

TRANSLANGUAGING IN ADVERTISING: AN EXAMINATION OF SEPARATE AND FLEXIBLE BILINGUALISM IN TAMIL NEWSPAPER ADVERTISEMENTS

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ABSTRACT

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The rapidly changing world of advertising relies heavily on language to engage its audience effectively. The trend of translanguaging, the adaptive and integrated employment of languages, is increasing in the advertising sphere. This research investigates language patterns in Tamil newspaper advertisements, categorizing them into separate and fluid bilingual types using Mark Sebba's model. The investigation centers on translanguaging variations in bilingual contexts, highlighting prevalent language dynamics. The study encompasses 147 commercial advertisements from the Tamil newspaper *Dinakaran*, published between 2022 and 2023. The findings show widespread use of flexible bilingual strategies in Tamil written media, underlining language's evolving role in advertisement content. The observed dynamic language practices in advertisements stem from globalization, providing marketers with linguistic tools to foster language inclusivity, cultural relevance, audience involvement, and direct communication with readers. This research stands out in its reassessment of bilingual tactics in advertisements, uncovering translanguaging varieties not previously studied in Tamil print media. It concludes by acknowledging potential challenges to translanguaging in advertising, such as inaccuracies, lack of direct equivalents, and cultural and linguistic nuances. This study stresses the dynamism, flexibility, and influence of translanguaging practices in advertisements on audience engagement in a multilingual context. The study is significant as it provides the practical and theoretical implications of flexible bilingual practices for scholars, advertisers, and linguists working in bilingual advertising.

Keywords: Advertisement; bilingualism; translanguaging; flexible bilingualism; separate bilingualism

1. INTRODUCTION

As various languages converge in today's globalized world, the language used in advertising is faced with significant obstacles in aligning with conventional language structures due to the cultural and linguistic diversity of audiences. This has sparked a new approach to language use: employing flexibility and integration to effectively communicate ideas (García & Li, 2014). Language flexibility involves the ability to adapt one's

language use based on the audience, the situation, and the communicative goals at hand.

The advertising industry has seen a marked increase in the use of language flexibility in recent times, as a means to efficiently disseminate rhetorical content. Such flexible language practices exceed traditional language frameworks, which makes their classification within specific languages quite challenging. However, studying these flexible linguistic practices is essential given their capacity to engage with diverse audiences and meet their language needs.

To illustrate the relevance of flexible language usage in advertising, consider a global snack company introducing a new product. To effectively engage various customer segments, the company employs several flexible language tactics in their advertising campaigns. For example, they create multiple advertisement versions tailored to specific regions or cultural contexts. They might design one advertisement for Tamil readers and another for Hindi readers, both promoting the same product. This adaptive approach involves using language in ways that resonate with targeted audiences, including regional idioms, casual phrases, or familiar references.

Kelly-Holmes (2016) posits that by customizing linguistic and cultural elements in advertisements, businesses can connect with a diverse population, ensuring broad appeal for their advertising endeavours. Therefore, using flexible language strategies, attuned to the language backgrounds of target customers, allows advertisers to communicate their message effectively and potentially enhance connections with their audience.

The present study aims to analyse language practices within Tamil newspaper advertisements. The study of Tamil newspaper advertisements is important for various reasons, mainly due to Tamil's extensive use as a language in South India. Tamil newspapers significantly influence public opinion, spread information, and reflect societal values within Tamil-speaking communities. These newspaper advertisements provide rich linguistic data, offering insights into the language flexibility phenomenon in today's world.

Previous studies have explored flexible language practices across domains like academia (Kavak & Kirkgöz, 2022), shopping centres (Alomoush & Al-Naimat, 2020), advertising posters (Zhang & Chan, 2015), and workplaces (Jonsson & Blåsjö, 2020). However, there is a notable gap in research examining flexible language practices in print media, likely due to the fast-paced evolution of media and the rise of digital advertising. There are also factors like data availability, research interests, and significance that contribute to this shortage. Still, print media, including newspapers, remains a rich source for understanding language usage and cultural contexts. Unfortunately, researchers often focus on posters and magazines, neglecting language choices in newspaper advertisements (as per Zhang & Chan, 2015). The present study addresses this research gap, focusing on the language used in newspaper advertisements.

According to Berte and De Bens (2008), newspaper advertisements carry more relevance to readers than TV commercials. This is because newspaper advertisements can target specific audiences by being placed in relevant sections of papers, while TV and internet advertisements are often seen as disruptive. Tunshevavong (2022) states that the disruption or intrusion of internet advertising makes it challenging to navigate the web. Despite having a smaller audience, newspapers remain a potent media format and have significantly influenced media evolution (Dash & Belgaonkar, 2012).

Furthermore, newspaper advertisements have a unique creative dimension. They employ engaging visual imagery, compelling headlines, persuasive copy, and strategic content organization to capture readers' attention and effectively deliver a message. Newsworks (2015, as cited in Mogaji, 2016) states that in partnership with University College London, underscores the tactile quality of newspapers and its positive impact on readers' satisfaction, trust, and confidence in advertised products or brands compared to digital platforms. The act of physically touching newspaper advertisements was found to significantly affect readers' brand perception, leading to increased customer satisfaction and a higher likelihood of product endorsement.

In India, there exists a prevalent and remarkable conviction among individuals from diverse backgrounds, residing in both rural and urban settings, regarding the profound influence of the English language. The English language is not only perceived as a practical ability but also as a representation of improved quality of life and a means to escape inequalities and destitution (Graddol, 2010). The privilege accorded to the English language in India is a well-documented phenomenon that speaks to broader sociocultural dynamics. In the context of a city in Tamil Nadu state, the elevated status of English becomes evident as it often serves not only as a tool for business and livelihood but also as a marker of social prestige (Mishra, 2022). Likewise, in the Linguistic landscape studies on different Indian locales, English signage frequently emerges as a preferred choice, representing aspirations for modernity and global appeal (LaDousa, 2020; Mishra, 2023). These observations underscore the deep-rooted cultural privilege of English in India, reiterating its pervasive influence across different social strata and regional settings. This recognition of English's importance highlights the general linguistic environment in the nation and its pertinence to our analysis of flexible language usage in Tamil newspaper advertisements.

The linguistic duality observed in Tamil media is significant and merits exploration. Tamil Nadu, a

southern Indian state, officially uses Tamil as its principal language. While Tamil remains the primary language, most of the state's populace is bilingual, with exposure to English. Furthermore, the Tamil Nadu government recognizes English as an additional official language. The state is distinguished by its educational, medical, and technology centres, which attract individuals from all over India with varied language backgrounds, adding to the bilingual and multilingual tapestry of the state. As a result, English becomes a shared communication medium among all residents.

This bilingual interplay between Tamil and English could account for the linguistic flexibility evident in print media. Krishnasamy (2007) posits that Tamil advertisements regularly incorporate English. Considering English's esteemed status in India, embedding English words in Tamil advertisements bears persuasive potential. The inclusion of English elements in Tamil advertising indicates that consumers require English familiarity to make informed purchases.

Advertisements in Tamil newspapers are considered bilingual, dynamic, and demonstrate language shifts across different segments. This necessitates an exploration into these adaptable language practices and their underlying motives. This study intends to scrutinize the various bilingual text combinations created, reproduced, and replicated in Tamil newspaper advertisements. Additionally, it aims to examine advertisements from a wider perspective, where language surpasses individual symbols and combines numerous linguistic resources to express meaning.

Therefore, there are two primary objectives of this study:

1. To examine the usage patterns of bilingual languages in Tamil newspaper advertisements.
2. To explore the factors prompting these linguistic variations and the choice of translanguaging in advertisements.

By achieving these objectives, this study aspires to offer insights into the linguistic variations seen in Tamil newspaper advertisements and explore the driving forces behind these practices. It aims to scrutinize the bilingual language situation in Tamil print media by categorizing selected advertisements into distinct and flexible bilingualism, using Mark Sebba's proposed framework for bilingual written text analysis. Subsequently, the study aims to emphasize the adaptable language practices in Tamil newspaper advertisements and discuss the motivations and rationale for translanguaging practices in advertisements. Hence, the study aims to analyse the following research questions:

- How are languages used in Tamil newspaper advertisements?
- How should linguistic variations be classified and what factors drive the choice of translanguaging in advertisements?

2. SIGNIFICANCE OF THE STUDY

The authors carried out preliminary discussions regarding the concept of language fluidity in advertisements and its advantages in promoting the brands or products. The discussion revolved around language use in print advertisements and how to document the language variations. The data obtained for the study revealed that the advertising field is encountering language challenges due to the presence of diverse cultural and linguistic contexts. This study understands the growing importance of using adaptable language methods in advertising to effectively engage varied audiences by accommodating their language preferences. The ability to effectively target certain demographics and provide a unique creative practice that grabs readers' attention deserves recognition. With this background, the main part of this linguistic investigation is observing the translanguaging dynamics in Tamil media (particularly newspaper advertisements), wherein Tamil and English languages interact. Despite the increasing prevalence of digital advertising, print media, specifically newspaper advertisements, maintain their significance and exert a substantial impact. Hence, analysing the distinct language choices employed in advertising can offer useful insights into effectively engaging with audiences within the dynamic language environment.

3. RELATED LITERATURE

In the preceding sections, we have established the context and significance of flexible language use in Tamil newspaper advertisements, especially considering the impact of English language's status in India. Moving forward, Section 3.1 delves into the concept of bilingualism, a foundational element in understanding the dynamics of language variation and integration in advertising, particularly in contexts marked by linguistic diversity.

3.1 Understanding bilingualism

Bilingualism, an intricate and multi-dimensional concept, involves the capability to communicate effectively in more than one language. Although there isn't a universally agreed upon definition, bilingualism can generally be described as the practice of using and comprehending multiple languages. Within advertising, the use of bilingual and multilingual methods has emerged as potent strategies for efficient communication across varied audiences. Advertisers acknowledge the value of relating with consumers from diverse linguistic and cultural backgrounds. By employing multiple languages in their advertisements, they can form a deeper connection with a wider range of individuals. This trend is particularly prominent in areas or countries with high linguistic diversity, where various populations communicate using different languages. As a result, scholarly investigations are increasingly focusing on studying bilingual and multilingual practices in written materials, including advertising content, corporate communications, literature, and academic publications.

3.2 Addressing shortcomings in existing bilingual research

A wealth of studies examining bilingual practices employ code switching as their main investigative lens. However, code switching cannot be universally applied to every communication context. Various studies challenge this view by proposing alternative definitions of code switching. For instance, Bokamba (1989) refers to code switching as the mixing of elements from distinct grammatical systems within the same speech event, which is termed inter-sentential switching. Yet this definition sometimes fails to address cases where it is challenging to determine whether inter-sentential or intra-sentential code switching is being employed, as observed in Sebba's (2013) analysis of an unpunctuated advertisement (p. 104).

Similarly, Martin's (2002) investigation of the role of English in French print advertisements overlooks the potential dynamics of translation within advertisements. Further, while Krishnasamy's (2007) analysis of Tamil advertising provides valuable insights into the use of English language elements, it narrowly focuses on taglines and punchlines, thereby failing to consider the holistic reader experience.

3.3 Transitioning from bilingualism to translanguaging

While the aforementioned studies explore bilingualism within its traditional framework, Lewis et. al (2012) proposed the idea of translanguaging, extending beyond the perceived constraints of conventional bilingualism. Lewis et. al (2012) proposed the concept of translanguaging, transcending the restrictions imposed by the term bilingualism, which inherently implies a rigid separation between two languages due to the prefix "bi" indicating two. Translanguaging exceeds this traditional understanding, involving the dynamic and functionally integrated use of both languages to organize and understand ideas (García & Li, 2014). For example, elements like code and medium cannot be classified purely as mono, bi/multilingual, linguistic, or non-linguistic, as they can be approached from a heteroglossic perspective of language, described by Bailey (2007) as the simultaneous use of different kinds of forms and signs. Therefore, translanguaging acknowledges language's heteroglossic nature and recognizes that bilinguals and multilinguals have a complex linguistic repertoire adopting culturally and socially relevant characteristics (Velasco & Garcia, 2014).

Lewis et al. (2012) define translanguaging as a "meaning-making process" utilizing any accessible linguistic resource. This process creatively integrates various communication modes, including letters, codes, signs, images, and emojis, commonly used in daily interactions. Wei Li asserts that translanguaging embraces "creativity" by surpassing multiple linguistic structures and practices (Li, 2011, p. 1223). Despite the increasing popularity and frequent application of translanguaging to explain bilingual and multilingual practices across different domains, including advertisements, it is not free from criticism. Critics often cite language deterioration and linguistic purism, arguing that excessive use of translanguaging techniques like code switching and code mixing may contaminate languages and compromise their integrity.

3.4 Translanguaging examples

Translanguaging examples are observable in various contexts, including signs and newspaper advertisements. Urban signages often incorporate translanguaging techniques, such as the use of the ♥ symbol, which has become a universally recognized symbol expressing affection towards a nation or city. The phrase "I ♥ NY," interpreted by most as "I love New York" rather than "I heart New York" (Nicholas & Starks, 2014), exemplifies translanguaging, where the word "love" is replaced by the ♥ symbol, but the intended meaning is effectively communicated. This linguistic creativity is a distinctive feature of translanguaging (García & Li, 2014).

Translanguaging's linguistic creativity is also prevalent in newspaper advertisements. A creative application is the use of translanguaging to create a rhyming effect. For example, in a Tamil newspaper clothing ad, the punchline reads: "Puthaadaai uduthunga... moodai maathunga..." (Translation: Wear the new dress... Change the mood...). In this sentence, the word "mood" is translanguaged from English, rhyming with the Tamil word "puthaadaai." The combination of "puthaadaai" (Tamil) and "mood" (English) in one sentence creates a rhyming effect.

Advertisement designers use translanguaging techniques understanding that bilingual individuals have a unified linguistic repertoire. Incorporating elements from socially constructed languages, these designers appeal to a larger audience (García & Li, 2014). Translanguaging allows advertisers to connect with consumers in their native language or other familiar languages, fostering a sense of cultural relevance and strengthening the relationship between the advertisement and the consumers. Translanguaging acts as a catalyst for social change, representing the next level of language usage. Advertisers leverage translanguaging to persuasively convey their ideas through creative portrayals in advertisements.

Studying translanguaging practices in the context of bilingual advertisements is very relevant. It provides insights into how languages interact and illuminates the dynamic use of bilingualism and multilingualism in media. Additionally, such research provides valuable recommendations for creating advertisements that resonate with diverse linguistic communities and promote inclusive communication. This study's aim is to identify and highlight such fluid language practices, observed in Tamil advertisements.

3.5 Translanguaging's relation to code switching

Considering the shift from code switching to translanguaging, this study acknowledges the significance of analysing code switching practices within the context of newspaper advertisements. Translanguaging encompasses code-switching and code-mixing practices within its wider framework. This viewpoint is supported by various scholars who assert that translanguaging encompasses strategies used by bilinguals and multilinguals in their everyday lives, including code-switching, translation, and other bilingual practices (García & Sylvan, 2011; Tsokolidou & Skourtou, 2020). Consistent with this perspective, this study aims to explore and explain the linguistic variations observed in Tamil newspaper advertisements. However, the question arises: How can these bilingual variations be effectively captured and analysed? The subsequent section seeks to answer this issue.

3.6 Examining bilingual paradigms

We embarked on a thorough exploration of various studies to holistically comprehend the bilingual tactics implemented in newspaper advertisements.

Carla Jonsson and Mona Bläsjö (2020), in their academic probe into texts within multinational corporations in Sweden, contrasted written bilingual and translanguaging practices through the paradigms of parallelism and complementarity. They found a preponderance of complementary texts in the corporate setting. While parallelism and complementarity are useful mechanisms for examining written bilingual texts, their exclusive usage may restrict our grasp of the diverse nature of bilingual language usage. This limitation stems from parallelism's focus on preserving equivalence between languages in structure and meaning, while complementarity emphasizes the effective communication of messages via the unique attributes of each language. Zhang and Chan (2015) critiqued the binary nature of parallelism and complementarity, positing that it solely contemplates the message's content without considering the presentation of different languages.

Given this limitation, we repudiate the binary of parallelism and complementarity as a method to scrutinize bilingual practices in newspaper advertisements. Instead, we endorse alternative methodologies that encapsulate the distance between languages, complexity of language usage, and language blending in written texts, fostering a more rounded understanding of bilingual and multilingual practices in such environments.

Furthermore, the terms "additive bilingualism" and "subtractive bilingualism" are used in language acquisition research. Additive bilingualism denotes the learning of a second language (L2) whilst maintaining proficiency in the first language (L1) (Luckett, 1993), implying equal significance and potential of both languages. However, in multilingual written texts, one language may dominate due to various factors such as cultural influence, language policies, or individual language predilections. Subtractive bilingualism, on the other hand, describes a process where focus primarily lies on the target language (L2), often to the detriment of the first language (L1), resulting in its reduced usage (Baker & Jones, 1998). As subtractive bilingualism primarily concentrates on language decline, it fails to encapsulate the dynamic nature of language usage in written texts. Thus, these terms are more suited for studying spoken bilingual practices and do not accurately capture the dynamics of written multilingual texts.

To address the complexities of language usage and blending in written texts, this study proposes the concepts of "separate bilingualism" and "flexible bilingualism" as apt descriptors of various bilingual practices. These concepts, introduced by Blackledge and Creese (2014) to elucidate such practices in an educational context, can also be used to categorize newspaper advertisements, which we justify as follows:

In educational settings, separate bilingualism underscores distinct language systems among bilingual individuals. Similarly, in newspaper advertisements, separate bilingualism facilitates the categorization of advertisements maintaining clear language separations. This helps identify advertisements targeting specific linguistic communities and catering to diverse linguistic and cultural groups within a bilingual audience.

Separate bilingualism classifies advertisements treating languages as individual entities, preventing language blending, and exhibiting linguistic diversity, aiding the assessment of language differences in bilingual content.

Flexible bilingualism recognizes dynamic and context-specific language use among bilingual individuals in educational contexts. Similarly, in newspaper advertisements, it enables the categorization of advertisements incorporating and blending languages seamlessly. By applying flexible bilingualism, advertisements employing language blending, code-switching, or mixed language features can be identified. This classification highlights the fluid and adaptable nature of language use in advertising and assists in assessing linguistic proximity within bilingual content.

Despite the value of separate and flexible bilingualism, interpretation challenges exist. Misinterpretation of the text can skew the study's findings. Therefore, this study meticulously examines the data to avoid misinterpretations. By considering the visual space (language distance) in advertisements, we can categorize a specific advertisement as demonstrating either separate or flexible bilingualism.

In this study, we employ Mark Sebba's (2013) framework for analysing multilingual texts to categorize the advertisements, allowing for a comprehensive examination of various aspects including language usage, visual representation, spatial configuration, and overarching discourse. This approach allows us to gain deep insights into the strategies used within bilingual advertisements and the complex interplay and harmonious coexistence of diverse languages in this context. Sebba identifies four distinct units for analysing multimodal texts, considering advertisements as multimodal texts capable of conveying meaning through multiple modes.

The first unit is grammatical, analysing structures of text, phrases, and clauses in a language. The second, the visual unit, looks at visual elements like images, shapes, typography, and layout. The third, the spatial unit, assesses the language distance between texts or images. According to Sebba, spatial units can reveal text organization and collaboration of communication modes to provide meaning. The fourth, discursive units, analyses long organizations of text.

This study utilizes 'spatial units' to distinguish between separate and flexible bilingual practices in advertisements. These units identify the linguistic distance between texts within an ad, focusing on the physical separation or arrangement of language elements within an ad, which visibly mark the connections and boundaries between the languages used. Sebba (2013) describes this as the "type of language mixing, or the absence of language mixing, within a unit" (p. 115).

Based on our data, we note that advertisements are divided into distinct units according to the visual space they occupy. We define 'a row' as the smallest visual unit for analysis in this study. This row-wise division enables the segmentation of advertisements into multiple units. Sebba (2013, p. 106) states that "Each unit (row) is separated from the other by blank spaces or bands or lines." These visual cues delineate the boundaries between units within an advertisement. Each unit can contain either monolingual or bilingual content (see Table 1), mirroring the language choices employed. For instance, in Figure 1, we note that Unit 2 follows Unit 1 after a blank space, denoting a clear visual separation. Similarly, Unit 3 follows Unit 2 after another blank space, further emphasizing the distinctiveness of each unit within the advertisement.



Figure 1: Advertisement of cookie brand Cadbury displaying visual units (Cadbury, 2023a)

Table 1: Distinct units in ad

Brand name	Product	Tag lines or slogans	Translation (Tamil to English)
Cadbury	Cookies	Unit 1 — New Unit 2 — குட்டி குட்டி Cadbury இப்போது குக்கீயில் Unit 3 — Cadbury Chocobakes Choco Chip	Unit 2 — Small Small Cadbury is now on the cookie

4. DATA COLLECTION AND METHODOLOGY

The objective of this research was to explore bilingual practices in Tamil newspaper advertisements, employing Mark Sebba's theoretical framework as our guide. This framework allowed the classification of these practices into the categories of separate bilingualism and flexible bilingualism. Diverse dynamic language practices, referred to as translanguaging varieties, within the flexible bilingualism framework were identified and characterized. Factors encouraging the use of translanguaging as an advertising language preference are discussed further in subsequent sections of this research.

The primary data source for this research was 'Dinakaran,' a leading Tamil newspaper and the second most widely read Tamil daily newspaper in India. The comprehensive analysis was performed on 147 bilingual advertisements published between 2022 and 2023, with the intention of capturing contemporary trends and emerging marketing tactics. The data collection process involved manual scanning of select 'Dinakaran' editions, with specific focus on the visual elements, textual content, and overall layout of the print advertisements. The goal was to pinpoint and select advertisements that fulfilled our inclusion criteria and showcased unique linguistic patterns.

To ensure a diverse sample, selection criteria was used that considered the product or brand type, the content uniqueness, and temporal considerations. Linguistic distinctiveness might manifest through code-switching, unique lexical choices, or innovative blending of languages. Selection decisions were based on our professional judgment to ensure consistency and minimize bias. The selection criteria was applied meticulously to minimize bias and to ensure a representative sample of advertisements was chosen for analysis.

The study focused solely on commercial advertisements, excluding non-product advertisements to ensure a more concentrated analysis. Non-commercial advertisements, such as those published by government bodies, charitable organizations, or political campaigns, often carry unique aims, target audiences, and linguistic traits, distinct from those in commercial advertising. Their inclusion would have potentially clouded the specific linguistic patterns prevalent in commercial advertising.

It is also recognized that our findings are limited to the linguistic constructs found in the specific 'Dinakaran' print advertisements studied and may not apply universally to advertisements from other sources or mediums. 'Dinakaran' has unique characteristics, such as its specific geographical focus and its readership's demographic profile, which could influence the observed language usage patterns. Publications targeting different audiences or covering different geographical areas may employ different linguistic choices and advertising strategies.

In the data collection process, the potential limitations of manually scanning print advertisements, including the possibility of missing certain linguistic characteristics or not noticing subtle details were acknowledged. Despite these limitations, efforts were made to mitigate them through careful examination of the selected 'Dinakaran' editions and a systematic approach to advertisement selection.

To encapsulate, 'Dinakaran' print advertisements were manually scanned, focusing on visual components, textual content, and overall layout. The selection criteria was diligently applied to ensure the selection of representative advertisements, minimize subjectivity, and maintain consistency. The study concentrated exclusively on commercial advertisements to explore language strategies used in such contexts, excluding non-product advertisements. The findings are specific to the selected 'Dinakaran' print advertisements and may not extend to advertisements from different sources or mediums. The sampling methodology incorporated purposive and random sampling techniques for an in-depth, unbiased data analysis. Methodological considerations were addressed to counter potential limitations related to manual scanning and advertisement selection.

5. RESULTS

In this section, the classification of separate bilingualism and flexible bilingualism in sample Tamil advertisements, utilizing the spatial units of Sebba's framework is explored.

The data compiled from analysing 147 advertisements showcase the prevalence of flexible bilingualism and separate bilingualism practices. It is found that separate bilingualism, where languages are distinctly segregated, is less common. Out of all the advertisements examined, about 15.65% (23 advertisements) employed this approach. Conversely, flexible bilingualism, which allows the intermingling of languages, is considerably more prominent. The usage of flexible bilingualism, including various forms of translanguaging, was seen in 84.35% of the advertisements, amounting to 124 out of the 147 advertisements studied. These figures underscore the prevalence of flexible bilingualism over separate bilingualism in the examined Tamil newspaper advertisements. It suggests that the advertisers may be leveraging flexible bilingualism more frequently due to its potential for catering to audiences with diverse linguistic backgrounds and competencies.

5.1 Separate bilingualism

A significant number of the analysed advertisements exhibit clear demarcations between the different languages used. In separate bilingualism, the languages used in the advertisement are visually separated from each other, indicating a significant distinction between them. This separation is accomplished through visual elements like blank spaces, lines, or bands (Sebba, 2013). An example of separate bilingualism is depicted in Figure 2.

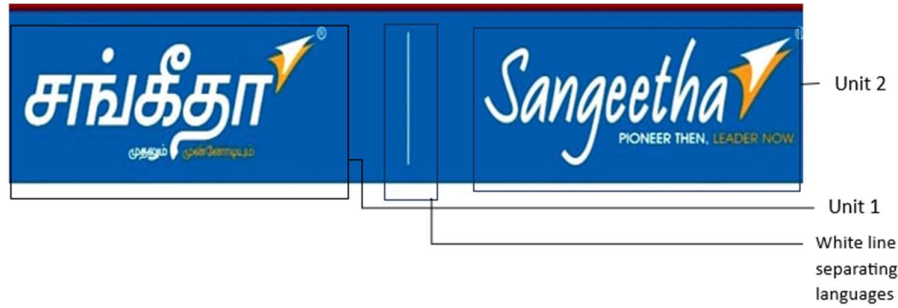


Figure 2: Advertisement of mobile brand Sangeetha displaying separate bilingualism with parallel texts (Sangeetha, 2022)

Table 2: Separate bilingualism with parallel texts in ad

Brand name	Product	Tag lines or slogans	Translation (Tamil to English)
Sangeetha	Mobile	Unit 1 — சங்கீதா முதலும் முன்னோடியும் Unit 2 — Sangeetha Pioneer Then Leader Now	Unit 1 — Sangeetha Pioneer Then Leader Now

Figure 2 illustrates separate bilingualism with parallel texts. The advertisement focuses on a mobile brand called 'Sangeetha.' When analysing the advertisement row by row, it becomes evident that both Tamil and English languages are present within the same row. However, a clear white line serves as a separator between the two languages. On the left side of the advertisement (Unit 1), the brand name 'சங்கீதா' (Sangeetha) and the corresponding tagline 'முதலும் முன்னோடியும்' (PIONEER THEN, LEADER NOW) are displayed in Tamil text. Simultaneously, the English translation of the brand name ('Sangeetha') and tagline ('PIONEER THEN, LEADER NOW') is presented in parallel to the Tamil text (Unit 2), with a distinct white line separating the two languages.

In this case, the visual space, represented by the white line, clearly separates the Tamil and English contents as presented in Table 2. Each language occupies its own designated unit or section within the advertisement without any overlap. This deliberate separation signifies the concept of separate bilingualism, where the languages exist distinctly and cater to bilingual audiences who are fluent in both Tamil and English.

In Figure 3, the advertisement exemplifies separate bilingualism without the use of parallel texts. The advertisement is divided into distinct units as discussed in Table 3. Each unit contains content exclusively in either English or Tamil characters. Unit 1 showcases the Tamil text "தினமும் காலை புத்தணுர்வு தரும் அமுல்யா" (Translation: Amulya that refreshes every morning). After Unit 1, there is a visually separated blank space known as a spatial unit. Following the spatial unit, Unit 2 presents content solely in English characters, reading "Amulya Dairy Whitener."

In this example, the languages are not presented in parallel but are distinctly separated within their respective units. This visual separation signifies the concept of separate bilingualism, catering to bilingual audiences who are proficient in both Tamil and English.



Figure 3: Advertisement of dairy whitener brand Amulya displaying separate bilingualism without parallel texts (Amulya, 2022)

Table 3: Separate bilingualism without parallel texts in ad

Brand name	Product	Taglines or slogans	Translation (Tamil to English)
Amulya	Dairy Whitener	Unit 1 — தினமும் காலையில் புத்துணர்வு தரும் அமுல்யா Unit 2 — Amulya Dairy Whitener Amul Rich Amul Pure	Unit 1 — Refreshing Amulya every morning

The findings emphasize the importance of treating bilingualism as distinct in analysing bilingual advertisements. Visual separation of languages enables advertisers to attract bilingual consumers, improving their understanding and engagement with the advertisement. Separate bilingualism ensures each language has its own place, enhancing clarity and catering to bilingual individuals' language preferences and proficiency levels. However, it is important to acknowledge potential drawbacks such as the necessity of careful consideration of cultural subtleties and background during the translation process. Misinterpretation or cultural insensitivity in translations can negatively impact the brand's credibility and the audience's connection with it.

5.2 Flexible bilingualism

The concept of flexible bilingualism refers to the close intertwining of languages without visual spaces separating them. In contrast to separate bilingualism, where languages are distinctly separated within an advertisement, flexible bilingualism allows for the combination of Tamil and English characters within a single unit. This characteristic is evident in Unit 2 of Figure 1, where the English word "Cadbury" is inserted within a sentence (குட்டி குட்டி Cadbury இப்போது குக்கியில்-Translation: small small Cadbury now in cookie) primarily composed of Tamil characters. If any of the units in the advertisements has language mixing then it is classified under flexible bilingualism.

Flexible bilingualism perceives language as a social asset that extends beyond fixed boundaries (Creese & Blackledge, 2011, p. 1197). It emphasizes the sociocultural and pragmatic dimensions of language use, highlighting its role as a means for social interaction and the construction of meaning across various linguistic contexts. By conceptualizing language as a social asset without established boundaries, flexible bilingualism acknowledges the dynamic nature of language and its capacity to adapt and evolve.

In addition, flexible bilingualism recognizes translanguaging as a significant expression of its principles. Translanguaging involves the speaker's process of meaning-making, prioritizing communicative effectiveness over strict adherence to conventional grammatical rules. Within the scope of this study, translanguaging is employed as a tool to investigate and comprehend the creative language practices utilized by bilingual individuals. It enables the exploration of how languages intertwine and interact to facilitate effective communication and expression.

This study examines various forms of translanguaging that depict flexible bilingual practices, considering translanguaging as a quintessential manifestation of flexible bilingualism. It showcases the dynamic and fluid nature of language usage, disregarding strictly predefined boundaries or norms, instead emphasizing the combination of languages, codes, and modes for effective communication.

The types of translanguaging explored in this study encompass transliteration, language-neutral units,

transmodal translanguaging, translanguaging with numerals, translanguaging with symbols, and intra-unit translanguaging. The distribution of these forms within the analysed advertisements is as follows:

1) Intra-unit translanguaging is the most prevalent, appearing in 56 advertisements, or approximately 38% of the total.

2) Transliteration is also prominent, found in 37 advertisements, or around 25%.

3) Language-neutral units, which can be understood regardless of the reader's language, feature in 11 advertisements, or nearly 7.5%.

4) Translanguaging with numerals and transmodal translanguaging, shifting the mode rather than the language, appear in 2 (about 1.4%) and 3 (around 2%) advertisements respectively.

5) Combined forms of translanguaging also exist, with translanguaging with symbols and intra-unit translanguaging appearing together in 3 advertisements (roughly 2%), and transliteration and intra-unit translanguaging, as well as language-neutral units and intra-unit translanguaging, each appearing in 6 advertisements (approximately 4%).

This distribution data reveals a predilection for intra-unit translanguaging and transliteration in the advertisements, suggesting that these forms effectively cater to a diverse, bilingual audience. The incorporation of various translanguaging forms and their combinations also underscores the versatile and dynamic nature of language use in advertising, aligning with the principles of flexible bilingualism.

The subsequent section of the study will now examine the various forms of translanguaging that exemplify flexible bilingual practices.

5.2.1 Transliteration



Figure 4: Advertisement of home appliance company Kelvinator displaying transliteration (Kelvinator, 2022)

Table 4: Transliteration in ad

Brand name	Product	Taglines or slogans	Translation (Tamil to English)
Kelvinator	Home appliance	Unit 1 — Kelvinator Ready for anything India's coolest summer is here! Unit 2 — கோடை முழுவதும் குளிர்ச்சியாக இருங்கள் Kelvinator வரிசை சாதனங்கள் உதவியால்	Unit 2 — Stay cool all summer with Kelvinator range of appliances

Transliteration is a linguistic process that involves replacing the letters or phonemes of one language with those of another language while maintaining the original pronunciation. It plays a significant role in facilitating language transfer and comprehension within the broader concept of translanguaging. Translanguaging refers to the flexible and fluid use of multiple languages in communication. By employing transliteration, individuals can express their thoughts and concepts in their mother tongue while using the characters or scripts of a different language. This helps bridge the gaps between different writing systems and linguistic expressions.

The advertisement depicted in Figure 4 showcases a home appliance company, as detailed in Table

4. In the top right corner (Unit 1), the brand name “Kelvinator” is displayed prominently. It is written in English characters, rendered in bold and italics to attract attention and emphasis. This positioning and formatting highlight the name of the home appliance company. Beneath the brand name, the tagline “Ready for Anything” is featured in English characters. The tagline is written in a slanting mode, adding a visual element to the advertisement and potentially conveying a sense of dynamism or excitement.

In the top left (Unit 2), the body of the advertisement states, “Kodai muluvathum kulurchiyaaga irungal KELVINATOR varisai sadhanangal udhaviyaal” (Translation: Stay cool all summer with Kelvinator range of appliances). Here, the brand name “Kelvinator” is transliterated in Tamil fonts, allowing readers who are more comfortable with the Tamil language to engage with the advertisement.

Research conducted by Daniel et al. (2019) emphasizes the significance of transliteration in engaging individuals in practicing translanguaging. By highlighting transliteration practices in advertisements under flexible bilingualism (translanguaging), this study aims to shed light on the impact of transliteration on language usage. It supports the claim that transliteration plays a crucial role in encouraging individuals to engage in translanguaging.

Brand names are often transliterated in the actual language of the advertisement for several reasons. Firstly, transliteration allows brand names to be easily recognizable and memorable for readers who are more comfortable with a particular language or script. By presenting brand names in a familiar language, advertisers can establish a connection and familiarity with the target audience. Secondly, transliteration helps maintain consistency across different language versions of the advertisement, ensuring that the brand identity remains intact regardless of the language used. Finally, transliteration can contribute to the effectiveness of bilingual advertising by creating a harmonious integration of multiple languages, appealing to a broader consumer base, and enhancing the overall impact of the advertisement.

While transliteration in advertising offers numerous benefits, there are potential challenges and limitations to consider. For instance, the accuracy of transliteration is crucial to maintain the intended meaning and pronunciation of the original language. Inaccurate transliteration may lead to misunderstandings or misinterpretations. Additionally, certain languages or scripts may not have direct equivalents in other writing systems, making transliteration challenging or less effective. Furthermore, the cultural and linguistic nuances associated with transliterated brand names or phrases may not always be fully understood or appreciated by all target audiences. These challenges should be acknowledged.

5.2.2 Transmodal translanguaging



Figure 5: Advertisement of clothing brand Pothys displaying transmodal translanguaging (Pothys, 2022)

Table 5: Transmodal translanguaging in ad

Brand name	Product	Taglines or slogans	Translation (Tamil To English)
Pothys	Clothing	Unit 1 — போத்தீஸ் M☺☺D-ஐ மாற்றும் தீபாவளி Unit 2 — புத்தாடை உடுத்துங்க... MOOD-ஐ மாத்துங்க	Unit 1 — Pothys MOOD changing Diwali Unit 2 — Elevate your mood by donning a new garment

The advertisement featured in Figure 5 was created by the clothing shop, Pothys. It promotes a mood-changing Diwali experience. The advertisement calls upon people to dress in new outfits and immerse themselves in a festive environment.

The visual components of the advertisement showcase a diverse range of translanguaging techniques. Figure 5 effectively integrates a harmonious blend of Tamil and English vocabularies, establishing a bilingual environment. A noteworthy aspect is the usage of the term MOOD, which serves a dual purpose. It functions as an English word while also evoking the Tamil word மூடு (pronounced similarly to "mood" in English), conveying the notion of "close" or "intimate". The inclusion of cheerful emojis within the term "mood" amplifies its translanguaging potential by visually connecting it with its English counterpart. Additionally, the intentional placement of smiley emojis within the upper right-hand corner (Unit 1) of the advertisement, specifically within the term 'M😊😊D', serves to accentuate the desired emotional response.

Upon closer analysis into Table 5, we find a linguistic correlation between the sentence positioned in the upper right-hand corner (Unit 1), which reads "Moodai maatrum Deepavali" (meaning "Diwali, the festival of changing moods"), and the sentence in the upper left-hand corner (Unit 2), which states "Puthaadai uduthunga... Moodai maathunga" (meaning "Elevate your mood by donning a new garment"). Diwali is a widely celebrated festival in the Indian subcontinent, characterized by customs such as wearing new clothes, exchanging sweets, and lighting fireworks. It fosters a joyous atmosphere that brings smiles to everyone's faces. The integration of smiley emojis within the word 'M😊😊D' visually communicates the positive emotions and happiness typically associated with this festive occasion.

Furthermore, the advertisement employs distinct font colors to differentiate the word 'MOOD' from the rest of the sentence, utilizing red for MOOD and blue for the remaining text. This deliberate distinction not only reinforces the English connection of the word MOOD but also enhances the translanguaging approach. By incorporating multimodal elements such as smiley emojis and varied font colors the advertisement elevates its visual appeal and leaves a lasting impression on the viewers.

In conclusion, the advertisement produced by Pothys in Figure 5 captivates audiences with its promise of a mood-changing Diwali. Through the skillful integration of translanguaging techniques, visual elements, and font color differentiations, the advertisement effectively engages viewers, evokes positive emotions, and conveys the joyous spirit of the festival.

5.2.3 Translanguaging with numerals

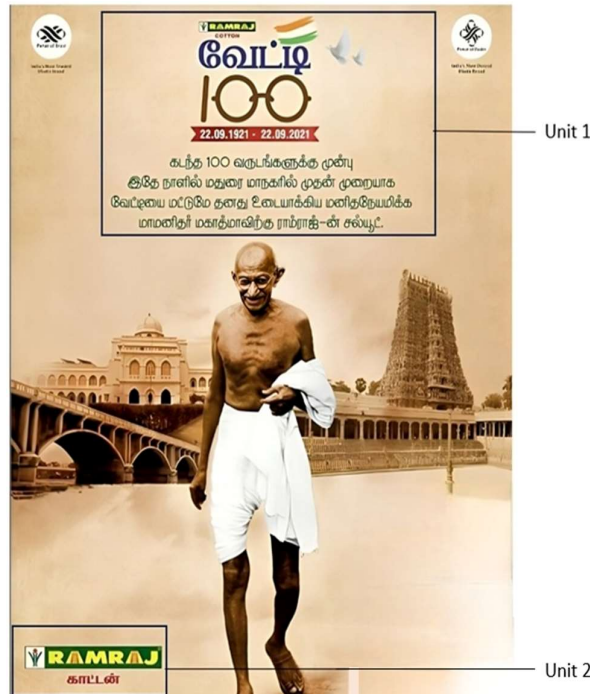


Figure 6: Advertisement of clothing brand Ramraj displaying translanguaging with numerals (Ramraj, 2021)

Table 6: Translanguaging with numerals in ad

Brand Name	Product	Tag Lines or Slogans	Translation (Tamil To English)
Ramraj	Clothing	Unit 1 — Ramraj காட்டன் வேட்டி 100 22.09.1921 – 22.09.2021 கடந்த 100வருடங்களுக்கு முன்பு இதே நாளில், மதுரை மாநகரில் முதன்முறையாக, மகாத்மா வேட்டியை தனது அடையாளத்தின் உடையாக மாற்றியதற்கு ராம்ராஜ்-ன் சல்யூட் Unit 2 — Ramraj காட்டன்	Unit 1 — Ramraj Cotton Dhoti 100 22.09.1921 – 22.09.2021 This day 100 years back for the first time in Madurai, Mahatma made Dhoti the "Attire of his identity". Ramraj celebrates the occasion and salutes the Mahatma Unit 2 — Ramraj Cotton

The advertisement (Figure 6) is from a clothing manufacturer named Ramraj Cotton as described in Table 6. The advertisement is in the form of storytelling which says: One hundred years ago today, in Madurai, Mahatma Gandhi first adopted the dhoti as the "attire of his identity." Ramraj celebrates the occasion and salutes Mahatma. Living the aspirations of the Mahatma for the last eventful 100 years, Ramraj has transformed dhoti, the 'attire of the Mahatma' into a symbol of national identity and pride. Celebrating its cherished mission, Ramraj rededicates its commitment.

The advertisement creatively uses numbers to express a Mahatma Gandhi-related message. The representation of the number "100" (Unit 1) is distinctive, with the digits "1" and "00" resembling a stick and an eyeglass. This creative manipulation of numbers acts as a visual reference to Mahatma Gandhi, who is frequently shown in statues wearing eyeglasses and having a stick in hand, symbolising his identity. This advertising uses numerical translanguaging to invoke memories of Mahatma Gandhi by fusing visual components (numerical representation) with cultural allusions. This is an example of translanguaging with numerals, as the advertisement combines visual elements (numerical representation) with cultural references to evoke the memory of Mahatma Gandhi.

Additionally, the advertisement uses storytelling techniques to deliver the message. Translanguaging is used to deliver the story. It describes the historical significance of Mahatma Gandhi's decision to wear the dhoti as his preferred clothing in Madurai a century ago. Gandhi is quoted in the book stating the thoughtful consideration and significance that went into his dress choices, highlighting the level of thought and intentionality that went into them.

In a nutshell the advertisement exhibits translanguaging through creative use of numerals to make reference to Mahatma Gandhi and storytelling techniques to express the historical significance and values corresponding to his choice of clothes. This blend of narrative and visual components makes it possible to successfully deliver the message to a broad audience.

5.2.4 Language neutral units

**Figure 7:** Advertisement of clothing brand 999 displaying language neutral units (K.A.S. Zainulabdin & Co, 2023)

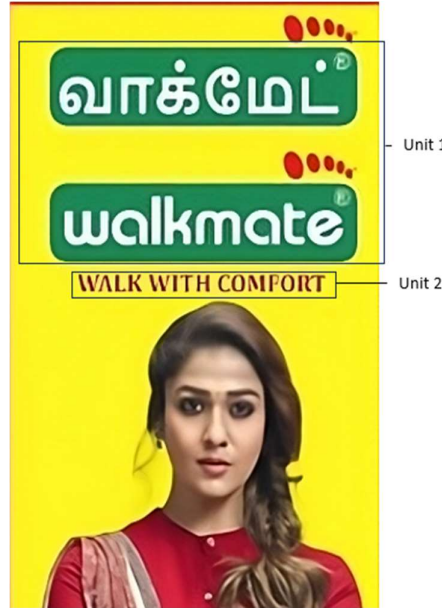
Table 7: Language neutral units in ad

Brand name	Product	Taglines or Slogans	Translation (Tamil to English)
999	Clothing	Unit 1 — 999 Unit 2 — Lungies Unit 3 — இது வெறும் நம்பரல்ல, நம்பிக்கை	Unit 2 — cloth to tie around the waist Unit 3 — It's not just a number, it's a trust

Language-neutral units, such as brand names, play a vital role in facilitating translanguaging by encompassing components that are universally relevant across languages. In the case of the advertisement depicted in Figure 7 and described in Table 7, the brand name '999' (Unit 1) serves as a language-neutral unit. As a numerical representation, it holds equal significance in both Tamil and English, acting as a bridge between the two languages utilized in the advertisement. This neutrality aims to ensure that the information is accessible to speakers of both Tamil and English simultaneously. The selection of a numerical brand name reflects the understanding that numerical symbols can often be universally understood. However, it is important to acknowledge that relying solely on numerical symbols as language-neutral units may limit the advertisement's ability to evoke specific linguistic and cultural associations. This may impact its effectiveness in resonating with a diverse audience and conveying the desired brand identity or message. Advertisers should carefully consider striking a balance between language neutrality and cultural relevance. Exploring alternative strategies that incorporate both numerical symbols and culturally resonant elements can create a deeper connection and evoke strong emotional responses from the intended audience.

5.2.5 Intra-unit translanguaging

The concept of intra-unit translanguaging in Tamil advertisements is closely linked to code switching, as scholars suggest that translanguaging expands upon code switching (Zhang & Chan, 2015). This perspective aligns with conversational code switching, including parallel code switching and complementary code switching. These practices are prevalent in Tamil print advertisements, as exemplified in Figure 8, where the brand name "Walkmate" appears in both Tamil and English (see Table 8), demonstrating parallel code switching.

**Figure 8:** Advertisement of footwear brand Walkmate displaying parallel code switching (Walkmate, 2023)**Table 8:** Parallel code switching in ad

Brand Name	Product	Taglines or Slogans	Translation (Tamil To English)
Walkmate	Footwear	Unit 1 — வாக்மேட் Walkmate Unit 2 — Walk with comfort	Unit 1 — Walkmate

Complementarity can be observed in Figure 5, where code switching is employed in the sentence "Puthaadaai uduthunga... moodai maathunga..." (Translation: "Wear the new dress... Change the mood...") to create a rhyming effect. In this example, "mood" serves as the code-switched word in English, while the rest of the sentence is in Tamil. The similar rhyme between "puthaadaai" and "moodai" exemplifies complementarity within the same sentence and unit.

In conclusion, the presence of parallel code switching and complementarity in Tamil advertisements showcases the application of intra-unit translanguaging. According to Canagarajah (2013) and Li (2011), these strategies promote connections with bilingual or multilingual customers as well as embrace language diversity. Tamil advertisements recognise the language hybridity of their audience and adapt to their multilingual backgrounds and sociolinguistic reality by using parallel code switching and complementarity. Additionally, scholarly works that explore translanguaging in advertising emphasise its effect on audience reception, emphasising how it improves recognition of the brand, sense of connection, and cultural relevance among bilingual or multilingual consumers (García & Li, 2014). The implementation of translanguaging practices has been observed to effectively capture the attention and engage the intended target audience.

5.2.6 Translanguaging with symbols

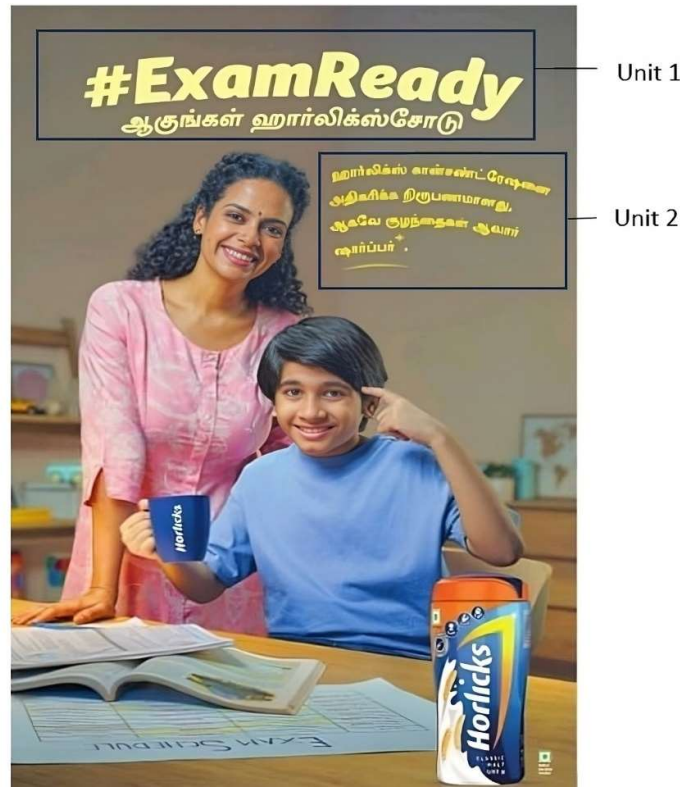


Figure 9: Advertisement of health drink brand Horlicks displaying translanguaging with symbols (Horlicks, 2022)

Table 9: Translanguaging with symbols in ad

Brand Name	Product	Taglines or Slogans	Translation (Tamil to English)
Horlicks	Health drink	Unit 1 — #ExamReady ஆகுங்கள் ஹார்லிக்ஸ்சோடு Unit 2 — ஹார்லிக்ஸ் காண்டென்ட்ரஷனை அதிகரிக்க நிரூபணமானது. ஆகவே குழந்தைகள் ஆவார் ஷார்ப்பார்	Unit 1 — Get #ExamReady with Horlicks Unit 2 — Horlicks has been proven to increase concentration. So, children become sharper

Advertisers employ innovative strategies, such as the integration of English phrases and symbols (a kind of translanguaging) as mentioned in the units of Table 9, to establish a connection with individuals who are bilingual. This strategy, which is common in Tamil advertisements, tries to create powerful rhetorical effects and increase audience involvement. For example, we shall examine an advertisement for Horlicks in

Figure 9. The punch line '#ExamReady aagungal Horlicksodu' (Translation: '#Get ready for the Exam with Horlicks'). In this advertisement, hashtags and English words are deliberately used to grab readers' attention. Hashtags, represented by the symbol '#' are frequently employed in online communities to classify and retrieve particular information regarding a subject. Through the integration of hashtags into their advertisements, businesses harness the potential of translanguaging to expand the scope of their merchandise and motivate customers to share their feedback on various social media channels.

Symbols act as potent visual cues to quicken the comprehension and trigger particular associations. According to Wei Li's (2011) the practice of translanguaging, which involves utilising symbols and other forms of communication, is a valuable asset in communities where multiple languages are frequently used.

Advertisers can create persuasive and culturally relevant advertisements by using translanguaging through symbols, taking into account the audience's cultural values, linguistic practices, and visual literacy. The strategic use of symbols, such as hashtags, facilitates immediate understanding and encourages audience participation.

In conclusion, the incorporation of symbols and English phrases in translanguaging techniques within Tamil advertisements tries to create powerful rhetorical effects and encourage audience participation. Advertisers can ensure that their messages are relevant and that consumers who are bilingual or multilingual feel involved by using these practices.

6. DISCUSSION

From the analysis, it is understood that newspaper advertisements highly consist of flexible language practices. The observed linguistic variations and the choice of translanguaging in advertisements stem from a range of influences, a significant one being the forces of globalization. The observable linguistic variation and utilization of translanguaging in advertisements are not confined to Tamil newspaper advertisements. A cross-comparison of Tamil and Hindi newspaper advertisements reveals shared traits of flexible bilingualism, suggesting that these practices are likely shaped by forces of globalization. Many product or brand advertisements listed in Tamil newspapers can also be found in Hindi or other language newspapers. For example, the advertisements in Figure 1 and Figure 10 are for 'Cadbury cookies.'



Figure 10: Advertisement of cookie brand Cadbury displaying Translanguaging between Hindi and English (Cadbury, 2023b)

Table 10: Translanguaging between Hindi and English in ad

Brand Name	Product	Tag Lines or Slogans	Translation (Hindi to English)
Cadbury	Cookies	Unit 1 — New	Unit 2 — Small Small Cadbury is now on the cookie
		Unit 2 — Chhote Chhote Cadbury ab cookie par	
		Unit 3 — Cadbury Chocobakes Choco Chip	

The advertising content in Figure 1 shows the translanguaging between Tamil and English, while the advertising content in Figure 10 demonstrates the translanguaging between Hindi and English (Chhote Chhote Cadbury) as stated in Table 10. This implies that the advertisement for the same brand or product is available in various languages, such as Hindi, Telugu, and entirely English, with minor modifications for international and global branding. It has been found that translanguaging is applied in advertisements promoting 'global'

products or brands. In this way, translanguaging serves as an expression of globalization. Therefore, we argue that, in the context of Tamil newspaper advertisements, flexible bilingualism is an excellent representation of globalization. On the contrary, there are also advertisements that follow separate bilingualism, designed specifically for the local Tamil audience while providing the same Tamil content in English characters for other language audiences to understand. These advertisements represent localization. However, advertisements that follow separate bilingualism are less common, as stated earlier in the Findings section.

This reflects the readership of Tamil newspapers as a discourse where Tamil and other language readers (English as a common language) coexist. By examining advertisements through the lens of bilingualism and globalization, the study captures the intricate relationship between these two facets, revealing how they shape and are shaped by advertising practices.

Additionally, it is crucial to consider the influence of creativity on language variants and the selection of translanguaging in advertising. Translanguaging inherently embodies creativity, as it allows for the innovative use of multiple language components to enhance communication. This form of language play is a key feature of translanguaging as it captures readers' attention and amuses them. Messaris (1994) stated that language play in advertising can serve to represent a product or brand as creative, unique and forward-thinking, by making use of language in novel and unusual manners. Translanguaging serves as a form of language play in this study as it involves the creative and playful use of multiple languages to communicate effectively and engagingly. The 'play' in the data happens in languages such as Tamil and English and also includes other characters such as symbols, and emojis. Language play has been purposefully used in advertisements. Advertisers use creative language techniques to draw in their target audience, set their brand ahead of other competitive brands, and develop a recognisable and persuading brand identity.

Hooks (2014) stated that creativity is a powerful weapon for resistance as it has the ability to question the dominant ideologies and develop novel possibilities for a social change. In advertising, creativity goes beyond language play and can encompass storytelling techniques, eye-catching imagery and various elements to capture the attention of the target audience and create a memorable impression. The unusual practice in the advertisement in Figure 5 ('M☺☺D') does not imply that the advertisement designer is lacking English language proficiency.

These kinds of practices criticize the conventional ideologies of looking at a language as discrete systems and any term that is spoken or written should belong to a particular language. They also criticize the monolingual ideology as unrealistic communication in the present world where people are proficient in multiple languages. This monolingual attitude completely ignores the available language diversity. Flexible and separate bilingualism are found as a reaction to these and acts as a best approach to analyse the linguistic creativity in advertisements. However, it's crucial to mention that while creativity and criticality are central tenets of translanguaging, this study primarily focuses on creative language practices in Tamil newspaper advertisements, acknowledging this as a limitation of the study.

7. CONCLUSION

The investigation of linguistic features in Tamil newspaper advertisements has uncovered the language interplay between Tamil and English in commercial communication, demonstrating the complexities and nuances of bilingualism. The study through the examination of separate and flexible bilingualism, transliteration, and other linguistic phenomena, provides a deeper understanding of the dynamics involved in bilingual advertising, its objectives, and implications for the diverse audiences it targets.

The data showcased in the study indicate that the majority of Tamil newspaper advertisements favour flexible bilingualism over separate bilingualism. Flexible bilingualism, characterized by the close intertwining of languages, allows for the creative combination of Tamil and English characters within single advertising units. The extensive use of flexible bilingualism indicates that language is often treated as fluid, dynamic, and socially constructed to serve the communication needs of diverse audiences. Furthermore, this study observed that translanguaging, a phenomenon often linked with flexible bilingualism, plays a major role in bilingual advertising by creatively and purposefully using multiple languages to communicate. It embodies the process of meaning-making and prioritizes communicative effectiveness over strict adherence to conventional grammatical rules. In this sense, translanguaging can be viewed as a form of language play that uses linguistic diversity to create novel and compelling advertising messages.

Analysing the translanguaging practices in Tamil newspaper advertisements also uncovered the influence of globalization on bilingualism. The advertisements of the same brand or product across different languages, with minor alterations, demonstrated how translanguaging has become an integral part of international and global branding strategies. In this light, flexible language practices in Tamil newspaper advertisements can be seen as reflections of globalization.

Moreover, the creative language play observed in these advertisements not only entertains but also challenges conventional ideologies of language. By using multiple languages and linguistic components in unconventional ways, these advertisements disrupt the traditional view of languages as discrete systems and critique the monolingual ideology.

In conclusion, this study has shed light on the intricate and dynamic nature of bilingualism in Tamil newspaper advertisements. It underlined the widespread use of flexible bilingualism and translanguaging as strategies for creating engaging and effective advertisements that cater to a diverse, global audience. By exploring these phenomena, the study has contributed to the broader understanding of the intersection between language, communication, and commerce in a multilingual and globalized context. The study emphasizes the potential of translanguaging as a mechanism for creative expression and resistance to conventional language ideologies.

8. LIMITATION

The study acknowledges its limitations in not fully addressing the critical aspect of translanguaging. Future research may consider doing a thorough comprehensive exploration of both creativity and criticality as central tenets of translanguaging to further enhance our understanding of this multifaceted linguistic phenomenon. Also, this study primarily focuses on the analysis of language practices in newspaper advertisements and does not concentrate on any electronic media. This provides the scope for further studies to document the translanguaging practices in other advertising or linguistic contexts.

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