. The name of bank has been written in the form of acronym i.e. NBP (National Bank of Pakistan) by highlighting its qualities in the form of adjective phrases like The Nation’ Bank based on Islamic banking system.

In Urdu language, the main content in the form of noun phrase i.e. interest free has been displayed twice to put emphasis on it. The name of bank in Urdu language is encompassing adapted words like national and preposition ‘of’ while the words like bank and banking have been borrowed from English language. The quality possessed by bank i.e. Aitemaad has also been written in Urdu language. The visuals include logo of bank and picture of sack full of coins which are indicating the vision of bank in the form of savings and enjoying Halaal profits on them. Verbal expressions along with visuals have been displayed to achieve communicative goals.

4.32.2 Interpretation

Saving account is one of the facilities provided by banks to ensure financial solutions in the form of investment and profit. Mainstream economy also depends on profit maximization for development of country. The underlying ideology of Pakistan encompasses religious perspective i.e. Islamic concept in every domain of life. Islamic values and teachings provide guidance to resolve issues faced in any sector. Banking system also follows Islamic practices to provide maximum benefits to clients. Different schemes are launched by banks for their marketing and promotion. National Bank of Pakistan (NBP) is one of them providing Deposit Products Scheme in the name of Aitemaad Saving Account under Islamic Banking concept.

The presented signboard has been displayed to promote the bank by highlighting Islamic notion for its marketing. Translingual approach has been seen in the form of using English and Urdu language to display content following creative pragmatic patterns. In English language, Islamic concept i.e. Halaal profit has been highlighted by focusing on reliability factor known as Trust or Aitemaad. The name of saving account has been centered by using an abstract noun i.e. Aitemaad to attract the readers. Imperative sentence i.e. Enjoy Halaal Profit on Your Savings has been capitalized to put emphasis on the displayed content. The use of possessive pronoun 'your' and an adjective phrase 'The Nation's Bank' are highlighting the inclusivity by foregrounding subject at individual level as well as at societal level by referring people as one nation aiming at common goals.

The name of bank in the form of acronym 'NBP' has been written to save space by retaining the concept or meanings and can be said and understood easily and quickly. Islamic banking is also an adjective phrase that has been used to highlight the underlying religious mode of displayed bank. The adapted word 'Aitemaad' and the borrowed words like Halaal and Islamic have been used in English language to create a relative effect in readers' mind by highlighting religious aspect along with the quality possessed by the bank. In Urdu language, an adjective phrase i.e. interest free has been made bold and centered by writing it twice as well to foreground the main content of displayed signboard.

The service provided by bank in the name of Aitemaad has also been written in Urdu language along with the notion of Islamic banking while the complete name of bank rather than acronym has been displayed by using Urdu language by incorporating adapted words like national and of (a preposition). Bank and banking are the borrowed words that have been written in Urdu language to capture their idea. Visuals are also strengthening the displayed verbal expressions in the form of logo of bank to highlight its Islamic vision and sack full of coins to indicate savings in terms of underlying Islamic notions like Halaal profit and interest free by foregrounding reliability by using term 'trust'. Translingual practice has been made by blending verbal expressions and visuals to accomplish communicative task.

The defining behavior of translingual phenomenon includes such linguistic practices across languages which meet communicative ends by keeping pragmatic need in mind as described in figure 1 in Chapter 1. Translanguaging perspective does not represent separate roles and structural constraints of different languages rather it employs integrational approach by using such linguistic resources which fulfill the communicative needs. The presented signboard is an example of such integrational approach which is promoting the displayed content by encompassing English and Urdu language. Marketing has been done by translingual practice.

Based on Skopos theory, such linguistic choices have been made which are fulfilling the pragmatic demand. The underlying Islamic perspective which has been used as a pragmatic strategy has been highlighted in a way to present parallel concepts like profit and interest. Islam allows profit but prohibits interest. It advocates lawful pursuits by focusing moderate profit drive and honesty in business. Islamic moral discipline in terms of economic justice puts emphasis on scheme of distribution. Profit maximization depends on distributive justice. Fair play, mutual benefit and cooperation are the factors Islam aims at by framing exchange relations. Islamic banking system promotes Halaal profit on savings by exhorting interest free deposit schemes.

The displayed saving account offers facilities like cheque book, debit card, pay order, demand draft, SMS (Short Message Service) alerts, statement of account, lockers, online banking etc. All these facilities have been ensured by Aitemaad Saving account offered by National Bank of Pakistan. Translingual skopos in terms of highlighting Islamic banking system by incorporating nation's trust and foregrounding religious teachings has been fulfilled by using such language expressions that are serving the pragmatic purpose.

Linguistic dimensions make communication effective by encompassing socio-cultural context which includes cultural concepts in the form of schemas entrenched in language to facilitate meaning-making process according to Cultural schemas theory. These schemas are invoked by translingual skopos for pragmatic ends. The underlying schemas in the given signboard include context schemas which are macro level schemas as well as emotion schemas which are micro level schemas as illustrated in figure 2 in

Chapter 2. Marketing has been done by using promotional content to fulfill contextual need. Context schemas are playing their role in the form of marketing strategy displayed on signboard to promote the bank by foregrounding Islamic notions which are constituents of emotion schemas. By using religious aspect, emotions can be evoked which persuade the readers.

In Pakistan, context schemas and emotion schemas play an important role to manipulate people. According to context, different marketing strategies are used for promotion and Islamic concepts in this regard reinforce marketing by evoking emotions in terms of religious affiliations while in Western countries, banking system follows terms and conditions according to their context. Their point of view regarding savings, investment, profit and interest may vary as well as emotional appeal may have different content to convince clients. An effective communication is the result of translingual practice when it utilizes linguistic repertoire and pragmatic patterns for creativity and encompasses cultural schemas to meet pragmatic ends.

By analyzing data, it has been found that translingual phenomenon is an important part of displayed signboards as it encompasses two or more than two languages to display the content. In Pakistani context, two languages English and Urdu have been seen more on public signboards as compared to other local languages. English is known as *Lingua Franca* while Urdu is a national language of Pakistan comprehensible to native ones. Translingual practice operationalized on public signboards keeps context in mind and conveys message to masses accordingly. The selected signboards in this regard are highlighting translingual approach in the form of using English and Urdu language as communicative ones to attract the readers and to serve the purpose of displayed content involving instructions, information, promotion, marketing, prohibition, warning and at times public welfare.

Along with the translingual skopoi, creative pragmatic patterns on the selected signboards have been seen to fulfill communicative needs. These patterns have been indexed through the use of linguistic resources. Variations at linguistic, cultural and pragmatic level can be seen to meet the demand of context according to the figure 1 in Chapter 1. Linguistically, phrases and sentences have been altered to persuade readers

while pragmatically, techniques like adaptation and borrowing of words have been used to achieve communicative goals. As far as cultural cognition is concerned, concepts vary from culture to culture as and the presented signboards are highlighting Pakistani culture and ideologies prevailing in Pakistani society. Religious aspect has great importance in Pakistani context and it has been used as a pragmatic strategy to accomplish the task of communication. Promotional content and marketing strategies referring pragmatic patterns have been used on selected signboards to fulfill pragmatic needs.

Lastly, translingual approach not only highlights skopos of displayed text but also embedded cultural concepts in the form of schemas and subschemas to fulfill communicative needs as illustrated in figure 3 in Chapter 3. The presented signboards mostly involve role schemas, context schemas and emotion schemas which are macro and micro level schemas according to figure 2 in Chapter 2. These schemas are constituents of creative pragmatic patterns which in turn are helpful in translingual practice to make communication effective and successful. Public signboards have different skopoi which they serve by translingualism and creative pragmatic patterns along with the embedded cultural schemas to meet pragmatic ends and achieve communicative goals.

CHAPTER 5

CONCLUSION

A comprehensive discussion including introduction, research methodology, data analysis and interpretation by reviewing literature which provides theoretical grounding has been presented ahead by the researcher. Findings of study have been delineated along with the recommendations for enhancement of knowledge. By keeping in mind the findings of the present study, suggestions have been made for future researches.

5.1 Discussion

The main objective of this study was to explain the influence of translingual Skopos on communication by using linguistic resources in the form of creative pragmatic patterns embedded in cultural schemas to fulfill pragmatic needs. Signboards are considered as communicative resources and they encompass translanguaging for creativity and cultural schemas for pragmatic presentation. They may be categorized on the basis of languages used on them, purpose or function they perform and place where they are displayed. They carry contextual meanings and focus target readers along with the public convenience.

Signboards shed light on socially and culturally constructed meanings by highlighting performative element. Linguistic repertoire helps negotiate meanings and foregrounds function and intention of displayed text. The present study is manifestation of interdisciplinarity in terms of blending Skopos theory and Cultural Schemas theory to provide theoretical as well as methodological groundings for explanation of context displayed on signboards.

Qualitative research approach is an indication of interpretive research design which involves purposive and convenience sampling to describe techniques, approaches and variations as a result of translingual approach which has been used as an analytical tool along with theoretical underpinnings including Skopos theory and Cultural Schemas theory. Adapt, borrow and create are some of the techniques or approaches come under

Skopos theory and they highlight purpose or function of text by underlying coherence while cultural schemas and sub schemas are part of cultural conceptualizations studied under Cultural Linguistics and they elicit centrality of concepts in semantic network.

The adapted framework for this study shows results by emphasizing translingual Skopoi in terms of stratification beliefs and cultural schemas present in a society. The interpretation and analysis of presented data highlight translingual approach with underlying cultural schemas to meet communicative goals by fulfilling pragmatic needs.

5.2 Findings

Research questions have been addressed while interpreting data and after carrying out an extensive data analysis, following research findings have been presented by the researcher.

Different signboards have been displayed at different places based on the purpose or function they perform to attract the target readers and have been categorized accordingly. Two or three languages have been used to display the content and have been referred as bilingual or trilingual signboards. Verbal expressions have been blended with visuals in the form of logos to highlight vision and pictures and images to reinforce concrete visualization.

Variations have been found to be present at linguistic, cultural and pragmatic level. Grammatical and orthographic alterations have been made by using adjective phrases and imperative sentences along with the punctuation marks to put emphasis on the displayed content. Techniques like adaptation, borrowing and creativity have been used while displaying text on signboards. Moving across languages by using these techniques creates a relative effect on reader's mind and retains the idea or experience of lexical item used in a specific language for strategic gains.

Translingual approach has been employed to transcend boundaries between languages to serve the pragmatic purpose. Language practices highlight skopos of displayed text by influencing productivity through linguistic resources. Pragmatic needs have been fulfilled by using strategies to meet communicative ends. While using translingual approach, cultural cognition in terms of schemas and subschemas has been

kept in mind to generate contextual meanings. A substantial foundation in the form of common ground has been provided by cultural schemas which are embedded in language to fabricate worldview.

To make communication effective and successful, linguistic expressions and cultural conceptualizations play their role by using translingual phenomenon and foregrounding pragmatic exigencies. The study shows that signboards taken for research are mostly bilingual and belong to the category of promotional, marketing and informational signboards as compared to instructional, prohibition and warning signboards. Public welfare, health, awareness, convenience, safety and security have been presented as foremost purposes of signboards displayed publicly. Marketing in terms of brand and sales promotion has been done by using different strategies and promotional campaigns depending on the context and cultural schemas.

In Pakistani context, displayed content on signboards encompasses strategies along with the visual elements to attract the readers. Social role, contextual need and emotional appeal have been highlighted by using role schemas, context schemas and emotion schemas. Social roles and responsibilities have been emphasized by showing behavior associated with them in order to fulfill the contextual demand by evoking emotions to manipulate people in the name of religion and well-being. In western countries, strategies, linguistics expression, translingual practices, pragmatic needs, cultural concepts and schemas may vary depending on the context and target readers but the main goal i.e. an effective communicative remains the same.

5.3 Attainment of objectives

The objectives of the present research have been attained. It has been evident from study that creative pragmatic patterns are part of translingual practice. However, linguistic resources draw upon cultural context to convey the message. But the present study focuses on translingual Skopoi of public signboards along with the underlying cultural schemas which make communication successful and fulfill pragmatic demand by using target as well as goal oriented approach.

Skopos underlying cultural schemas merges semiotic grounds by translanguaging and presents a single system of communication by using languages synergistically. As far as future prospects are concerned, multifaceted approaches can be used to achieve communicative goal. The present study has been successful in terms of interdisciplinary nature to fulfill objectives. Enhancement of knowledge can be made possible by expanding scholarship with the help of recommendations.

5.4 Contribution of present study

The study offers contribution at two levels i.e. methodological and explanatory. The former includes the skopos theory and cultural linguistic theory to highlight the purpose and underlying cultural schemas while the later deals with interpretation and function of text displayed on signboards. They facilitate communication by keeping contextual need and cultural aspect in mind. So, a significant contribution has been made by the present research in terms of cross-lingual and cross-cultural communication.

5.5 Recommendations

Several recommendations have been offered by the researcher to deal with the contemporary study.

1. For practical uses, appropriate signage is considered as suitable equipment to enhance the performance of signboards in terms of functionality, their adjustment and customization should be focused. They should be displayed publicly by ensuring visibility and understanding for mass communication.
2. The function and intention of displayed text on signboards should be clear so that their category and purpose can be identified easily.
3. As native language is more comprehensible, message should be conveyed in respective language by keeping target readers and pragmatic needs in mind. In Pakistan, Urdu is national language and people get acquainted with it on massive level to ease communication.
4. Visual element has deeper impact on reader's mind. So, its usage aids understanding. While designing signboards, visual content should be displayed appropriately to achieve communicative goals.

5. Linguistic choices should be made by taking context into consideration. Phrases and sentences should be focused to convince the readers.
6. Linguistic features and techniques should be adopted accordingly to meet pragmatic ends.
7. To maximize benefits, translingual practice should be made by drawing on linguistic repertoire for an effective communication.
8. Cultural concepts should be taken into account while creating meanings in order to reinforce communicative purpose.
9. Skopoi of displayed signboards should be foregrounded for strategic gains.
10. Informational and instructional signboards should be more in number to make people aware and instruct about surroundings by ensuring public safety and welfare.

5.6 Suggestions

Following suggestions have been made for future researchers.

1. Random sampling has been done based on convenience and purpose. It can be extended to focus sampling by using signboards displayed at specific places.
2. Multilingual signboards can be taken for analysis as the present study is confined to the bilingual and trilingual signboards.
3. Variations at linguistic, cultural and pragmatic level have been seen while multimodal analysis can be made by encompassing verbal as well as non-verbal expressions.
4. The research focuses on functional theory combined with cultural linguistic theory. Different theories can be blended to provide theoretical grounding to researches.
5. Multifaceted approaches and techniques can be used to meet communicative needs.
6. Cultural schemas have been focused while researches can be expanded by incorporating cultural categories and cultural metaphors which are part of cultural conceptualizations to enhance understanding. Schematic

associations can be studied by encompassing different techniques to highlight connections and relative centrality of concepts present in a society.

7. The future researches should go beyond merely linguistic theories and attempt to encompass wider sociocultural considerations.
8. Interdisciplinary nature of research is a growing dimension and can be extended to explore depths.

5.7 Limitations of the study

The practical constraints did not allow researcher to cover the entire range. Hurdles have been faced to get the pictures of signboards displayed at different places due to security reasons. A reference letter issued by institution helped researcher to conduct research by collecting relevant data. The accessibility in terms of allowed conditions or convenience sampling and availability in terms of purposive sampling was not an easy task.

Signboards belonging to the category of marketing for brand and sale promotion seem more in number which attract the target readers by using strategies and promotional campaigns to meet societal and cultural needs. To overcome the short comings, an attempt was made by combining functional theory with cultural theory while interpreting data including other categories of signboards to highlight their purpose and function they perform but still more responsive contexts will constitute a viable area of research.

5.8 Comments

The findings throw light on objectives of present study by addressing research questions. Public signboards drive attention of readers and quality signage in this regard beautifies the appearance and influences the decision and attitudes of readers by inspiring them through displayed content. In a nutshell, linguistic creativity incorporates innovative patterns to give voice to pragmatic meanings by making translingual practices and encompassing cultural schemas to make communication effective.

To sum up the discussion, the present research is great breakthrough in terms of highlighting communicative means by using visual graphics in the form of signboards displaying languages in contact to meet pragmatic exigencies. Moreover, linguistic landscape can be enhanced by providing insights and knowledge about different languages along with the cultural aspects. Growing dimensions must be accepted rather than resistance for a better future.

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