

## **A Case Study of Malaysian Radio Announcers' Code-Switching**

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### **ABSTRAK**

This study explores the code-switching patterns among Malaysian radio announcers, particularly the respective types and functions, focusing on bilingual radio announcers from Malaysia radio stations. Despite the frequency of code-switching studies in Malaysia, limited studies have focused on the use of code-switching in the context of broadcast media. The study draws on qualitative approach with a case study design to explore the code-switching patterns among Malaysian radio announcers. Data were collected from the respective online radio platforms, Hitz FM and Mix FM, where the instances of code-switching were transcribed. Utilising the typology of code-switching by Poplack (1980), the research identifies tag switching as the most prevalent form of code-switching, followed by intra-sentential switching with a preference for Malay nouns. By incorporating the theory of conversational functions of code-switching by Gumperz (1977), it was revealed that Malaysian radio announcers mainly use code-switching for interjections, followed by qualifying messages, reiteration, and quotation. Based on these findings, it can be concluded that emphasising the role of code-switching as a communication strategy is important for catering to a diverse audience.

*Kata kunci:* Code-switching, radio announcer, bilingual, multilingual

### **1.0 INTRODUCTION**

Malaysia is a diverse, multilingual nation, with three major races in Malaysia: Malay, Chinese, and Indian. Referring to the Department of Statistics Malaysia (2023), Malays dominate at 59.7%, followed by Chinese at 22.6%, Indians at 6.6% of the 30.4 million population size. Alongside the predominance of Malay, The Malaysian Constitution (Article 152:1, p. 122) denotes the Malay language as the national language, used in formal contexts, and mandated in school curriculums. Additionally, the English language also has an important position in Malaysia. After gaining independence from Britain, Laws of Malaysia Federal Constitution (1957) mentioned that “the English language may be used in both Houses of Parliament, in the Legislative Assembly of every State, and for all other official purposes” (Article 152:2).

English language proficiency is also cultivated within primary, secondary, and tertiary education as well. The English curriculum in Malaysia adopts the Common European Framework of Reference for Language, where it assists the assessment of English language skill in three levels of proficiency: basic, independent, and proficient (Cambridge English, n.d.). Additionally, in tertiary education, the English proficiency level of students is evaluated through the Malaysian University English Test (Malaysian

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Examinations Council, n.d.), where it acts as a placement test, required for university admissions. As a result, the cultivation of Malay and English through formal education has resulted in widespread bilingualism and even multilingualism, with Malaysians often code-switching between English and their native languages.

Due to the variety of spoken languages, code-switching has become a norm in Malaysia. According to Stapa & Khan (2016), code-switching (in Malaysia) is “likely to occur in both formal and informal domains, wherever communication takes place” (p.182). Despite the prevalence of code-switching in Malaysian society, research into code-switch has not treated its use among radio announcers in much detail.

Therefore, this case study aims to explore code-switching in the context of Malaysian radio broadcasting, specifically focusing on English radio stations, Hitz FM and Mix FM. The lack of previous studies in this domain indicates the need for this study, to provide insights to the broader understanding of code-switching within bilingual speech communities in Malaysia. It is significant to focus on the code-switching phenomenon among radio announcers to gain insights into how language flexibility reflects social and cultural dynamics and how it impacts radio listeners. With that, the research objectives of this case study are as follows:

1. To identify the types of code-switching used by Malaysian radio announcers.
2. To examine the functions of code-switching used by Malaysian radio announcers.

## 2.0 LITERATURE REVIEW

### 2.1 Definitions of Code-Switching

Gumperz (1982) defined code-switching as “the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or subsystems” (p. 59), and that it can be influenced by social factors such as social relationships and speaker roles. Meanwhile, Musyken (1995) defined code-switching as a discourse strategy or linguistic technique employed to enhance meaningful communication. The synthesis of these two perspectives shows that code-switching is a dynamic communicative phenomenon wherein speakers strategically integrate two languages within their discourse, which assisted the goal to enhance meaningful communication by leveraging the diverse linguistic capabilities available to the speaker and their audience.

### 2.2 Types of Code-switching

This study draws on the typology of code-switching by Poplack (1980). The three types of code-switching proposed by Poplack are tag switching, inter-sentential switching, intra-sentential switching (p.589). Tag switching involves inserting tags such as a parenthetical, an exclamation or interjection, or a sentence filler from one language into another. For example, a Malaysian study by Maros, Noorizab, & Zakaria (2016) has found evidence of tag switching of Mandarin interjections. A related instance is shown in the following.

Example:

*Wei*, you overnight again *ah?* *Wei*.

Example 1 is a dialogue by a Malaysian Chinese-English speaker, thus the use of Mandarin interjections and fillers: 'Wei' and 'ah'. From this, it is analysed that the use of tag switching varies to the tags of the speaker's first language, and in this case, speaker was found to use Mandarin interjections and fillers within an English sentence, for the purpose of conveying expressions.

The next type of code-switching is inter-sentential switching. According to Poplack (1980), this switching is shown to appear between sentences (at a sentence boundary), to which each of the sentence is in a different language. In addition, inter-sentential switching is seen most often between fluent bilingual speakers (Yusuf, Fata & Chyntia, 2018). An example of inter-sentential switching is as follows.

Example:

*No tienen ni tiempo*, sometimes for their own kids, and you know who I'm talking about.  
(They don't even have time, sometimes for their own kids, and you know who I'm talking about)

The example shows a sample found in the study of Poplack (1980, p. 597), where the first clause of the sentence is uttered in Spanish "*No tienen ni tiempo*", which was translated into "They don't even have time", and then dialogue was continued in English "sometimes for their own kids, and you know who I'm talking about".

The third type of code-switching is intra-sentential switching, where it is considered as complex, with a high probability on violation of syntactic rules (Jalil, 2009). Poplack (1980) has described that intra-sentential switching takes place within a sentence. An example of intra-sentential switching is as follows.

Example:

hada **alhashtag** alturki ʕn gaza alʔn **trend** ʕla alʕlem shariku feeh bi al'lughah alengilizia lylaft  
intibah alʕlem le gaza  
(This Turkish hashtag is about Gaza, now is a trending over the world, please participate in English language to attract the attention if the world toward Gaza)

The example is taken from a study on bilingual Saudis on Twitter by Habtoor & Almutlagah (2018, p.12), showing the use of two English nouns within an Arabic sentence. The English nouns, 'trend' and 'hashtag' was preceded with an Arabic prefix 'al' which is translated as 'the', to say, 'the hashtag'. The demonstration of this flexibility in language switches shows that intra-sentential switching is practiced by more balanced bilinguals which allows them to modify their discourse to create meaning.

### 2.3 Functions of Code-switching

This study also draws on six conversational functions of code-switching, as proposed by Gumperz (1977). The six conversational functions of code-switching are quotations, addressee specification, interjections, reiteration, message qualification, and personalisation versus objectivisation.

The first conversational function of code-switching is the function of quotation. According to Gumperz (1977), this function involves repeating a speech into a different language. One example illustrates the function of quotation when code-switching as follows.

Example:

I went to Agra, *to maine dpne bhaiko bola ki*, if you come to Delhi, you must buy some lunch.  
(I went to Agra, then I said to my brother that, if you come to Delhi, you must buy some lunch.)

The example is taken from Gumperz (1977, p. 15), where it is found that the speaker switched to Hindi in the middle of an English utterance ‘*to maine dpne bhaiko bola ki*’. The speaker in the excerpt was explaining to his listener what he had told his brother in a prior interaction that had already happened, thus switching to Hindi, as to quote his own speech.

The second conversational function of code-switching is addressee specification, where speaker switches language to direct the message to specific individuals. This function of code-switching can be observed when a speaker is involved in conversation that involves more than two participants. The following example shows this specific function.

Example:

A: Sometimes you get excited and then you speak in Hindi, then again you go on to English.

B: No nonsense, it depends on your command of English.

B: \*shortly after turning to Participant C who has just returned from answering the doorbell\*

***Kau hai bhai?***

(Who is it?)

This example is found in the work of Gumperz (1977, p. 15-16), where the conversation includes more than two participants in a conversation. Based on the conversation, it is derived that Participant A, B, and C were in a conversation prior to the extract shown, where then Participant C had to leave to answer the door. Participant C then returned to the conversation, which initiated Participant B to switch from English to Hindi, to ask ‘*Kau hai bhai?*’ or “Who is it?” when addressing Participant C, to ask a question.

Furthermore, the third conversational function of code-switching is interjection, where the language switch serves as sentence fillers, or to express reactions. An instance of this function is shown below.

Example:

B: ***Andale pues.*** And do come again. Mm?

(Okay swell. And do come again. Mm?)

This example is from the code-switching analysis conducted by Gumperz (1977, p. 16). As revealed by Gumperz, a speaker was bidding farewell after having been introduced to Speaker B by another participant in the conversation. Speaker B interjected in Spanish ‘*Andale pues*’, which translates to ‘Okay swell’ in English, followed by ‘And do come again. Mm?’. The interjection indicated that Speaker B has acknowledged the gratitude expressed by Speaker A, and in return applied the function of interjection when code-switching to express that it had been excellent to meet the other participant too.

The fourth conversational function of code-switching is the function of reiteration, where speakers switch to another language for the purpose of emphasising and to clarify information.

Example:

Sebelum ini OKT pernah ditangkap pada tahun 1975 dan 1986. **There has been a 10 year gap since the last offence.** Semenjak itu OKT telah berumah tangga mempunyai kerja tetap dan insaf.

(The accused was also arrested in 1975 and 1986. There has been a 10 year gap since the last offence. Since then, the accused has started a family, and gotten a permanent job, and repented.)

This example is taken from the analysis of code-switching in court proceedings by David (2003, p. 13). The speaker in the excerpt has first revealed in Malay, that the accused was once arrested in 1975 and 1986 ‘*Sebelum ini OKT pernah ditangkap pada tahun 1975 dan 1986*’, and then switched to English to

further clarify that there has been a ten-year gap since the last offence. After the clarification, the speaker reverted to Malay to explain that the accused has repented since then, started a family and has gotten a permanent job.

Furthermore, the next conversational function of code-switching according to Gumperz (1977) is message qualification. This function is shown when a speaker switches languages to qualify a message, which simultaneously provide supporting details in their speech. The example below illustrates this phenomenon.

Example:

The oldest one, *la grande la de once anos*.  
(The oldest one, the big one who is eleven years old.)

This example is taken from the code-switching analysis made by Gumperz (1977, p. 18), showing an English-Spanish utterance. The speaker first spoke in English, to refer to an eldest in a family, and the speaker added supporting details in Spanish '*la grande de la once anos*', which translates to 'the big one who is eleven years old'. This subsequent utterance in Spanish further qualifies the first clause of the sentence, where subject of the conversation is not only the oldest one, but is also referred to as the big one, who is eleven years old.

Finally, the sixth conversational function of code-switching by Gumperz (1977) is personalisation vs objectivisation. Simply put, this function indicates that speaker switches language when discussing oneself versus discussing about someone or something else and vice versa. Additionally, Gumperz have clarified that this code-switching may relate to the distinction between talk about action and talk as action, the degree of speaker involvement in, or distance from, a message, whether a statement reflects opinion or knowledge, whether it refers to specific instances or has the authority of generally known fact.

Example:

B: She was supposed to see me at nine-thirty at Karol Bagh.  
B: *or mat no boje ghorse nikla* (and I left the house at nine)

This example is an excerpt from a code-switching analysis by Gumperz (1977, p.19). A participant of the conversation of asking for the whereabouts of someone else, to which Speaker B replied in English that they were supposed to have met at a set location and time. Then, Speaker B switched to Hindi to say that she herself has left the house earlier to reach the meeting point in a timely manner (*or mat no boje ghorse nikla* (and I left the house at nine)). Therefore, Speaker B has demonstrated the 'personalisation vs objectivisation' function where she first responded in English to refer to the action of someone else, and then switched to Hindi to refer to her own actions.

## 2.4 Previous Studies on Code-switching

In the multilingual context of Asian countries, various studies have explored how radio announcers manage language choices. These studies have provided the insights on both the practical and sociolinguistical implications of the code-switching phenomenon.

Building on this, Wardani (2015) studied this phenomenon among Indonesian radio announcers catering to the types and the factors of code-switching used. Wardani found that these announcers use situational code-switching to navigate the language between announcer and listener, and metaphorical code-switching to transition between discussion topics. The study also revealed that code-switching among radio announcers is influenced by the need to express similarity, in which the announcers and

listeners shares the same ethnic and linguistic background. Similarly, Chairiah, Natsir, & Yusuf (2016) identified that radio announcers frequently apply code-switching for metalinguistic functions, followed by referential, directive, phatic, expressive, and poetic functions. They emphasised the importance of considering factors such as choice of words, clarity of information, and expression used in a radio broadcasting environment.

The review of these previous studies has provided valuable insights into how radio announcers use code-switching with Asian languages. However, there has been limited focus on code-switching within the context of Malaysian radio broadcasting. According to a study involving the code-switching in radio broadcasting within ASEAN countries, Prasithratsint, Thongniam, and Chumkaew (2019) discovered that Malaysia uses English more frequently alongside its national language, Malay, in their radio broadcast. This highlights the foundation for a focused study on how Malaysian radio announcers engage in English-Malay code-switching, specifically examining the types and the functions of code-switching used. Understanding these dynamics may offer valuable insights into how code-switching can enhance audience engagement and content delivery in Malaysian radio broadcasting, particularly among audiences sharing rich linguistic and sociocultural values.

### **3.0 METHODOLOGY**

This study employed a qualitative case study. Qualitative research stands as a research methodology known for its capacity to yield insights into real-world problems (Moser and Korstjens, 2017). a case study design was chosen to develop a better understanding of code-switching patterns exhibited by Malaysian bilinguals. This is because a case study, according to Simons (2009), is an “in-depth exploration from multiple perspectives of the complexity and uniqueness of a particular project, policy, institution, program, or system in a ‘real-life’ context” (p.21). Thus, the case study design provided an in-depth exploration in understanding the complexity of a real-life context, which is code-switching among Malaysian radio announcers.

#### **3.1 Data Collection and Data Analysis**

Data were obtained from fifteen (15) podcast audios of both Hitz FM and Mix FM, which are made available for public domain through their respective online radio platforms. To provide context, a podcast is defined as series of spoken words, audio episodes, all focused on a particular theme or topic that can be accessed on mobile devices (The Podcast Host, 2014). Hitz FM and Mix FM were selected for analysis as the radio announcers use both English and Malay in content delivery, corresponding to the aim of the research that is to study the patterns of code-switching among Malaysian radio announcers, specifically between English and Malay.

The selected radio stations upload recordings of their segments as podcasts onto their respective online platforms, where the duration of the audio ranges from three to four minutes each. These audios were then thoroughly transcribed to obtain the code-switching instances. The podcast audios were purposefully selected to include instances where two or more radio announcers were engaged in a conversation. Therefore, these selection criteria allow for the observation of how code-switching functions within conversational contexts.

Furthermore, seven radio announcers of Malaysian English radio stations were indirectly involved, as they were not directly approached when conducting the study. Four of them are from the *Hitz FM Morning Crew* segment: Ean, Anne, Arnold, and Raj. Whereas the remaining three radio announcers are from *Mix Breakfast Show* segment: Aishah, Ryan, and Prem. Moreover, the data were analysed using the two prominent theories of code-switching: typology of code-switching by Poplack (1980), and the conversational functions of code-switching by Gumperz (1977). The first theory was applied for the analysis of types of code-switching among Malaysian radio announcers, and the second theory was used to analyse the functions of code-switching among Malaysian radio announcers.

Accordingly, the coding process relies on the theoretical framework. First, the instances of code-switching detected in the podcast audios are compared to the definitions and criteria of each of the code-switching typology (or pre-determined themes) established by the theories of Poplack (1980) and Gumperz (1977). The instances that fulfil the criteria for a specific type of code-switching are then classified accordingly in the report of the findings. With the appropriate approach to data collection and analysis, the current study has provided significant findings that contributes to the field, subsequently achieving its goal to explore the patterns of code-switching among Malaysian radio announcers.

## 4.0 RESULTS AND DISCUSSION

The report of the findings began with the types of code-switching employed by Malaysian radio announcers, followed by the conversational functions of code-switching illustrated by these announcers.

### 4.1 The Types of Code-switching used by Malaysian Radio Announcers

After analysing fifteen podcast audios, all three of the types of code-switching by Poplack (1980) among radio announcers were identified. There were sixty-one (61) occurrences of tag switching, forty-three (43) occurrences of intra-sentential switching, and only two (2) occurrences of inter-sentential switching.

#### 4.1.1 Tag Switching

Tag-switching is the most frequent type of code-switching occurred, with 61 occurrences altogether. Notably, the Malay particle '*lah*' appeared 51 times, highlighting its prevalence among radio announcers. The following extract shows an example of one of the '*lah*' occurrences.

Extract 1:

Anne: How about T.N.T.L?

Arnold: T.N.T.L? Talk now, talk later? I don't know *lah*.

The extract shows evidence of tag switching by a Hitz FM announcer, Arnold. During the segment, a fellow Hitz FM announcers have quizzed Arnold on popular abbreviations used by Generation Z, which was *T.N.T.L. (Try not to laugh)*. In return, Arnold had guessed it wrongly and has doubted his answer saying, "I don't know", followed by a Malay tag '*lah*' at the end of the utterance. In Dewan Bahasa dan Pustaka (n.d.), '*lah*' is a Malay tag that can be used to put emphasis on the word that precedes it. Subsequently by inserting '*lah*', the radio announcer has laid an emphasis where he genuinely did not know what the abbreviation, *T.N.T.L.*, meant. Expanding on this finding, the Malay tag '*lah*' is a

remarkable trait in Malaysian English. Referring to Kuang (2002), this Malay tag is a distinctive component in Malaysian English to a point where its absence may not convey the intended meaning of the speakers. The significance of this Malay particle among Malaysian English speakers is supported by multiple studies, including those by Stapa and Khan (2016) and Hadei, Kumar, and Jie (2016). In these studies, '*lah*' is frequently used by Malaysian English speakers to convey emotions and strengthen their arguments during discussions.

#### 4.1.2 *Intra-sentential Switching*

The second highly used type of code-switching determined is intra-sentential switching. From the analysis, a code-switching pattern was determined where Malaysian radio announcers have a certain preference in English-Malay code-switching. The following extract is an example of this occurrence found during data analysis.

Extract 2:

Anne: Would you go to the *pasar malam* on a first date?  
(*Would you go the night market on a first date?*)

As seen in the extract, Anne inserted a Malay noun into her English based sentence: '*pasar malam*' which replaces an established and equivalent English term: 'night market'. This string of Malay nouns has been widely within among the Malaysian community for an extensive period, which has led to the infrequent usage of its English transliteration. This also proves that Malaysian radio announcers prefer Malay nouns when code-switching from English to Malay amid their sentences. In comparison, this discovery contradicts the findings of Shafie and Nayan (2013), where bilingual individual inserted English parts-of-speech into when the Malay based sentences instead.

#### 4.1.3 *Inter-sentential Switching*

Inter-sentential switching was observed to be the least used type of code-switching among radio announcers. There were two occurrences found throughout the study, and the following extract illustrates one of occurrences detected.

Extract 3:

Ean: So Nazrin, answer me this. Did you hear marbles falling?  
Guest caller (Nazrin): Yes, every night, usually during midnight.  
Ean: In Malay they say, if marbles fall: *hantu sudah sampai!*  
(*In Malay they say, if marbles fall, a ghost has appeared!*)

Based on the extract, it is observed that the Malaysian radio announcer, Ean, first spoke in English and then switched to Malay when he was referring to a Malay folklore '*hantu sudah sampai*' which is loosely translated to 'ghost has arrived'. In context, Malaysians are rather superstitious about their belief in folklores pertaining to the occurrence of spiritual entities. Thus, the switch from English to Malay here can be interpreted to preserve the intended meaning of the utterance when translating from English to Malay. This finding reflects the findings of Roslan, Mahmud, and Ismail (2021) where it was found that bilinguals commonly switch between Malay and English at an inter-sentential level so to deliver their message efficiently.



## 4.2 The Functions of Code-switching used by Malaysian Radio Announcers

There are four conversational functions of code-switching detected. Out of six conversational functions of code-switching by Gumperz (1977), there were eight (8) occurrences of interjection, six (6) occurrences of message qualification, two (2) occurrences of quotation, and two (2) occurrences of reiteration. Notably, the function of addressee specification and “personalisation vs objectivisation” did not appear in the data.

### 4.2.1 Interjection

Firstly, radio announcers frequently code-switch from English to Malay to interject during their conversations. Extract 4 shows an example of a Malay interjection found in an English utterance.

Extract 4:

Guest announcer: Okay, uh, it depends. First, I gotta speak to my manager, which is Guibo.  
And then, can I hire a ghost writer?  
Aishah: **Alamak!** Come on, it would be fun.  
(*Oh dear! Come on, it would be fun.*)

The Malay interjection observed in the data is “*Alamak!*”. Furthermore, ‘*alamak*’ is attributed to Malay, where it is an expression for when someone is feeling shocked, dismayed or disapproval (Khor, 2017). Therefore, Aishah interjected in Malay as she was surprised that a fellow guest announcer had given many ultimatums when being asked for help. This finding is similar to Subkhi & Shaari (2021), where it was found that a speaker interjected with a Malay expression ‘*eleh*’, in the context to belittle someone in a friendly banter, and then switched back to English when continuing the conversation. This shows that bilingual speakers may use interjections from another language of preference which helps to convey the right emotions.

### 4.2.2 Message qualification

Next, the second highest function of code-switching applied is message qualification. The following code-switching example is observed among Hitz FM announcers.

Extract 5:

Arnold: He recently went out, bought a packet of *nasi lemak*.  
This is the packet of nasi lemak that comes with the omelette *lah*, not the **telur mata**.  
(*This is the packet of coconut rice that comes with an omelette, not the sunny side up egg*)

From the data, the radio announcer first introduced an issue or topic of discussion in English. The speaker then switched to Malay to add further supporting details that conforms to the preceding sentence in the discourse. The findings presented here is supported by Novianti and Said (2021), where instances of code-switching employed by bilingual teachers served the purpose of providing clarity during lessons. While this current study focuses on the analysis of radio announcers’ corpus, the primary function of message qualification persists as speaker uses code-switching to ensure that the audience the correct input.

### 4.2.3 *Quotation*

The third function of code-switching identified among Malaysian radio announcers is the function of quotation. Moreover, an instance of code-switching in the function of quotation was detected in different Hitz FM podcast (refer Extract 3).

One of the Hitz FM podcasts featured a discussion with two of the Hitz FM morning segment announcers and two guest callers, where they shared their experience and encounters with supernatural presences. The Hitz FM announcer inquired if the caller had heard the sound of falling marbles, to which the caller affirmed. This then transitioned into a code-switching occurrence in Extract 3, where Ean shifted from English to Malay to quote a relevant Malay folklore '*hantu sudah sampai*', which meant 'the ghost has arrived'. Instead of translating the Malay folklore into English to match the matrix language of his sentence, he quoted the Malay folklore in the Malay language itself to preserve the intended meaning of the quote, thus proving the function of quotation. Therefore, this finding is also reflected in the research by Kasim, Yusuf, and Ningsih (2019), where they observed that speakers switch codes to quote a speech accurately, ensuring that the intended meaning and value is preserved.

### 4.2.4 *Reiteration*

The least used function of code-switching in this study is the function of reiteration, as this function has only occurred twice throughout the analysis. The subsequent utterance is a sample taken from a Mix FM podcast audio.

Extract 6:

Prem: So, we're trying out durian ramen right now because it's a hype that's happening in Malaysia, well, one restaurant.  
We got a different version, the *halal* version, cause Aishah's here.

As shown in the extract, Prem had inserted a Malay adjective "*halal*". According to the Halal Malaysia Official Portal (n.d.), '*halal*' is a term originating from Arabic and adopted into Malay, used to denote something permissible and adheres to the guidelines of the Islamic faith. Thus, Prem had disclosed where these announcers are trying an alternative dish as opposed to the original, where he then reiterated by saying "the '*halal*' version" due to the presence of Aishah, a fellow radio announcer who practices the Islamic faith. Thus, Prem had switched from English to Malay in his reiteration to put emphasis on the version they have gotten, in acknowledgement of Aishah's religious practices. The function of reiteration detected in Extract 10 aligns with the analysis drawn by David (2003), where it was found that speakers code-switch to repeat a speech literally or modify it to put emphasis on an important detail in their conversation. This does not only strengthen their argument but also simultaneously amplifies the impact and credibility of their speech.

## 5.0 CONCLUSION

In conclusion, the code-switching patterns exhibited by Malaysian radio announcers catering to the code-switching types and functions have been explored. Based on the analysis, it was found that the tag-

switching was frequently used, followed by intra-sentential switching, whereas inter-sentential switching was the least used. Next, the functions of code-switching among Malaysian radio announcers were also determined. Drawing on the list of six conversational functions of code-switching by Gumperz (1977), only four of the functions were identified from the audio podcasts of Hitz FM and Mix FM. The four identified conversational functions of code-switching are quotation, interjection, reiteration, and message qualification. Accordingly, the highly used function of code-switching is interjection, followed by the function of message qualification. It is also important to note that the function of addressee specification and personalisation vs objectivisation was not evident in any of the code-switching occurrences.

### **5.1 Significance of The Study**

The investigation on the patterns of code-switching among radio announcers contributes to understanding how Malaysian bilinguals apply code-switching in their speech within the specific context of electronic broadcast media: radio. This study has revealed the patterns of code-switching, which has involved the frequent use of tag-switching, compared to intra-sentential switching and inter-sentential switching. Furthermore, the study has revealed that there are four conversational functions of code-switching applied by radio announcers: to interject, to qualify a message, to quote, and to reiterate.

The study also shows that Malaysian-English radio announcers can use code-switching as a strategy for their on-air presentations. Code-switching between English and Malay enhances the delivery of information, while also retaining the intended meaning of the speech as information is conveyed in a manner that is comprehensible and engaging. Simultaneously, the findings showcase how code-switching fosters a connection between announcers and listeners. The study also suggests that when used effectively, code-switching among radio announcers can contribute to a more inclusive and engaging experience for a diverse, multicultural audience. Radio announcers can deliver content that resonates with the multilingual identity of the listeners, by emphasising the importance of inclusive language and cultural references in broadcast media, particularly radio.

### **5.2 Recommendations for Further Study**

The first recommendation for further research to increase the sample size of the study. The analysis of code-switching for future research can also involve use of code-switching between the English language and other Malaysian native languages such as Tamil, and Chinese. For example, future research can include a wider selection of radio stations, inclusive of Malaysian Chinese radio stations such as My FM, and Melody FM, and inclusive of Malaysian Tamil radio stations such as THR Raaga, and Minnal FM. A wider selection of Malaysian radio stations would allow an in-depth study on the code-switching patterns among Malaysian radio announcers. Consequently, a diverse linguistic and cultural context could result in the extensive variations of code-switching patterns among the bilingual speech community in Malaysia. Subsequently, future research should also consider employing multiple data collection methods when studying code-switching patterns among radio announcers. In addition to observing and transcribing podcast audios, researchers may also conduct group interviews with the selected radio announcers. These interview sessions would involve prompting open-ended questions and could yield deeper insights to the announcers' perspectives and preferences in code-switching. This comprehensive approach provides the potential to further enhance the understanding of this linguistic behaviour.

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### CONFLICTS OF INTEREST

The author(s) declare(s) that there is no conflict of interest regarding the publication of this paper.

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