

The study analyzes Urdu-English code-switching in two Pakistani English Newspapers, Dawn (daily) and The Nation (daily). The data for the present research has been collected from the Headlines, Editorials and Showbiz sections of the mentioned newspapers at word, phrase and sentence level. The time-span delimited for the present research is one month i.e. from February 1, 2017 to February 28, 2017. This study employs Myers-Scotton's (1993a) Markedness Model of code-switching which deals with the social roles associated with language, Negotiation principle, Rights and Obligations, Marked Vs Unmarked code choices, Normative Function of language, Rationale Actor Model (RAM), and Matrix Language Frame (MLF). In accordance with the nature of the existing data, the researcher has amended the model by adding the concept of language and ideology in the existing model employed in the present study because attempt has also been made to locate possible causes of linguistic pluralism propagated through print media discourses of Pakistan. The researcher excludes the category of Negotiation Principle as it only deals with the conversational aspects of code-switching. Besides categorizing the process of code-switching and documenting the frequency of occurrence of each category in Pakistani print media discourses, the researcher has also attempted to locate the possible ideological factors causing rapid changes in the different jargons of language. This is how the researcher has validated her findings qualitatively and quantitatively. The findings of the research highlight that the process of language change/ linguistic pluralism is inevitable and has become rapid across the globe. Additionally, the research reveals that different social, political, cultural and religious factors contributing a lot in the process of code-switching. This is how it is proved that code-switching is a sociolinguistic phenomenon which results in creating different Englishes (non-native varieties of English) across the globe. Despite having Urdu-English equivalents, bilinguals/ multilinguals employ culture specific words to give exact expression to their feelings and thoughts and to make their statements more effective.

Key Words: Code-switching, Sociolinguistics, Print Media, Language change