
Language Choice, Code Mixing, and Digital Identity: A Study of Lifestyle Pakistani Vloggers

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Abstract

The research problem of the study is as follows: how Pakistani lifestyle vloggers are strategically using bilingualism (Urdu and English) to build their digital identities and interact with their audiences on YouTube. In a qualitative discourse analysis of a purposively selected sample of 15 high-engagement lifestyle vlogs, the study explores the code-mixing and code-switching patterns using the framework of Gumperz in order to comprehend the social and performative role of these processes. The data show that the prevalent code-mixing linguistic practice is intra-sentential code-mixing, in which English words are inserted into Urdu sentences. This language hybridity is a symbolic identity, as it presents a contemporary, well-educated, and cosmopolitan identity, and at the same time, it creates a sense of authenticity and closeness with the local, bilingual viewers. Strategic use of English is also usually limited to technical words or emphasis and humor, whereas Urdu makes the story rooted in the cultural context, which shows the mastery of maneuvering in a complicated linguistic environment of the vloggers. This study shows the importance of linguistic hybridity in the digital self-representation process and plays its role in the sociolinguistics of new media in South Asia, implying that future works should address the audience response and the cross-genre comparisons of such code-mixing strategies.

Keyword: Bilingualism, Vlogging.

1. Introduction

Vlogging has become a fashionable way of people sharing their ideas in the present-day era of digital communication. It also gives individuals an opportunity to present their lives, experiences, and views to the rest of the world. Lifestyle vloggers are becoming very popular in Pakistan. They are communicating to their audience via YouTube and Instagram. These sites present various aspects of the contemporary Pakistani culture. Vloggers address various audiences, and their communication depends on the way language is used. Many of them are bi-lingual. They do it not only to have a bigger audience but also to demonstrate their culture and social identity. Pakistani vlogs language and code-mixing is not simply about the use of other words; rather it is the aspects of effective communication. It relates well with identity, perception about you and how you appear. Vloggers use their local language that is mixed with international language to establish a different online space. This room emphasizes the fact that Pakistan is bilingual and that it balances between traditional and modern concepts. Language change enables individuals to form different online identities. They are a combination of relatability and smarts. They identify themselves with the local community and remain significant in the global society. This study examines the way vloggers of Pakistani lifestyle choose

their language and mix various languages. It looks into their way of expressing their thoughts and identity over the internet. It demonstrates the interaction between language, media and culture in the present days.

Recent researches on vlogging in Pakistan have put emphasis on its rising importance in forming online identities as well as cultural influences. Ahmad and Khan (2021) discovered that Pakistani vloggers produce lifestyle and traveling content. This information influences the perceptions that individuals have. Ali and Hassan (2016) noticed that vloggers tend to make use of informal, funny and easy to relate language. Their content is authentic and accessible to the audiences since it is written in this style. According to the article in question, *Vlogging Culture in Pakistan and Its Impact on Society* (Abbas et al., 2024), lifestyle vlogs are rather popular on YouTube in Pakistan. Through these vlogs, individuals can exchange ideas and state their identities. Vloggers rely on the language and self-presentation to construct online identities. They combine the old school culture with the new digital trends.

The studies demonstrate that code mixing takes place when individuals use a combination of words and grammar between two languages within a single sentence (Jiang et al., 2014). Herman et al. (2022) consider such blending to be typically observed in a casual setting. During official communication, speakers are free to use words or phrases that are similar to other languages that do not have a perfect equivalent. According to Bokamba (1989), code mixing refers to a combination of two languages in a single utterance. This involves the alternation between languages. Such communication does not require a change of topic. It may also contain such characteristics as morphology and vocabulary. A combination of elements of one language in another is known as code mixing. Both languages are still used in your active use (Gumperz, 1977). The video analysis of the beauty video on YouTube by Suhay Salim has considered her way of code mixing. It adhered to the theory of Muyskens (2014) and examined her motivation behind the practices. This was founded on the Weinreich model (1963). The YouTube is a fantastic web site in terms of disseminating information, promoting services, and demonstrating products. This comprises products of the beauty sector (Riaz, 2019). According to Alelaimat et al. (2023), vlogging is a type of online blogging that also allows individuals to express their ideas, emotions, and experiences using video. Also, they observe that the tendency towards posting and creating vlogs on various websites is gaining momentum with the youth. Video-sharing platforms like YouTube have helped the emergence of vlogging to become very significant (Lacsina, N.E., 2023). According to Lacsina, food vlogging is a trendy pastime among the youth in the recent past. According to the YouTube statistics, the food videos are extremely popular. Ninety-two percent of millennials indicate that they desire vloggers and influencers to recommend or review their products or services (Dewanthi, 2024). These people on YouTube are known as food influencers, as Luong et al. (2023) refer to them as influential people who achieve massive audiences by discussing food on their social media or channels.

Along with that, the study is also aimed to expand the limited number of studies on language in the online environment of Pakistan, in particular, in the field of lifestyle vlogging. The trends of vlogging and engagement with the audience have been examined in numerous studies. Nevertheless, not many pay attention to the way vloggers employ language to demonstrate their identities and define themselves. By filling this gap, the paper looked at how people use language in digital media in Pakistan.

Recent research on vlogging in Pakistan demonstrates that it is increasingly important to form online identities and has a cultural influence. According to Ahmad and Khan (2021), lifestyle and travel content is created by Pakistani vloggers. This media influences the perception of culture and identity on the part of people. As Ali and Hassan (2016) have noted, vloggers usually involve the use of easy, funny, and relatable language. This format makes their content to be authentic and simple to relate to by the audiences. The article *Vlogging Culture in Pakistan and Its Effect on Society* (Abbas et al., 2024) concludes that the culture of lifestyle vlogs is rather popular on YouTube in Pakistan. These vlogs allow individuals to communicate and share their thoughts. Online personas are formed by language and self-presentation employed by the vloggers. They incorporate the old cultural aspects with the new digital trends. It has been found that code mixing begins when individuals combine words and grammar of two languages within a sentence (Jianget al., 2014). Herman

et al. (2022) claim that such blending occurs mostly in informal settings. In a formal context, a speaker might utilize the words or phrases of some other language where he or she does not have an equivalent word or phrases.

According to Bokamba (1989), code mixing is the act of mixing two languages in a single sentence. It involves the change of one language to another. This kind of communication does not require a change of topic. It may also contain such features as morphology and vocabulary. Code mixing refers to mixing a section of one language into another. Your use of the two is still active (Gumperz, 1977). The code mixing practices of Suhay Salim in her beauty video in YouTube were analyzed. It adhered to the theory of Muyskens (2014) and examined her motivation to employ such practices. This was using the framework of Weinreich (1963). YouTube is an excellent source of sharing information, selling services and presentation products. This encompasses products of the beauty sector (Riaz, 2019). According to Alelaimat et al. (2023), vlogging is a type of online blogging that allows individuals to express their ideas, emotions, and experiences in the form of videotape. They also mention that there is a tendency of vlogging and creation of vlogs upon various websites to become more widespread among the youth. Vlogging has become a rather important phenomenon due to the popularity of videosharing platforms, including YouTube (Lacsina, N.E., 2023). Lacsina observes that young people have been taking food vlogging as a hobby in the recent past. According to the YouTube statistics, food videos are very popular. Approximately, 92% of millennials claim they would prefer to be recommended or reviewed by the vloggers and influencers (Dewanthi, 2024). These types of people on Youtube are also referred to as food influencers, as Luong et al. (2023) define them as influencers who have a large following because of discussing food on their social media devices or channels.

1.1 Research questions

- Which language options do Pakistani lifestyle vloggers utilize in their videos Urdu, English, or a mix of both?
- In what ways does their use of language reflect their personality or identity in the online space?
- What languages are predominantly spoken by lifestyle vloggers in Pakistan?

1.2 Objectives

- To investigate the language habits of lifestyle vloggers in Pakistan.
- To explore the reasons and objectives behind the use of Urdu–English code mixing in their content.
- To explore how vloggers, use language to shape their online identities on social media.

1.3 Significance of the study

This study is effective because it demonstrates the use of language by individuals in Pakistan in online platforms. These avenues are used to convey their social and cultural identities. This study examines the use of language and combining various languages by vloggers. It reveals the way the youths in Pakistan communicate on the web. The results will help us to understand the connection of language, identity and online culture in the social media. The study allows future students and research scholars in the field of media to get a glimpse of the influence of digital communication on the culture and contemporary identity in Pakistan.

2. Research Methodology

This paper provides a swim into the way that Pakistani vloggers construct their online personas through language and code mixing. We adopt a qualitative approach. This assists us in the search of the various meanings, expressions and language trends within online content. We pay attention to the influence of language in the creation of identity on the Internet. We achieve this through verbal interaction of vloggers. We are going to work with the Pakistani lifestyle vloggers that spin the stories both in Urdu and English on

the YouTube. We selected five outstanding creators and carefully selected those who matched particular requirements. These vloggers posted bits of their daily lives with frequency. Their videos are merged artfully in Urdu and English and have at least 10,000 followers. This is so that they can have influence on their audience and create a good rapport. We examined three videos of each vlogger, which amounted to approximately 15 to 20 videos in depth analysis of common language patterns and themes.

We based our data gathering approach on available YouTube video content of selected vloggers. The videos were stored and transcribed by hand. We dwelt into areas where the vloggers reached their audiences. This gave actual glimpses of their personalities and interactions. The title and descriptions of the videos, as well as the comments made by viewers, were also subject to consideration. This made us interpret the involvement of the audience and context to a better understanding.

The data obtained was examined using Thematic Content Analysis, which was a method suggested by Braun and Clarke (2006). This process had:

- Engaging in the data by looking at it several times, and taking notes.
- Extraction of first labels to detect the cases of language selection and mixture of different languages.
- Coalescing similar codes to form larger themes such as bilingual identity, authenticity and engagement with the audience.
- Stating the way language use constructs online identities.

Since the research used publicly accessible YouTube videos, we did not ask the vloggers permission. With a high level of ethical standards, we did not subject a person to personal judgment and guarantee the privacy of personal information.

2.1 Theoretical framework

The main focus of this study is the Social Identity Theory (SIT) by Henri Tajfel and John Turner, which is one of the most influential theories to consider when it comes to the self and identity formation. According to this theory, individuals are pursuing a positive self-image by using their groups. Such relationships largely influence their self-perceptions. The most important here is communication. It assists individuals to reveal themselves, communicate their opinions and network with other individuals. Within a multicultural country such as Pakistan where the Urdu and English languages have a significant influence, the manner in which people converse is a vivid reflection of their self-image and wishes.

Social Identity Theory describes three main ways in which people form their identities: categorizing people by groups (social categorization), perceiving themselves as part of a group (social identification) and comparing themselves with other people (social comparison).

The practices are especially essential in the internet where people share a part of their lives with different people.

The fact that they are proficient in both Urdu and English means that they can maneuver their identity in many dimensions. Using English gives them an opportunity to appear as a modern and educated person, and the association with the rest of the world, but speaking Urdu makes them remind of their cultural background and associations with their motherland. With this mix of languages, they are able to create an impression that cuts across both the local and global listeners.

According to the theory, people do not talk at random. Their speech is a deliberate choice, which is directed at creating a positive self-image. Through YouTube and Instagram, vloggers can have a chance to show who they are by words, performance, and images. In the case of the Pakistani vloggers, the ability to speak two languages allows them to access a wide range of audiences. There is an element of modernity and internationality by using English terms like "**Hey guys, welcome back to my channel**" and a sense of

closeness and share in mutual cultural experiences through the use of Urdu terms like aaj hum baat karain ge apni routine ke baare mein. This mixture of languages, according to the theory, is the systematic way of shaping the minds of people and adjusting to different situations. This is done when people mix up Urdu and English in their speech and this is known as code mixing and can be used as an indicator of who people are. According to the Social Identity Theory, the behavior is indicative of the fact that vloggers have two sides to their identity. They mix languages to show their relationship with both the traditional and modern cultures. This blend depicts that they are confident, informed and authentic to people in Pakistan who often speak both languages and in doing so, this would create a sense of belonging to their community and to the audience they target. SIT explains why this language mixing helps vloggers to promote a sense of solidarity and to draw positive comparisons with other people. Social Identity Theory in the digital world offers understanding of how people cope with the perceptions that other people have against them, and how they identify themselves with certain beliefs. The digital platforms enable people to keep sharing what happens to their lives. Vloggers make sure that their appearance and voice are not neglected, choosing words and images with enough care. The use of two languages helps them to appear to be relatable and inspirational, getting connected with their roots and being also aware of the world around them. They do this in an attempt to establish a good image of themselves to their own group and other people as defined by Tajfel and Turner. Social Identity Theory can help to understand this study through identifying the connection between how people use language and the development of their online identities. The languages used by vloggers of Pakistani lifestyle do not just perform the role of communication. They represent what they are and what society they belong to. On this premise, this study explores how vloggers use two languages when creating and sustaining their online identities and how it demonstrates how traditional and new cultural values are merged in the social media environment of Pakistan.

3. Results and Discussion

Table 3.1

NO.	Vlogger Name	Video Title	Category	Main Topic	Audience Type	Key Language Choice	Notes on Code Mixing
1	Vlogger A	BIRTHDAY GIFTS UNBOXING WITH MY SISTERS.	Lifestyle	Birthday gifts unboxing	Young female viewers	Urdu, English code mixing	English phrases used for excitement and emphasis
2	Vlogger B	Who Spent Their 25,000 Rupees Better on TEMU?	Lifestyle	Spent Their 25,000 Rupees on Temu	Young male and female	Urdu and English code mixing	English phrases used in daily conversation
3	Vlogger C	The one in Bali	Lifestyle	Trip to Bali	Young female viewers	Urdu and English code mixing	English for narration; Urdu for cultural identity.
4	Vlogger	FARI KA	Lifestyle	Surprise	Young	Urdu and	English for

	D	SURPRISE			male and female viewers	English code mixing	information Urdu for emotion and culture
5	Vlogger E	Deosai National Park & Sheosar lake in Monsoon	Lifestyle	Travel	Majority male viewers	Primary Urdu with selective English	English for technical details; Urdu for emotions and culture

Table 3.2

Vlogger	Dialogues / Language Examples	Type of Code-Mixing	Function in Communication	Identity Constructed
Vlogger A	Hi everyone, Assalamualaikum, I'm Jannat Mirza	Inter-sentential (English → Urdu)	Global YouTube greeting + cultural connection	Hybrid identity: Modern global + Pakistani cultural
	So funny” / “Wow, shoes are so pretty	English adjectives in Urdu sentence	Shows excitement, trendiness	Stylish, expressive, youth-oriented personality
	It's pretty, mamma yeh lo!	Intra-sentential mixing	Relatability + emotional closeness	Family-oriented relatable vlogger
	I am so rich now, mujhe kuch lena nahi parega	Urdu + English brag humor	Humorous exaggeration to entertain viewers	Playful, confident digital identity
	Business class mein ja rahi hoon	English noun in Urdu sentence	Status signaling; aspirational lifestyle	Upward-mobile, modern social identity
	Main bohot ameer ho chuki hoon (jokingly)	Urdu humor + English frame	Comic relief, informal bonding	Playful entertainer identity
	Apple Watch... Series 8... I will wear it tomorrow	Tech brand English	Signaling global tech awareness	Digitally-smart, global identity

In her vlog, Vlogger A also buys strategic time to switch between English and Urdu to achieve various communicational purposes. She starts with English greetings to introduce modern and global mood but changes Urdu, when she communicates with relatives, it means that it is emotionally nearer and related to the culture. English is principally applied in brand name issues, phrases of excitement and fashions adjectives whereas Urdu will reign in talks of connections and feelings. Such linguistic trend depicts common intra-sentient code-mixing, brand-based mixing and signs of politeness, which, when combined, produces a stylish but friendly mode of communication. In the terms of the Social Identity Theory, such bilingual behavior helps Vlogger A to build a plural identity. The greetings used in English, mentioning of international brands assigned to her, using electronic language position her as a modern and ambitious person and the use of Urdu when

dealing with her emotional and family-related aspects makes her a sympathetic Pakistani daughter. By using such a moderate linguistic means, Vlogger A identifies with global modernity and national cultural values at the same time, as well as strengthens the identification with a broad Pakistani audience.

Table 3.3

Vlogger	Dialogues / Language Examples	Type of Code-Mixing	Function in Communication	Identity Constructed
Vlogger B	“In this video, we will get a budget of 25,000 each...”	English sentence + Urdu number	Sets modern YouTube tone; clarity for global audience	Global, tech-savvy influencer
	“Random mera favourite hai toh random hum end pe karenge”	Intra-sentential mixing	Personal preference + casual tone	Friendly, relatable Pakistani youth identity
	“This shirt ke upar pura mera face laga dena”	Urdu sentence + English noun	Humor + trendiness	Playful entertainer
	“I found something very funny... this is nice”	English emotional phrases	Shows excitement	Expressive content creator
	“Bhai yeh dekh interesting lag raha hai”	Urdu base + English adjective	Builds humor and relatability	Youthful bilingual identity
	“Aap log batao aapko konsa gift pasand aaya”	Urdu audience engagement	Emotional closeness	Connected, community-oriented identity
	“Download the app, use this code to get free items”	English marketing phrase	Sponsorship integration	Professional influencer identity

Vlogger B speaks English in the majority of his vlogs, where the English language takes the majority of his vocabulary related to shopping, description of products, humor, rating scale and explanation, and Urdu is used in friendly banter, emotional response, and straight communication with his audience. This division indicates a shift in success of the globalized style of YouTube, but it does not deny the Urdu any role as a means of local connection. His talk shows a certain amount of intra-sentential code-mixing i.e. when he says, Random mera favorite hai and inter-sentential switching i.e. where he writes in English and jokes in Urdu. The mixing of brands and products also supports the trendy and youth-oriented communication style in favor of the entertainment. According to the Social Identity Theory, the bilingual habits of Vlogger B make a stratified identity. When used in the beginning, product description, and ratings that sound more like an influencer, the English language sends a message of a modern and globally-conscious person that is technologically savvy. However, in its place, Urdu humor, improvised response, and light chatters, especially with Ayesha, bring about warmth, accessibility, and cultural intimacy. By using language, Vlogger B positions himself as a contemporary influencer and a friend who is desi and humorous enough and makes different segments of the

audience reach their points.

Table 3.4

Vlogger	Dialogues Language Examples	Type of Code-Mixing	Function in Communication	Identity Constructed
Vlogger C	“Hello ji, we are in Bali and we’re going to stay 3 days...”	English base + Urdu vocative ("ji")	Cultural warmth with international tone	Balanced identity: Pakistani + global traveler
	“Follow our journey, let’s see how it goes”	Pure English	Influencer-style vlogging	Professional travel content creator
	“My heart was racing... it was amazing, I have no words...”	English emotional expressions	Intensity, excitement, authenticity	Adventurous, emotionally expressive identity
	“Hello ji, ATV bohot fun tha but exhausting”	English narration + Urdu adjective	Local relatability + global appeal	Pakistani traveler in international setting
	“They keep bringing us to the most beautiful places”	Pure English	Travel storytelling	Confident narrator identity
	“This is the end of our first day in Bali...”	English + place names	Structured vlog closing	Organized, influencer persona
	“You should definitely come and live it”	English recommendation	Influencing, persuasion	Travel promoter / advisor

The use of English in Vlogs by Vlogger C is almost complete, especially on adventure recounting, description of tourist destinations, emotional narrations, and recommendations to her audience. English is the main language of professionalism and universal narration and thus her subject conforms to the standards of international travel vlogging. Urdu is also present in a few instances like the use of cultural names and emotional fillers like, in the instance where I say hello ji, bohot fun, in signaling the presence of a Pakistani culture. This partiality in the use of the Urdu language implies a linguistic decision to make available globally and be local at the same time. Code mixing patterns that she has are predominantly the use of Urdu vocatives in contexts of speaking English, emotionally-tinged English phrases, and vocabulary specific to the world of adventure tourism. These decisions are also used to fulfill several tasks including keeping it Pakistani, establishing friendly and informal style, and making sure that the message is well understood by an international audience. According to the Social Identity Theory, Vlogger C has created a twofold identity: The English-dominant world traveler as a professional by narration and influencer discourse and the Pakistani young woman by a little but significant signifiers of the Urdu language. This language equilibrium helps her to address the entire world’s audience and preserve the originality of the culture.

Table 3.5

Vlogger	Dialogues / Language Examples	Type of Code-Mixing	Function in Communication	Identity Constructed
Vlogger D	“So this is your surprise... ja ke malika main hoon mujhe ghar se nikalne ki”	English opener + Urdu humor	Creates comedic tone	Playful, dramatic personality
	“Surprise... astaghfirullah ye surprise hai? isko surprise nahi kehte”	English noun in Urdu discourse	Satire + emotional reaction	Culturally expressive Pakistani female identity
	“24 hours... 12 ghante... discard karni cheezein”	English numbers & verbs	Emphasis + clear instruction	Organized, responsible persona
	“Ye surprise nahi, ye dhoka hai!”	Urdu with English base word	Intensifies humor	Dramatic entertainer identity
	“Main apne vlogs ke through logon ko sikhana chahti hoon”	English borrowed word (vlogs)	Professional vlog identity	Ethical influencer identity
	“Is vlog ka matlab ye nahi ke shopping mall jao aur unlimited kharch karo”	English noun (shopping mall) + Urdu explanation	Social awareness message	Value-driven, socially responsible identity
	“Bye bye, Allah Hafiz, thanks for hanging with me”	Urdu-English blend	Cultural warmth + professionalism	Hybrid identity: global + Pakistani

The language Vlogger D mostly speaks in her vlog is the Urdu language, as the themes of her video are the expression of emotions, humorous, cultural commentary, and the informal talk with her close friend. Urdu is used as the major language of intimacy, relatability and cultural expression whereas English is used in YouTube-specific phrases, nouns and address to the audience, e.g. Okay guys and let’s do this. Such selectiveness in the application of the English language also brings in an element of modernity and influencer professionalism without breaking the domestic and conversational feel of the vlog. Much of her code-mixing consists of the use of English nouns in Urdu emotional speech, callouts where she is excited, and English final lines, and social-message code-mixing when she is giving advice, or comments that contain a value. These decisions form the sense of humor, keep the viewers on their toes and ensure that less serious messages are delivered in a more approachable and not commanding manner. According to the Social Identity Theory, Vlogger D was able to create a strong dual identity with the help of language. Long Urdu sentences, religious identities and allusions to family and altruistic principles place her solidly in a Pakistani women cultural clique. Simultaneously, her application of the English influencer vocabulary, vlogging framing, and socially responsible information suggests that her proper positioning places her in line with worldwide content-

creators' industry. Using this mixture, Vlogger D is an influencer with a fixed and culturally based but socially conscious approach of combining humor, ethics, and contemporary digital communication.

Table 3.6

Vlogger	Dialogues / Language Examples	Type of Code-Mixing	Function in Communication	Identity Constructed
Vlogger E	“pehli dafa ja raha hoon yaar”, “hawa thandi ho gayi hai”, “SubhanAllah view dekho”	Pure Urdu narrative	Creates emotional realism; shows local viewpoint	Local Pakistani traveler
	“camping site”, “freshwater lake”, “sleeping bag”, “waterproof tent”	English nouns inside Urdu sentences	Adds professionalism; expresses travel knowledge	Knowledgeable travel guide
	“bhai kya scene hai”, “yaar gir gaya”, “sleeping bag level ka nahi”	Urdu youth slang + English adjectives	Shows friendly, humorous persona	Relatable, youth-oriented influencer
	“SubhanAllah”, “Allah-u-Akbar”, “Allah ki qudrat”	Arabic + Urdu, no English	Shows emotional authenticity + spiritual connection with nature	Spiritually rooted Pakistani
	“This lake is 40 meters deep”, “oxygen level kam hai”, “2.3 km long”	English for factual/technical info	Adds authority, educational tone	Expert documentary-style guide
	“See you guys next time”, “this was the end of the journey”	Full English outro	Matches global YouTube norms	Professional content creator
	“ID card le len”, “camping site bohat achi hai”	English nouns modernize speech	Ensures clarity and preparation for travel	Responsible, informative travel guide

Vlogger E communicates mainly in Urdu telling about his trips and sharing the feelings of the trip which allows making his talk about his experience very relatable in a country in Pakistan. Urdu is the language of intimacy, cultural identification as well as the expression of emotions, especially within the context of informal jokes as well as religious allusions. Even in English, there is selective usage of English in technology travel terms, scales, objective explanations and YouTube-like final lines which give the vlog a professional and documentary-like flavor. In this pattern of code-mixing, the patterns are primarily lexical elements of English to constitute part of Urdu sentences particularly in passages of informational type, including distance, depth or weather conditions. In the light of the Social Identity Theory concept, the dual identity of Vlogger E is created through his bilingual language usage. He also positions himself as both locally based Pakistani traveler by using much Urdu and informed and seasoned content producer by prudent application of English as a tool of technicality and professionalism. This ambivalent language approach improves the credibility and

relatability of his work whereas he can appeal to both cultures and informational levels.

4. Conclusion

Overall, the present research about Pakistani lifestyle vloggers highlights the essential intersection of the choice of language, code-mixing and digital identity in the context of the South Asian media. The discussion validates the claim that the lingual reality of these online spaces is that of exercised hybridity, and the intra-sentential mixing of Urdu and English becomes the new habitual way of communicating. It is not just a chance piece of linguistic art, but a calculated performative plan. Through adopting Urdu as the speaking language and introducing English in moderation to add the status of sophistication, technicality, or humor, vloggers manage to strike a balance between being both globally aware and cosmopolitan (with a touch of English) and culturally situated and familiar (with a touch of Urdu). This advanced language use serves as an important indicator of identity that makes the vloggers appear more authentic and relatable, which are two important currencies in the creator economy. Finally, the bilingual vlog itself is an interactive microcosm of contemporary Pakistani urban sociolinguistics, and how content creators use their multilingual arsenal, and establish strong parasocial ties. Further studies ought to use quantitative research to quantify the exact effect of a frequency of code-mixing on the audience engagement index and investigate this language phenomenon within the regional linguistic framework to identify the entire region of the sociolinguistic dynamism of the digital sphere in Pakistan.

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