

Code-mixing is a common phenomenon in the modern multilingual and bilingual world and it as much occurs in media as it does in other areas of society. This research aimed to explore the extent to which code-mixing is done in Urdu news of a private Pakistani news channel, if any, and the effects of this code-mixing on Urdu language as well as on the viewers. It was a case study in which research technique of mixed methods approach has been applied. A questionnaire and an interview protocol were designed besides the relevant on-air news recordings with a purpose of data collection. Questionnaires were conducted on sixty viewers whereas five news reporters were interviewed. four-research questions were raised. The results answered the questions and revealed that code-mixing is frequent in Urdu news. Although, most of the words have their equivalence in Urdu language but they are not a part of people's active vocabulary and are not usually used in everyday conversations. It reflected the general behaviour prevailing in the society and media that those words are used which are easily available at hand and can facilitate easy and fluent conversation, no matter if they are used by performing code-mixing. The study further threw light on the fact, as evident in the responses of the interviewees, that this phenomenon is most likely to continue in future and grow widely, will most probably have a profound effect on the Urdu language proficiency of people in the society and an increased code-mixed communication in all spheres of society. The research will help in bringing awareness to news writers and concerned persons about their own practice of code-mixing, so that they remain conscious of the fact that English words do have their equivalents in Urdu language and should be used instead.