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Codeswitching in print advertisements in Hong Kong and Sweden

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Abstract

The present study focuses on the codeswitching phenomenon in Hong Kong and Swedish print newspaper advertisements. With a contrastive analysis of code-switched advertisements from Hong Kong and Sweden, this paper will also describe the patterns and structures of Cantonese-English and Swedish-English codeswitchings, what are mixed and the reasons why people code-switch. The results show that intra-sentential is the most dominant type of codeswitching and noun phrase is the most codeswitched constituent. Also, codeswitching English in newspapers advertisements has its values as well as limitations. Linguistic and socio-psychological motivation and modernity appear to be strong factors in determining the use of codeswitching.

1. Introduction

Bilingualism is a naturally-occurring linguistic phenomenon through natural language contact. According to Beardmore (1982:3), it involves the presence of at least two languages within one and the same speaker, and the way these languages are used plays a highly significant role. Presumably, bilinguals are able to communicate naturally and fluently in more than one language. This linguistic behaviour has existed for a rather long time, yet it was given only marginal attention until systematic and comprehensive scientific research came along. Haugen's article (1950a) gives a summary of studies made in the field of bilingualism up to 1950s in an effort to explain the linguistic behaviour of bilingual speakers. This unique linguistic phenomenon was then termed "language mixture" (Haugen, 1950a:271), "mixed" language or "hybrid" language" (288). Although Haugen did not use the term codeswitching back then, questions and interests concerning the juxtaposition of two languages within the same speech had started to surface.

English, having become the "*salad bowl*" of all languages with the rise of globalization and the internet, has undoubtedly become the international language. English can often be heard and seen everywhere: on TV, radio, in Hollywood films, in magazines, the tourists around you, etc. The language contact at some point allows English to be mixed not only in spoken form, but also in written form. While most written genres remain monolingual, the language of advertising has the advantage of owning the poetic license.

The linguistic properties in advertising language have attracted the attention of linguistic researchers over the years. Across cultures, English is frequently used in advertisements and it appears to be the preferred *lingua franca* in code-switched advertisements. This phenomenon is well documented by numerous linguistic researchers (Ljung, 1985; Bhatia, 1992; Li, 2000; Martin, 2002). The types and nature of advertisements and the target audience determine the choice of English used in print advertisements. The past few decades witnessed the “Englishization” (Larson, 1990:367) in many sectors in many societies, not only in the former British colonies but also non-British areas such as Europe (Larson, 1990: 367). The political, economical and cultural influences of the major English-speaking countries (Ljung 1985:3) also contributed to the spread of English. The English language symbolizes westernization, technology and modernity. Mixing English in advertisements can give associations to these images. Print media uses the written language as well as visual images to get the attention of potential consumers. Because of this, the use of the English words also matter in the advertisement (Bhatia, 1992). Often they come in the form of attention-getters. How much and in what contexts English is mixed depends on how receptive the particular country is to this foreign language.

Hong Kong and Sweden have, though in different ways, coincidentally been traditionally receptive to English. English is frequently used in these two places and this phenomenon is well-documented by linguistic researchers. But rarely has a contrastive study been done on the codeswitching phenomenon in Hong Kong and Swedish print advertisements. The present study is aimed at offering insights on bilingualism as well as the codeswitching phenomenon in Hong Kong and Sweden.

1. 1. A brief account and comparison of language situation in Hong Kong and Sweden

Codeswitching is a by-product of bilingualism and an unconscious daily practice for bilinguals. Myers-Scotton (2002:5) writes that one of the main concerns of bilingualism being “the social factors involved in how people become bilingual and the ways in which they allocate their different languages to different uses”. Knowing the language and education situations in Hong Kong and Sweden can therefore help to understand the extent and magnitude of codeswitching phenomenon in these two places.

A brief comparison of the language situation and language teaching situations in Hong Kong and Sweden can be referred to in Table. 1. below:

1. 1. 1. Table 1. Education mapping

	English made a compulsory subject in local schools	Using English as MOI ¹		Percentage of population speaking English as first language or usual language
		At primary level	At secondary level	
Hong Kong	1902	<u>In 1980²:</u> 8.6%	<u>In 1980:</u> 87.7%	<u>In 1991³:</u> 2.2%
		<u>In 2005⁴:</u> 3.5%	<u>In 2005:</u> Approx. 25%	<u>In 2005:</u> Approx. 5%
Sweden	1950 ⁵	<u>Grundskolor (grade 1 to 9):</u> 4%	<u>High school:</u> 23%	<u>All of Sweden⁶ in 2005:</u> 12% (Non-Swedish persons or having foreign background) <u>In Lund 2004⁷:</u> 16% (Non-Swedish persons or having foreign background of which 0.81% are native English speakers)

1. 1. 2. Bilingualism in HK

Cantonese and English are used side by side in Hong Kong (Hoffman, 1994:165). This statement tells how the language situation is in Hong Kong, which is a former British colony. The British occupation has undoubtedly given rise to the linguistic invasion of the English language there. So it can be said that there was “linguistic pressure” (Haugen, 1950a:279) on Hong Kongers to acquire English. After being under British rule for over 150 years, English has established a strong position in this entrepot in the Far East. Hong Kong herself has also evolved from being a fishing village to a metropolitan. Since the exchange of sovereignty from Britain to China in 1997, *Putonghua* (Mandarin Chinese) is included in the official multilingualism. *Putonghua* is now one of the three official languages in Hong Kong and is

¹ MOI-medium of instruction

² Data from Gibbons (1987:6)

³ Data from internet (Hong Kong Census and Statistics Department)

⁴ Data from internet (Hong Kong Committee on Home-School co-operation)

⁵ Data from Håkansson (2003:91)

⁶ Data from internet (Wikipedia-Sweden)

⁷ Data from internet (Lund City Website)

one of the core subjects in all local schools. This kind of language organization or territorial multilingualism (that is, widespread bilingualism) (Hoffman, 1994:165) is also common in Western Europe, South Africa, India and Singapore. In the early days of the British occupation, Hong Kong had only few inhabitants. Substantial education system and language policy took its shape when the Baldwin Report was released in 1902, encouraging Hong Kong people to learn English and implementing Anglo-Chinese schools for the locals. In 1911 the University of Hong Kong was established and it remained the only English university there for another 52 years. Only a few select ones could study at university and since English was the key to higher education as well as prestigious posts in the society, English was a symbol of social status, higher education, better work opportunities and basically, more money. It was not until the founding of the Chinese University of Hong Kong in 1963 that the Chinese language gained back its position as the dominant local language. Even so, English was still the official language in the government, business and education. And once English is established as the working language, using English has also become a custom.

English has been used as the medium of instruction in primary and secondary schools for a long time. Around 8.6% of primary schools and 87.7% of secondary schools used English as the teaching language in 1980 (Gibbons, 1987:6). This scenario changed when the handover took place in 1997. When Hong Kong was returned to China from Britain, the language policy changed as well. From then on the Chinese language was brought back to the scene as the medium of instruction in most schools.

Nowadays, Cantonese-English bilingual interaction is still common. English remains the working language in business and government-related matters. Because of this, English in Hong Kong is particularly interesting because it is neither a typical second language nor a typical foreign language (Chan, 2004:57; Fu, 1987:34). Richards and Luke call it an “auxiliary” language (Fu, 1987:34). Fu also questions that Hong Kong people may better be called “non-fluent bilinguals” or “semibilinguals” (35). This view stems from the fact that, as Gibbons observes (1987:1), the majority of Hong Kong people do not speak English in the homes nor between friends. The English-speaking population only makes up less than 2% of the local population. Somehow, many Hong Kongers, especially the younger generation, can hardly speak pure Cantonese without mixing some English.

On the social level, given Hong Kong’s colonial past, English is widely present in all walks of life in Hong Kong. There are English radio channels and two public English TV channels as well as English newspapers available to the public. But Gibbons thinks that English in the Hong Kong media appears to be “over-represented” (Gibbons, 1987:5) because the non-Chinese-speaking population in Hong Kong is merely 5% only. Among this non-Chinese speaking group there are South East Asians, Americans, British, Japanese, and other nationalities. Most of them, especially South East Asians, speak at least some Cantonese too.

Same as in Sweden and probably the rest of the world, usage of the internet hugely

increases the use of English as well. Knowing English is the prerequisite to be able to communicate with the outside world via the Internet.

1. 1. 3. Bilingualism in Sweden

Contrary to the language situation in Hong Kong, Sweden was never really under any political or linguistic pressure to acquire English. In fact, bilingualism was traditionally favoured by European intellectuals. Latin remained the dominant working language in the royal court, the church as well as in science until the early 19th century. While French was the language spoken by Swedish royals during the 17th century, German emerged and became dominant in the 18th century among Sweden's upper classes. In 1840, English was officially given attention in the academic sphere when Carl Jonas Love Almquist and Karl August Hagberg were appointed to professorial chairs at Lund University (Svartvik, 2002:208). During the 19th and the beginning of the 20th centuries there was an exodus of Swedes to America. From World War II onwards there was an influx of immigrants to Sweden. These immigrants brought along their languages as well as their cultures. Nowadays, as shown by the Table 1., around 12% of the total Swedish population has foreign background and as many as one fifth of the population are either immigrants or the children of immigrants ("Wikipedia-Sweden", see "Sources from the internet" page). But among all foreign languages, English stands out to be the most important and learned foreign language in Sweden. There are many reasons for this: the major political powers are English-speaking countries; the international media and entertainment industry (Hollywood) are dominated by English; English is a compulsory subject in schools. In fact, the teaching of modern languages, that is, English, German and French in Swedish universities started as early as the 18th century and at high-school level at the beginning of the 19th century (Håkansson, 2003:86). Among these modern languages, English was made a compulsory subject from grade 5 at all Swedish school in 1950 (Håkansson, 2003:91). In 2000, around 4% of *grundskolor* (grade 1 to 9) and 23% of high schools used English as the medium of instruction for subjects other than the English language (see also Table 1.).

Concerning the influence of the mass media in Sweden, Parmach's study (2001) gives an account of the presence of English-speaking programmes on Swedish television and radios. He finds out that nearly half of the TV programmes on commercial channels are in English; more than 90% of the airtime on radio channels one can hear English. The reasons why English has a prominent position in the Swedish society above other foreign languages, as Håkansson (2003:3) reveals, can be explained by the mass media, music, education, and recreational activities overseas such as travelling. As mentioned before, Sweden has a rather long tradition of including English in the school curriculum. As a result, most Swedes have acquired a certain level of competence in English. Contact with English through the mass media, business and the Internet also contributes to the high status of English in Sweden. According to the "Digital Access Index 2002" (see "Sources from the internet" page), Sweden

is the country which has the highest access to the internet in the world, while Hong Kong comes in seven in the world and second (just after Korea) in the developed Asia Pacific region.

Ljung's detailed report also provides systematic, scientific figures and information on English in Sweden in the 80's. As much as 90% of the interviewed Swedes reveal that they have contact with the English language through English TV programmes a few times a month or more often (Ljung 1985:178); 59% through reading English texts every month or more often (178); through listening, speaking and writing (English) the figures are between 39%, 35% and 33%. All these figures point to a rather high percentage. Also, the media through which the interviewees have most contact with English are novels, technical/scientific/medical articles. Young people are also the group which has the most contact and usage of English (Ljung, 178; Poplack & Sankoff, 1984:101).

1. 2. The role of English in Hong Kong and Sweden

Hong Kong was one of the first Chinese coastal cities opened to foreign trade back in the 17th century. A lingua franca was necessary among Chinese and foreign traders. This marks the beginning of infiltration of the English language in China. At that time English was taught to only a few select ones, usually elite Chinese, or those who could afford it and attended private schools. These Chinese persons who spoke English were the few ones who held government, business and administrative posts. They were the ones who helped shape Hong Kong's future. Because of the quirk of history, Hong Kong became a British colony for 99 years from 1898 until 1997. English retains its leading position linguistically even after the exchange of sovereignty in 1997. Nowadays English is still one of the official languages in Hong Kong alongside with Cantonese and Putonghua (Mandarin Chinese). The majority of Hong Kong people are Chinese (95%) and they receive English education in schools. Most people have acquired at least a workable knowledge of English.

Education in the English language starts in kindergarten. There are Chinese and Anglo-Chinese primary and secondary school for the students to choose from. The Chinese middle schools use Chinese as the medium of instruction in all subjects except the English language. Anglo-Chinese schools use English as the medium of instruction in all subjects except the Chinese language, Chinese history and Chinese literature. There are also international schools available for non-Chinese children in Hong Kong. Most parents prefer English schools because English is the synonym of prestige.

Most Hong Kong parents prefer schools using English as the medium of instruction for their children (Fu, 1987:29). Acquiring a good competence in English is a ticket to entering better university, better job opportunities and a better future. The Hong Kong Education Department made an attempt to recommend that English should be studied as a second language in the lower forms of secondary schools using Chinese as the usual medium of instruction in the classroom in their Green Paper in 1973. After much discussion, the White

Paper in 1974 recommended that schools should make their own decisions on which language to use in the classroom. This was perceived by many a back down on the Department's part. In 2009, however, secondary schools in Hong Kong will no longer be able to make their own decisions. Secondary schools that wish to use English as the medium of instruction need to fulfill certain requirements in order to do so. These requirements will base on the students' performance and the teaching staff's abilities. There are currently 114 English schools in Hong Kong. The other some 300 secondary schools have to use Chinese to teach in the lower forms. These schools can choose the medium of instruction for higher forms (Form 4 to 7).

English language courses are popular among Hong Kong people. The need to improve their English language abilities is viewed by many an attempt to get more and better jobs opportunities.

While the socio and economic systems as well as the lifestyle of Hong Kong remain unchanged, the language policy has changed slightly when Hong Kong was returned to China. Since the national language in China is Putonghua (Mandarin Chinese), the language policy after the handover in 1997 is that Hong Kong people should acquire "biliterate and trilingual abilities" (in Chinese: "三文兩語"). By spoken languages it means Cantonese, Putonghua (Mandarin Chinese) and English; written languages are standard written Chinese and English.

Sweden, on the other hand, was never under foreign rule. Yet she has been historically receptive to foreign cultures and languages. With the spread of international pop culture and music (mainly in English), Hollywood films and entertainment, flow of international commerce, information and education, English is present in all walks of life. Multinational companies such as IKEA, Sony Ericsson, Astra Zeneca and Tetra Pak also use English as their company language (Gunnarsson, 2000:51).

2. Background literature

2. 1. What is codeswitching?

It is a fact that English is frequently used in Hong Kong and Sweden. But what makes this linguistic behaviour intriguing is that speakers use two languages of different grammar systems within the same speech. Is it a mere occasional infiltration of foreign words in a speech? Is it a mixing of languages free of grammatical structures and syntax? What is the phenomenon called codeswitching?

According to Poplack (1980:583; 1984:72), codeswitching is the alternate use of two languages (codes) in a fully grammatical way, within a single discourse, the same sentence or constituent. The base code (Myers-Scotton (1993) calls it "the Matrix Language") is usually the dominant code. Codeswitching is a linguistic phenomenon, a by-product of bilingualism and is often culture-specific.

Myers-Scotton also explains that "codeswitching is a way to overcome difficulties in

sentence-planning by making use of the resources of more than one language” (1993:2). Codeswitching, as Romaine claims (1995:121), is a discourse strategy. But other than making use of the resources of two languages, there has to be other motivations for initiating codeswitching as it cannot be fully explained with solely an analysis of the internal structure of code-switched sentences. In fact, codeswitching often occurs unconsciously. Bilingual speakers are unaware of what is happening to their “new” mixed speech. This explains why codeswitching is a rather young subject to study and early researchers dismissed codeswitching as legitimate speech behaviour.

In fact, traditional language contact studies focus only on linguistic aspects. It was starting from the 1950s that the scope of bilingualism was extended to include sociolinguistic and psychological factors (Li, 1998:165). Extensive studies on specifically codeswitching in different languages were carried out in the 1970s. Comparatively speaking, codeswitching can be said to be a rather young field. Labov, Gumperz and Myers-Scotton and other linguists provided the early accounts of codeswitching. Since then codeswitching has been well-researched internationally.

The major types of codeswitching include intra-sentential, inter-sentential and tag-switching (“*You know*”, “*I mean*”). Intra-sentential codeswitching refers to switching between constituents within a sentence and inter-sentential codeswitching is switching between sentences. Below are examples of intra-sentential codeswitching of English and Spanish and inter-sentential codeswitching of English and Swedish:

Intra-sentential:

“Why make Carol *SENTARSE ATRAS PA’QUE* (sit in the back so) everybody has to move *PA’QUE SE SLGA* (for her to get out)? (Poplack, 1980:589)

Inter-sentential:

“*What is important? Vad är viktigt* (What is important)?”

(*Sydsvenskan*, 2005/02/12/B15)

During the codeswitching process, the foreign language has to adapt to the host language morphologically and syntactically. Observe the following codeswitching example in Cantonese⁸ taken from a corpus of 500 utterances of Cantonese-English spoken by bilinguals in Hong Kong (Chan, 1998:196):

⁸ Cantonese is a Chinese dialect spoken in Hong Kong, Macau, southern China and by many overseas Chinese. Cantonese, same as Chinese, is an SVO language with noun classifiers, determiners, adjectives and modifying nouns preceding the nouns; verbs are modified by particles and aspect markers. The Chinese language is morphosyllabic and written each Chinese character is formed with a number of strokes which are packed into a square shape.

- (1) 你 做 晒 D assignment 未?
 [nei5 jo6 saai3 di1 assignment mei6]
 You do PRT⁹ CL assignment INT
 “Have you done the assignments?”

In example (1), there is a single English noun “assignment” appearing after a Cantonese nominal classifier (CL) “D” ([di1]) which applies to plural or uncountable nouns. The verb is also followed by the verbal quantifying particle “晒” ([saai3]) which quantifies either the subject of an intransitive or the subject of a transitive verb (Matthews & Yip, 1994:222). The switched item (“assignment”) is adapted to the host language’s morphosyntactic frame without grammatical violation.

The song sung by a famous Swedish singer Alice Babs titled “*Swing it, magistern*” (“Swing it, teacher”) is also an example of codeswitching.

2. 1. 1. Codeswitching as a research topic

Codeswitching, compared to other topics in linguistics, is a rather young subject of study. Haugen gives a detailed account of bilingualism in America (1950a) and an analysis of linguistic borrowing (1950b). Neither article foresaw a unique linguistic behaviour which is later known as codeswitching. Before this subject took shape in 1970s, it was considered “an interference phenomenon”, “performance of the imperfect bilingual” (Myers-Scotton, 1993:48). Labov also termed this phenomenon “puzzling problem” on linguistic variation within a community.

With the establishment of sociolinguistics as a subject of study at university level in 1970s, the emergence of studies by Labov in 1966 on dialectal variation, Hymes’s work in his “ethnography of speaking (1962)” and others linguists’ works, interests in codeswitching also surfaced (Myers-Scotton, 1993:47). But then codeswitching at this point was considered only a “skilled performance” by bilinguals rather than a legitimate subject. This was also the time when researchers started to notice that codeswitching was not a “performance error” (Myers-Scotton, 1993:50), and that speakers were fluent in both languages and their output “did not seem to be unprincipled alternation”. Many linguists conducted fieldwork and became interested in constraints on codeswitching. The parameters developed were universal.

Jan Blom and John Gumperz’s study on codeswitching (Myers-Scotton, 2002:47) between dialects of Norwegian in 1972 is generally considered to be an early crucial publication treating codeswitching as a respectable research topic in a systematic manner. Gumperz claims that codeswitching is not random, and that the motivation for codeswitching

⁹ PRT-Particle. “晒 [saai3]” is a quantifying particle meaning “all” or “completely”. Other abbreviations see “Abbreviations” page.

seems to be stylistic and metaphorical rather than grammatical (Romaine, 1995:125). Their discussion on social motivations for codeswitching separates this subject from diglossia or triglossia (which others focused on and gave rise to interest in this topic) as a unique and legitimate research topic.

While some linguists doubt the existence of syntactic restrictions on codeswitching (Romaine, 1995:125), other linguists began to become interested in suggesting constraints to explain the structures of codeswitching in the 1970s and 1980s (Myers-Scotton, 2002:13). Elements that can or cannot be switched, what are most switched, etc. Timm (1975) (Myers-Scotton, 2002:13) writes about codeswitching in French and the author claims that pronouns cannot be switched. Myers-Scotton explains that the MLF model would agree with this claim as pronouns are the type of system morpheme that violates the System Morpheme Principle.” Poplack (1980) also proposes the “free morpheme constraint” and the “equivalence constraint” in an effort to explain the structure of CS. In the 1990s came the Chomskyan generative model (existing syntactic models which are design to explain monolingual phrase structures).

In the early days Cantonese-English codeswitching focused on spoken data only and later included written data. John Gibbons’ (1987) study of “university talk” on the campus of the University of Hong Kong was the first attempt to study codeswitching in detail in Hong Kong. The most common type of codeswitching in Hong Kong is intrasentential. Codeswitching was already then a common linguistic phenomenon there. Another comprehensive account of codeswitching or language situation in Hong Kong is a collection of academic articles edited by Pennington (1998).

The research on CS has bloomed since 1970s. Nowadays academic journals such as *The Journal of Sociolinguistic*, *The Journal of Multilingual and Multicultural Development* and *World’s Englishes* are some of the many journals which devote a great deal to codeswitching research.

The study of codeswitching is mainly threefold: social, social-psychological and anthropological. In recent years this topic is also applied to consumer psychology and advertising research. The primary concern is to interpret or explain codeswitching (Myers-Scotton, 1993:45). In print advertisements, the linguistic patterns can vary because of socio-cultural context (Martin, 2002:377) and be restricted by advertising discourse.

2. 2. Motivations for codeswitching

The reasons for codeswitching are manifold. When speakers of one language borrow or switch words from foreign language (s), it must involve special reasons for doing so. Haugen (1950a:282) points out that “linguistic pressure”, namely immigrants acquiring a foreign language because they have to in the new environment in order to survive, are not determined by social or political conditions alone. There are other motivations that lead to the birth of language mixture.

2. 2. 1. Political and cultural aspects

As mentioned before, colonization spread English to Hong Kong and eventually the English-speaking world powers to the rest of the world including Sweden. Myers-Scotton (2002:36) points out that in many nations, powerful groups put pressure on other groups to learn their language. In response to this the other groups will have a stronger motivation to preserve their native language (L1). On the other hand, it is also a socio-economic asset to learn a second language as competence in English is usually required in most jobs. To become a bilingual is therefore an investment. The result for this is the birth of bilingualism and codeswitching. This is the case for Hong Kong which used to be a British colony. Many locals see English as having high economic and social values. The strength of the bilingual group eventually sets “the trends and direction of linguistic pressure within the community” (Haugen, 1950a:280). “The tendency of one language to replace the other under such circumstances is a well-known historical phenomenon” (Haugen, 1950a:280). But in order to maintain their in-group identity, most people end up mixing two languages in their speech. When mixing two languages becomes popular and ultimately a custom, breaking the linguistic norm makes people become receptive to codeswitching.

Popular culture is an important domain heavily dominated by the English language (Josephson, 2004:14). Nowadays, it is common for Swedish artists to write song lyrics in English. The majority of the songs played on the radio, the movies shown at the cinemas are also English-speaking.

New concepts and ideas arise constantly and they are usually difficult to translate. Cultural terms are therefore often used in their original forms. Cultural codeswitching mainly occur in the field of sports (e.g. “*offside*”), travel (“*B & B*”), cosmetic products and fashion (“*makeup*”, “*T-shirt*”), food and drink (“*cocktail*”), etc (Haugen, 1950a:278).

2. 2. 2. Social and psychological aspects

Language choice is a carrier of social and psychological messages. Socio-psychological motivation for switching depends on attitude and formality (Zhang, 2000:54). The more formal the context is, the less likely people will codeswitch. Bilinguals have the privilege to adopt this communicative strategy of switching between different languages when talking about sensitive topics or at certain situations. Although the dominant reason for codeswitching in many societies now seems to be cultural and social, they actually appear much later than political and economic aspects which are the primary motivations for acquiring English in the first place.

For Hong Kong, according to Li (2000), one of the motivations for Cantonese-English codeswitching concerning social and psychological aspects is euphemism. This is also true for Swedish-English codeswitching. Taboo words and topics are often codeswitched so as to avoid to be expressed in the speaker’s native language, because “the vocabulary of a foreign

or second language rarely carries the same emotional force as native words” (Gibbons, 1987:87). This motive is semantic in nature. Indeed, it is much easier for Chinese people to say “sorry” than “對不起 [dǎy3 bēi7 hei2]”, which sounds much more serious; or “sex” than “性 [xiŋ3]”, which is a highly sensitive word in the Chinese culture. It is also easier to say “I love you” than “jag älskar dig” in Swedish, which sounds much more serious (Lindberg, 2004:33). Since the mixing of both Cantonese and English is the linguistic norm in Hong Kong nowadays, most people tend to avoid breaking this linguistic norm in order to maintain the in-group solidarity. Being able to codeswitch also gives an impression of competence and prestige (Gibbons, 1987:88).

Howard Giles and his associates’ “accommodation theory” (Hoffman, 1994:181) is another indicator of the social motivation for codeswitching. The idea of this theory is that people shift or adjust their speech which suits the needs of the interlocutor. It is a conscious decision in order to talk an “in-group language” or “out-group language”. The speaker codeswitches because the speaker wants to be considered as member of the other’s group. Gibbons’ study (1987) on codeswitching in Hong Kong shows that university students speak a “university language” on campus and frequently codeswitch English terms that are widely understood by other university students. With the accommodation theory in mind, it is doubtful that this university language can be extended off campus when the interlocutors are not university students.

Håkansson (2003:88) observes that English is eye-catching in Swedish texts and especially advertisements. The use of English also associates the advertisements with American modern technology which is much “cooler”. No doubt it is even more eye-catching to use English in Chinese texts and advertisements. This will be further discussed later in the present study.

2. 2. 3. Travellers and tourists

A more historical reason as to why people codeswitch was the influx of emigrants, sailors, travellers and tourists (Haugen, 1950a:277). These culture-carriers brought along their cultures and languages to other countries when they travelled. Through communication and activities with the locals, this bilingual group exchanged new ideas and new words to other local bilinguals.

Even nowadays tourism is still the most important “smokeless” industry in Hong Kong and Sweden. It is a minimum requirement that people working in the service industry, hotels, travel agencies and so on speak at least some English and Putonghua to be able to communicate with foreigners.

2. 2. 4. Bilingual punning

One distinctive motivation for codeswitching in Hong Kong is bilingual punning. Bilingual punning refers to the deliberate attempt to create double meaning with rhymes (Li,

2000:314). It is also a common feature in Hong Kong advertisements because it is catchy and fun. Here is an example from Li's article on bilingual punning from an advertisement:

(2) 分分鐘有優惠 , *FUN FUN* 鐘有禮送

[fan1 fan1 zung1 jau1 wai6, FUN FUN zung1 jau5 lai5 sung3]

every minute have special offer, fun/every minute have gift distribute

“There is special offer every minute, (and) there are gifts to be distributed every minute with fun.”

The English word “FUN” is completely homophonous with the Chinese word “分” ([fan1], “minute”). So “*FUN FUN* 鐘” (“*fun fun* minute”) can also be read as “分分鐘” (“every minute”). By creating the double meaning here, the message of “every minute with fun” is presented.

2. 2. 5. A gap in the register and principle of economy

Sometimes speakers codeswitch foreign words because, quite simply, there is a gap in the register. That is, the foreign word has no equivalent or any similar terms in the speaker's native language. This principle is better termed as the “limited access to terms theory” proposed by Elías-Olivares in 1976 (Gibbons, 1987:84). English words like “bagel”, “paparazzi” and “campus” or phrases like “take it or leave it” and “you name it” are used by Swedes rather often. It is mostly likely because there are no equivalents in the Swedish language, so most Swedes simply use these English terms as they are. The same case also applies in Hong Kong when certain words or concepts are absent in Cantonese, people simply use the English terms as they are. Li (1998:173) terms this principle as the “lexical gap”. In Li's words, mixing the particular English terms is “to capture a new realm of experience not yet encountered in one's first language and speech economy” or “words that have no entirely satisfactory translation equivalent in Cantonese (174)”. Mixing English terms in Cantonese in order to complement this lexical gap is therefore a linguistic necessity. Li goes on to explain that bluntly using Cantonese to express these words will “run the risk of creating some funny, unwanted associations” (Li, 1998:174). For instance, “*morning call*¹⁰” (176) is commonly understood and used by Hong Kongers. There is simply no Cantonese equivalent to express the same idea. And because this English phrase is short and simple to use, it is also a motivation for codeswitching in association with the principle of economy.

Special terms such as academic terms, medical terms, which have no corresponding Cantonese counterparts, also trigger the speakers to codeswitch (Gibbons, 1987:84).

Idioms such as “*let bygones be bygones*”, “*you name it*”, “*no big deal*”, “*it takes two to*

¹⁰ A “morning call” is a wake-up-call service provided by hotels to their customers. By request, the hotel staff will phone the customer's room telephone to wake him up.

tango” and “*easy come easy go*” are hard to capture and translate (Gibbons, 1987:86; Poplack, 1980:586). Discourse markers such as “*you know*”, “*okay*” can often be heard or read in both Hong Kong and Sweden.

2. 2. 6. “Limited access to terms theory”

The truth is, people often codeswitch English words and phrases even though there are equivalents in the speaker’s native tongue. On some Swedish TV sports programmes, one can often hear the hosts say “*coach*” while there is the Swedish equivalent “*tränare*”. And why do most people say “*snowboard*” while there is the Swedish word “*snöbräda*”. Why “*sightseeing*” instead of “*sevärdhet*”, or “*showbusiness*” instead of “*nöjesbransch*”? This phenomenon also exists in Hong Kong in many walks of life. In spoken Cantonese as well as informal written Cantonese, most Hong Kongers prefer “*fans*” instead of “*迷* [mai4]” and “(to) *book*” instead of “*預訂* [jy6 diŋ3]”. The “limited access to terms theory” therefore cannot fully explain why people code-switch.

Luke (Li, 1998:162; Li, 2000:309) distinguishes Cantonese between “high” Cantonese and “low” Cantonese. The former is formal and the latter is informal. Whether the “high” Cantonese or the “low” Cantonese should be used depends on formality. There are two major types of Cantonese-English code-mixing: expedient code-mixing and orientational code-mixing. Expedient code-mixing occurs when there is a lexical gap in “low” Cantonese, therefore the speaker has to resort to the English words (pragmatically motivated). If the speaker chooses the English words even though they have corresponding Cantonese counterparts, then this code-mixing is highly orientational (socially motivated). This theoretical model by Luke to account for the social motivations of code choice in Hong Kong is by far the most coherent one (Li, 2000:309).

2. 2. 7. Attitude: English is a threat? Chinglish vs. Svengelska

Studies have shown that language affects the perception of the speaker. Bilinguals do not engage in codeswitching unless they know the interlocutor’s background and language ability (Poplack, 1984:67). It is a privilege to be able to switch between two or more languages. The elaboration of codeswitchings also activates attitudes towards that language (Luna & Peracchio, 2005:765), be it positive or negative. While it can be said with some confidence that most people have a positive attitude towards English, Gunnarsson’s article (2000), however, shows some discomfort with regard to English. The author claims that English has gradually influenced the Swedish language. Now it is acceptable to use English plural ending in Swedish loanwords from English such as “managers”, “controllers” or use Swedish inflections on English words such as “*leasa*”, “*deleta*” (Gunnarsson, 2000:60). Formation and spelling of Swedish words are getting “less Swedish”. English and the Anglo-American model have become the preferred language and style in the academic community. Scientific

language written in Swedish and terminology of many disciplines will soon lack Swedish words. The linguistic power in Swedish will eventually become subordinated. This linguistic adaptation in the author's mind is a worrying foreign influence.

Gibbons' study (1987: 119-20) also shows that the use of English is associated with status and westernization and that codemixing is viewed with hostility and possibly arrogance. Despite the fact that Cantonese-English codeswitching has a covert status in the HK's speech community and that most Hong Kongers can hardly speak pure Cantonese without mixing some English words, the general perception of Cantonese-English codeswitching is rather negative (Gibbons, 1987; Li, 1998; Li, 2000). People who codeswitch are perceived to be anglophiles, arrogant, that they are trying to show off. There are also others who think that mixing English words while speaking Cantonese is the result of a lack of self linguistic discipline.

It seems as if many deplore the use of loanwords and mixing of languages as a linguistic threat (Zhang, 200:56). In France, the *Toubon Law* was passed in 1994, which strictly requires all advertisements containing languages other than French to have an equally legible French translation (Martin 2002:401). There is not a similar law for advertisements in Sweden and Hong Kong. This can be interpreted as a positive attitude to English and that these places do not resist English in their advertisements. However, Gunnarsson's study (2000) does not share a similar view on the linguistic invasion in Sweden. The author thinks that Swedes should preserve the Swedish language because English has become the dominant language in many official domains such as science, entertainment, education and commerce. The author fears that if the Swedes do not stick to their native language, it might eventually become subordinate to English. A similar view is shared by many in Hong Kong too. Yet most Hong Kong parents are still eager to send their children to English schools and are disappointed if they cannot. The high status of English will continue to retain its position.

It is also sensible to say that speakers are more receptive to the languages of their neighboring countries or languages typologically closer to their native languages. Swedish has borrowed lots of words from Latin, German, French and other European countries, while Cantonese has also borrowed heaps of words from English, a significant quantity from modern Japanese¹¹ as well as some from Mandarin (Taiwan) such as “秀 [səu3]” (“variety show”) and “哈日族 [ha1 jət9 dzuk9]” (“pro-Japan teenagers or young adults”).

2. 3. Codeswitching vs. borrowing

Poplack (1980:583) writes that codeswitching is the alternation of two languages within a single discourse, sentence or constituent. Borrowing, on the other hand, is the general and traditional term used to describe the adoption into a language of a linguistic feature previously

¹¹ Cantonese loanwords from modern Japanese include “物流” (logistics), “物語” (story), “元氣” (healthy), “料理” (cooking), “写真” (photo), etc.

used in another (Myers-Scotton, 2002:234). In other words, a foreign word can be called a loanword when it is used in the host language regularly and has been fully integrated (Romaine, 1995:143; Poplack & Sankoff, 1984:55). Their definitions of codeswitching and borrowing might seem clear. But in fact, it is difficult to “distinguish borrowing from codeswitching” (Myers-Scotton, 2002:153). This is because both forms are well integrated into the morphosyntactic frame of the host language (Myers-Scotton, 2002:153; Haugen, 1950a:273) and to a large extent the same production procedure is involved.

While codeswitching forms have lemmas tagged only for the Embedded Language, the established loans have lemmas tagged for both the donor and the recipient language. That is, codeswitching forms do not become part of the mental lexicon of the Matrix Language. Haugen also points out (1950b:226) that it is not always possible to identify loans because many loanwords were borrowed a long time ago in history and it is not easy to trace them.

Generally speaking, borrowed words often show some or complete phonological integration with the recipient language (Myers-Scotton, 2002:42) (Haugen, 1950a:273) while codeswitching forms usually retain their Embedded Language phonology (Myers-Scotton, 2002:159). Adapted phonology is a feature that separates borrowing from codeswitching. Cultural-specific names such as “*LP CD VIDEO Rock Pop Metal Jazz Blues Soul*” (Sydsvenskan, 2005/02/28/B7) are borrowed into Swedish with phonological adaptation. Therefore they are borrowed words, not codeswitching when used. As in Chinese, the same names are translated into Chinese as “搖滾樂” (*rock music*), “流行樂” (*pop music*), “重金屬音樂” (*heavy metal*), “爵士樂” (*jazz music*), “節奏怨曲” (*R & B*), “騷靈音樂” (*soul music*). Even though they have Chinese written forms, since they are semantically translated into Chinese only, they remain borrowed words.

Another difference between codeswitching and borrowing is that not all speakers who use borrowed forms are fluent in the donor language (Myers-Scotton, 2002:41) and codeswitching occurs most often when the speakers are fluent in both languages.

Concerning borrowing, Myers-Scotton (1993:169; 2002:41) suggests that there are two types of borrowings: cultural borrowings and core borrowings. Haugen (1950a:288; 1950b:214) also differentiates loans between “importation” and “substitution” as the basis of a typological classification of loans. These two may involve reproduction. When loanwords are incorporated into a language, they must be fitted into the grammatical structure of the recipient language (Haugen, 1950b:217). Haugen (1950a:289) provides an early version of different types of loanwords. He suggests that there are three classes of loan: loanwords, loanblends and loanshifts. Loanwords, in Haugen’s words, are “free morphemes which have been imported without other morpheme substitution than the minimally essential inflections”. Loanblends are loans that “involve a partial substitution of native morphemes beyond those of inflection”. That is, native and foreign morphemes are blended. These productions are sometimes called “hybrids”. Loanshifts are loans with complete substitution of native morphemes which avoid actual importation. This type is also called semantic loans, loan

translation or calques.

When considering which foreign words should be borrowed, there are several principles according to *Svenska Språknämnden* (see “Sources from the internet” page) concerning borrowed words in Swedish. A foreign word borrowed to the host language should take place when it is necessary. That is, when the borrowed word has no equivalent or simply does not exist in the source language. The pronunciation of the borrowed word should adapt to the Swedish pronunciation. It should also be inflectional grammatically according to the source language. The loanword should be spelt according to the Swedish spelling (e.g., *tape-tejp*). If a foreign word fulfills these requirements, then it can be called a fully integrated loanword. The concerned loanword is therefore not a codeswitching.

Myers-Scotton in her book on Contact Linguistics (2002) argues how various contemporary approaches applied to codeswitching are problematic because of the similarity of codeswitching and borrowing. As Myers-Scotton observes (2002:154), there are researchers such as Poplack *et al.* who, together with the “free morpheme constraint”, characterize “singly occurring Embedded Language forms” (that is, codeswitched items) as “nonce borrowings”, not codeswitching forms because the codeswitched items show “similar levels of morphosyntactic integration to that of native forms when they appear in the same native frame”. Poplack supposes that codeswitching involves the alternation of the procedures of one language with those of the others. Since codeswitching shows integration during the process, it cannot be codeswitching but borrowing. Concerning the abstract grammatical structure in codeswitching, Myers-Scotton and Poplack *et al.* also have different arguments. Myers-Scotton believes that both grammars of both languages must be “on” during the process (2002:156). Researchers following the Chomskyan tradition, on the other hand, propose that only one language is activated at one time (2002:156). These researchers also share with Poplack the view that Embedded Language forms are not codeswitching material. More recently researchers have tried to employ Chomsky’s Minimalist Model in codeswitching research treating codeswitching forms as borrowings (Myers-Scotton, 2002:158). But as Myers-Scotton points out, this approach is less favourable to multi-lingual data as feature mismatches in codeswitching do not necessarily lead to unacceptable structures. Other researchers have also applied the Tree Adjacency Grammar (TAG) model to codeswitching ignoring the distinction between the Matrix Language and the Embedded Language.

Myers-Scotton proposes two hypotheses concerning the roles of codeswitching and convergence (2002:299) (convergence means the influence of one language on the structure of another). She advocates that “core borrowings gradually enter the recipient language as a result of their initial appearance as singly occurring Embedded Language content morphemes in codeswitching. In contrast, cultural borrowings can be abrupt borrowings; they need not go through a codeswitching stage.”

2. 4. Loanwords from English in Cantonese and Swedish

A detailed study conducted by Edlund & Hene (1992) focuses on the influence of different languages on the Swedish vocabulary. Swedish has a long history of borrowing words from other languages as well as being a multi-lingual society (Edlund & Hene, 1992:19). But among the languages spoken in Sweden, English stands out to be the leading foreign language. The reason to this is not surprising: English is the most common international language in the world. Trade and business as well as international co-corporation between different countries require the adoption of a *lingua franca* for communication. Chrystal's account of English Swedish press (1988) gives a broad picture and analysis of the extent and nature of English's influence on Swedish. The book mainly focuses on how loans are introduced and the factors affecting their integration into Swedish. Chrystal found out that English loanwords were integrated into Swedish according to their reference and function; also, national and regional newspapers differ in their use of English loanwords.

Borrowing words from English in the Swedish language started in 18th century. (Edlund & Hene, 1992:44). In the early days, most of the loanwords were culture-specific such as food names ("*pudding*", "*biffstek*") or public sphere-related ("*committee*"). Later in the 19th and 20th centuries, even more English words were borrowed. The areas in which the English words were borrowed include communication, sports, entertainment, fashion, commerce, medical terms, etc. It was, however, only until the past few decades that English loanwords in the Swedish press draw attraction (Chrystal, 1988:12). Chrystal's study is one of the most extensive studies on loanwords in Swedish daily newspapers.

Ljung's report released in 1985 on English in Sweden provides valuable information of how prominent and wide-spread English was in Swedish press. Among daily newspapers, magazines, sports newspapers and computer-related newspapers, computer-related newspapers contain the highest percentage of English loanwords (Ljung 1985:156) with daily newspapers comes in second. This suggests that there is a trend to which English loanwords are most often used or preferred. In today's term, *IT* ("information and technology") would expect to be the one field that English is the *lingua franca* of *IT*-related people, including computer users. Also, the dominating word class of English loanwords is nouns (511 out of 687 is Ljung's report) (Ljung 1985:161). The second is attributives (64/687) such as "*fair*" and "*hot*" and the third verbs (59/687) such as "*delete*" and "*insert*". Fourth place is phrase and then adverbs.

In Chrystal's study (1988), it is found that the most frequent occurrences with foreign loans are nouns and nominal phrases; there are also more loans appearing in advertisements than inside Swedish texts or articles. Otherwise one can expect most foreign words in sports articles in a newspaper (1988:23). The author divides loanwords into 3 categories:

1. un/integrated loans (comtemporary art-*samtida konst*)

2. loan-translation (foodprocessor-*matberedare*; words having social and/or formal integration in Swedish)
3. un/established loans (bingo-*fullträff*; words which were established in Swedish during war periods in general, which also exist in Swedish dictionaries)

Among these loan types, “*inhemsk referent*” (“domestic references”) has more occurrences than “*främmande referent*” (“foreign references”) (Chrystal, 1988:127). Domestic references include “*happy hours*”, “*showtime*”, “*chips*”, “*foodprocessor*”, “*jeans*”, “*juice*”, etc. For these two reference groups, there are also four functions: referential, metalinguistic, poetic-emotive and cognitive with the first function being most dominant.

The author also finds out that established loans are most frequent in Swedish daily newspapers; car/boat, leisure, technology and household advertisements contain most loanwords (164).

Edlund & Hene (1992:32), Ljung (1985:17) and also Svartvik (2002:219) write about issues concerning English and loanwords in Swedish. The major types of loanwords in Swedish are summarized below:

- | | | |
|----|-------------------|--|
| 1. | blending: | <i>drive-in bio-drive-in</i> movie |
| 2. | direct loans: | <i>image, action, super, blackout, babe, You know, Sorry!, Keep smiling!, Sure!</i> |
| 3. | loan-translation: | <i>hemsida</i> -home page
<i>frukost-TV</i> -breakfast TV
<i>motorväg</i> -motorway
<i>ett måste</i> -a must
<i>soffpotatis</i> -couch potato
<i>upp till honom</i> -up to him
<i>i sin egen rätt</i> -in his own right
<i>i termer av</i> -in terms of
<i>skärpa sig</i> -sharpen up
<i>köpa ett argument</i> -buy an argument |

Loan translation words such as “*operera* (ett hotell)” and “*köpa* (ett argument)” were most frequent in Swedish daily newspapers. Age was found to be an influential factor (social variable) as teenagers were most receptive of them while the rest of other age groups reception was somewhat negative (Ljung, 1985:180; Gunnarsson, 2000). When a foreign word is borrowed, the morphology of the borrowed word is partially or completely adapted to the recipient language. For instance, the English words “*grapefruit*” and “*football*” is partially translated to become the Swedish words “*grapefrukt*” and “*fotball*” (Haugen, 1950a:278).

Cantonese also has lots of loanwords from English. Some fully integrated phonemic loans in Cantonese from English include “巴士” (“*bus*”, [baa1 si6]), “的士” (“*taxi*”, [dik1 si6]), “士多” (“*store*”, [si6 do1]), “士多啤梨” (“*strawberry*”, [si6 do1 be1 lei4]). Some of the principles for word formation proposed by Yule (1996) (see also Appendices 1.) match the borrowing process of English words to Cantonese.

The categories are as follows:

1. Loan-translation/Calque (loanshifts in Haugen’s term; Yule’s point no. 2): a direct translation of the elements of a word into the borrowing language (“*deadline*”-“死線”; “*fringe benefits*”-“周邊福利”, “*MP3*”-“隨身聽”)
2. Phonemic translations: “拜拜” (“*bye*”, [bai1 bai1]), “巴士” (“*bus*”, [baa1 si6]), 亞士匹靈 (“*aspirin*”, [aa3 si6 pat1 ling4])
3. Phonetic loans: letters and acronyms (“*D*” for “啲”) (“*BB*” for “baby”)

2. 5. Structural aspect of codeswitching

When blending two languages of two different grammar systems, special techniques and well-established technique is required for handling codeswitching. The speaker is therefore compelled to make adjustments of patterns in his mixed speech (Haugen, 1950a:283).

Myers-Scotton (2002:105) proposes there are two types of codeswitching: classic codeswitching and composite codeswitching. Classic codeswitching can be characterizes as bilingual speech having a Matrix Language (host language) and an Embedded Language (donor language). Composite codeswitching refers to the phenomenon when the morphemes come from two languages and abstract morphosyntactic frame are from more than one source language are activated. Composite codeswitching occurs in connection to language attrition¹² and language shift (triggered by psycholinguistic or sociopolitical factors). The result is that these speakers “do not have full access to the morphosyntactic frame of the participating language that is the desired source of the Matrix Language” (2002:105). “The Matrix Language (ML)” refers to the base language of codeswitching and the donor language is called “The Embedded Language (EL)”. The ML sets the morphosyntactic frame of sentences showing codeswitching (Myers-Scotton, 1993:3). The most frequent Embedded Language form is NP (noun phrase) and NPs are often inflected with Matrix Language morphemes (Myers-Scotton, 2002:159). A distinctive feature of codeswitching is that the codeswitching forms usually retain their Embedded Language phonology (Myers-Scotton, 2002:159). The author goes on to propose that there are different principles for codeswitching (8-9):

¹² Language attrition generally refers to language death. It can be gradual or sudden (such as biological or physical damage to the brain). There are also first language attrition (L1 loss in L1 environment; L1 loss in L2 environment) or second language attrition (L2 loss in L1 environment; L2 loss in L2 environment).

1. The Matrix Language Principle: There is always an analyzable or resolvable frame structuring the morphosyntax of any codeswitching. In classic CS there is only one of the participating languages that is the source of the Matrix Language. Example (1) (section 2.1.) illustrates that Cantonese is the source of the Matrix Language and the morphosyntactic frame. Word order is Chinese and other elements (affix, suffix) are also Chinese.
2. The Uniform Structure Principle: In any language there is a uniform abstract structure and the requirements of maintaining that well-formedness must be observed. In bilingual speech, the structures of the Matrix Language are always preferred, but some Embedded Language structures are allowed if certain conditions are met.
3. The Asymmetry Principle for Bilingual Frames: Asymmetry of the participating languages in codeswitching characterizes bilingual speech. In classic codeswitching, only one of the participating languages is the source of the ML. In composite codeswitching, the source of the ML may be from more than one language. This asymmetry is the evidence of the universal drive in language to achieve uniformity in the structural frame and to avoid meaningless variation. Asymmetry is especially expressed as part of the movement toward the morphosyntactic dominance of one variety in the frame.
4. The Morpheme-Sorting Principle: At the abstract levels of linguistic competence and production concerning codeswitching, the outcome is that not all the morphemes from the participating varieties have equal possibilities of occurrence. That is, not all morphemes are equal when codeswitched

Poplack's study on codeswitching (1980) reveals that codeswitching is actually a sensitive indicator of bilingual ability. She finds out that intra-sentential codeswitching is most frequently switched followed by NP (noun phrase) and VB (verb phrase). The author also proposes two universal constraints on codeswitching: the equivalence constraint and the free morpheme constraint. Under the equivalence constraint, "codeswitches will tend to occur at points in discourse where juxtaposition of L1 and L2 elements does not violate a syntactic rule of either language" (1980:586). That is, word order immediately before and after a switch point must be grammatically possible in both languages. This is a universal constraint which may be used to measure degree of bilingual ability (Poplack, 1980:581; Chan 1998: 198). Example (1) (section 2.1.) shows how an English noun is codeswitched without violating the syntactic rule of Cantonese.

The "free morpheme constraint", on the other hand, can be used to measure the morphology of codeswitching. By this constraint Poplack means that "codes may be switched after any constituent in discourse provided that constituent is not a bound morpheme"

(1980:585). This constraint disallows switches between stem and affix (intra-word switches), and few within idiomatic expressions and set phrases. This constraint, however, does not hold true on the phonological level. Observe the following example by Poplack (1980:586):

- (3) *EAT – *iendo*
“eating”

This Spanish-English codeswitched word has the English stem “eat” combined with the Spanish progressive affix “*iendo*”. The free morpheme constraint will therefore mark this codeswitching form as ungrammatical since this constraint does not allow intra-word switches. This constraint will treat this example not as codeswitching form but as borrowing (Myers-Scotton, 1993:30).

2. 6. Anglicized advertising discourse

Codeswitching occurs not only in speech but also in advertisements as bilingualism in advertising associates with bilingual information processing and persuasion. The use of codeswitched messages is in fact a marketing strategy thought to influence bilingual consumers (Luna & Peracchio, 2005). English, the most preferred foreign language in codeswitching, is also a powerful and convincing foreign language to be codeswitched. The “Englishization” (Larson, 1990:367) in advertising as well as the press is not restricted to developing countries that are going through the process of modernization which English symbolizes. This phenomenon is also evident in European nations (Bhatia, 1992:195).

As explained by Martin (2002: 399), the use of English in non-Anglophone advertising differs from those used in other contexts. The same author also suggests that “the proportion of English in a given advertisement may be an important factor in determining its socio-psychological effect” (2002:375), and that English reaches “far beyond those normally associated with English (modernity, technology and science)”. The sectors in which English terms are most used are science, technology and business (Larson, 1990:367; Bhatia, 1992:204), while themes related to domestic or household products, food and clothing are less likely to mix English.

Attention-getters in advertisements also favour English in many countries (Bhatia, 1992:198). In his study, Bhatia finds out that English is the most favourable language to be mixed in advertisements in countries that have high or low historical receptivity permitting mixing from English (195).

Myers-Scotton’s Markedness Model (1993), which is a framework accounting for the production of codeswitched speech, can be used to explain attempts to the social motivations for codeswitching in advertising discourse. This model suggests that the codeswitched elements become marked as they contrast with the language context in the speech. That is, these codeswitched elements stand out from the rest of the context. The result for this is that

the reader’s attention will be directed to the codeswitched word and become aware of the specific intended meaning embedded by the word (Luna & Peracchio, 2005:761). When bilingual readers decode or elaborate the codeswitched elements and the associations will affect their perception and evaluation of the products. Using the favourable language to codeswitch may also lead to a higher evaluation of the product. Their study finds out that minority-language slogan in printed advertisements switching to the majority language results in greater persuasion.

Observe the following chart, which gives a broader perspective of what English in advertising symbolizes (Kachru quoted in Martin 2002: 382):

<i>Positive</i>	<i>Negative</i>
National identity	Anti-nationalism
Literary renaissance	Anti-native culture
Cultural mirror (for native cultures)	Materialism
Modernization	Rootlessness
Liberalism	Ethnocentricism
Universalism	Permissiveness
Technology	Divisiveness
Science	Alienation
Mobility	
Access Code	

As Larson reveals (1990: 367), English vocabulary is most used in “descriptions of works areas and occupational titles” in Swedish job advertisements. These English words are also the ones that have not been incorporated into the Swedish language yet. In Larson’s opinion, there are several reasons as to why companies tend to rely on English rather than Swedish: to create a company image and to maintain homogeneity of multinational companies.

One thing notable is that for Chinese-English codeswitching, two scripts are mixed in an advertisement-Chinese script and Roman script.

3. Data and methodology

3. 1. The aim of the present study and hypothesis

The language used in advertisements is one of the most persuasive forms of discourse (Delin, 2000:123). The fact that English-Chinese codeswitchings are common in the Hong Kong press has its historical reasons. Sweden, on the other hand, is probably among the most anglicized countries in Europe. Ljung’s report (1985) provides insights into English in the

contemporary Swedish society. The author claims that the way how loanwords or codeswitchings come to their existence heavily depend on the society. The local press has in return a large role to play on the shaping and usage of new loanwords, because print advertisements often show the trend of the current society.

It is therefore worth studying how the advertisements in Hong Kong and Swedish printed press communicate and integrate ideas to its consumers using both the local language and English.

As mentioned in the introduction and to the author's knowledge, a theoretical and contrastive study of codeswitching examining Hong Kong Cantonese and Swedish has not been done before. The present study is therefore aimed at offering insights by looking into the structures of codeswitching, what messages the advertisements reveal as well as what elements are codeswitched.

3. 1. 1. Ideological functions of advertising

According to Fairclough (Delin, 2000:130), there are three major ideological functions of advertising: building images, building relations and building consumers. The present study will investigate how these ideological functions are presented in the advertisements in Hong Kong and Sweden.

3. 1. 2. Constraints on the use of codeswitching

As pointed out by Martin (2002:383), English is thought to be a taboo in Chinese and Japanese advertisements for traditional products such as Chinese medicine, funeral services, kimonos, etc. The present study will therefore look into the validity of the statement.

Since advertisements adopt the accommodation theory to minimize the adverse effects of mixing on intelligibility (Bhatia, 1992:210), it is proposed that the codeswitched words or phrases in print advertisements are short and easy to remember (Martin, 2002:377). Phrasal substitution also involves syntactic modification and the English words fit grammatically according to the host language.

3. 1. 3. Areas in which English is most used

Themes related to cosmetic and beauty products, internationalization, international marketing, modernization, westernization, industrial and technological innovations (Bhatia, 1992:204-5) are most likely to be codeswitched. Whereas domestic and household products, food and clothing advertisements are less likely to contain English words or phrases.

3. 1. 4. Hypotheses A, B

The hypotheses of this present study can be summarized as follows:

H1: Traditional items such as the funeral service, obituary or traditional Chinese

medicine do not codeswitch English.

H2: Codeswitching English is a symbol of modernization.

3. 2. Materials and experimental design

A database containing print advertisements containing codeswitching occurrences was created for the present study. The data were collected from two newspapers: *Sydsvenskan* (1st to 28th February, 2005) and *Apple Daily* (1st to 30th June, 2005). *Sydsvenskan* is a Swedish newspaper available in Lund and Malmö, namely, the southern part of Sweden. Lund is a university town and Malmö is the third largest city in Sweden. The number of foreign students, researchers and immigrants in these areas is high. There are also around 16% and 25% of the population in Lund and Malmö who have foreign background or are foreign-born citizens. *Apple Daily*, on the other hand, is the second leading Cantonese newspaper in Hong Kong. It is well known for its less traditional Hong Kong-style of reporting.

There are in total 305 occurrences for the Hong Kong data and 89 for the Swedish data.

3. 3. Data analysis

The average structure of an advertisement should include the following elements: headlines/attention-getters/captions and subheadlines; body/main text; signature lines which give the names of the products (Bhatia, 1992:196). The codeswitched instances found in both groups of data will be classified into intra-sentential, inter-sentential, intra-word. Because the advertising discourse is unique, the above three categories are sometimes inapplicable for analysis. For example, there are slogans and isolated single words that are neither intra-sentential nor inter-sentential.

“The more informal the style of writing, the more likely it is for English to be code-mixed” (Li, 1998:168). Word orders and other elements of the frame come from Cantonese and Swedish, therefore Cantonese and Swedish are Matrix Languages for morphosyntactic frame.

Martin’s *cline of code-mixed advertising* (2002:385) will be used for analysis. The cline has been adjusted to fit the present study and the new categories presuppose that the codeswitched elements are in English (host language→English). One more category (no. 2. bilingual) is added to the cline by the author. The categories are as follows:

1. *English Monolingual*: if the advertisement uses only English and not the host language, then it is an English monolingual
2. *Bilingual*: if both English and the host language are used then the advertisement is bilingual
3. *Isolated lexical substitution*: the insertion of a single English word in a advertisement
4. *Phrasal lexical substitution*: advertisements (also English-language product names) containing two or more English words

5. *Partial substitution*: advertisements having English elements embedded within non-English lexical items, such as the host language's suffixes, verb endings, etc
6. *Sentential substitution*: advertisements having one or more full English sentences
7. *Others*: trilingual, bilingual in English and French (two non-local languages), English letters, symbols, etc

A framework is used for analyzing the data from Hong Kong and Sweden. At the level of morphology, the “free morpheme constraint” is used (Poplack, 1984:54). At the level of syntax, the “equivalence constraint” is used. Studies have shown that these two constraints can also account for the codeswitching in Hong Kong even though Chinese/Cantonese is distant from English (Chan, 1998; Li, 1998; Li, 2000). Note that under the free morpheme constraint, intra-word codeswitches are not allowed.

Special names such as products names and musical terms may not be available to the translated or transliterated version (Bhatia, 1992). The absence of Swedish or Chinese names of these brand names, as Li (1998:169) observes, may have some practical reasons. Supposed the target readers are bilingual already then it is redundant to establish a Chinese name. Technical names are thus often used as they are. Some of these words found in the Swedish data include these:

“Goretex Windbreaker”	(<i>Sydsvenskan</i> , 2005/02/11/C3)
“Microtex”	(<i>Sydsvenskan</i> , 2005/02/26/A3)
“UV Fresh”	(<i>Apple Daily</i> , 2005/06/16/S3)

Company names and brand names in English will therefore not be considered codeswitching.

3. 3. 1. Hong Kong data

Some English letters and words are transferred as phonetic loans in written Cantonese (Li, 1998:164). Observe example (4) found in the data by a real estate company:

(4) “\$99 美金 可以 做 D 乜?”	(<i>Apple Daily</i> , 05/06/16/E12 ¹³)
[\$99 mei5 gam1 hɔ2 jy5 dzou6 D mat1?]	
\$99 US dollar can do CL what?	
“What can you do with US99?”	

The English letter “D” is transferred as phonetic loan to represent the Cantonese noun

¹³ *Apple Daily* is the name of the Hong Kong newspaper collected for analysis; the date is in the order of year/month/date; E12 indicates the page number of which the advertisement appears in the newspaper.

classifier “啲” [di1] which means in this case “what”. As a noun classifier it is used to denote plural or uncountable items. In other cases, “啲” can also mean “a little”, “some” or used as a genitive marker. The word “啲” is an invented Cantonese word as this morpheme does not exist in standard written Chinese but only in spoken Cantonese (Li, 1998:164,170). The letter “D” is therefore borrowed sometimes to represent “啲” [di1]. “D” and “啲” [di1] therefore mean the same classifier.

Other similar loans include “K 士” ([kei1 si2], “case”) and “where 銀” ([we1 ngan2], “to reap money”). English phonemic nonsense words are constantly “invented” locally to express Cantonese words that have no written forms. The latest loan may probably be “hea” which means to be at somewhere in order to kill time. As Luke and Nancarrow observe (Li, 1998:164), it requires a certain degree of familiarity of spoken Cantonese in order to read local Chinese newspapers.

Since these loans are fully integrated in informal Cantonese, they are not regarded as codeswitchings in the data.

Most codeswitched English terms’ pronunciation is usually Cantonese-accented, which differs much from British Received Pronunciation (Li, 1998:167). For instance, “face” is pronounced as [fei1 si2] rather than [feis]. There are some calques (a literal translation of an expression from another language) from English that are not well-accepted or integrated yet but are getting more common recently “deadline” (?死線) and “identity crisis” (?身份危機). This partial phonological adaptation, however, does not make the codeswitched English terms borrowings as they not fully integrated into Cantonese. This partial phonological adaptation is merely “localized phonology”.

3. 3. 2. Swedish data

Words which are included in the *Svenska Akademiens Ordlista* (SAOL) are treated as loanwords in the present study as they are used as regular Swedish vocabulary. They are not treated as codeswitchings in the data (see “Appendices 4” page). Therefore, examples like the ones below are not included:

- (Platssökande privatperson): “Snickare, *allround*, lång erfarenhet
noggrann, ansvarsfull. 076-211 56 48) (*Sydsvenskan*, 2005/02/05/B19)
- Tetra Pak: “*Senior SAP R/3 Designers*” (*Sydsvenskan*, 2005/02/06/E10)
- SAS: ”Teaterweekend med Mamma Mia!” (*Sydsvenskan*, 2005/02/14/A23)
- Moj Life: “*Make up* för alla tillfälle” (*Sydsvenskan*, 2005/02/12/A21)
- Toyota: “...*bilimport*...” (*Sydsvenskan*, 2005/02/12/E11)
- INTEROC: “*Regionchef*” (*Sydsvenskan*, 2005/02/23/A29)
- Liljeroths Juvelform: “*Smyckedesigners*” (*Sydsvenskan*, 2005/02/28/D6)

4. Results

4. 1. Results for Hong Kong and Swedish data

Table 2. Types of codeswitching* according to Poplack (1980)

<i>Types of codeswitching</i>				
	Intra-sentential	Inter-sentential	Intra-word	Total:
Hong Kong	105 (87%)	12 (10%)	4 (3%)	121
Sweden	51 (76%)	7 (11%)	9 (13%)	67

*This model of categorizing CS is not applicable to some data such as slogans or web addresses

Table 3. Types of codeswitching according to Martin (2002:385)

<i>Types of codeswitching</i>									
	Monolingual	Bilingual (CS only)	Bilingual (whole text)	Isolated lexical substitution	Phrasal substitution	Partial Substitution	Sentential Substitution	Others*	Total:
Hong Kong	102 (26%)	37 (9%)	11 (3%)	72 (18%)	78 (20%)	4 (1%)	85 (22%)	4 (1%)	393
Sweden	9 (6%)	1 (1%)	--	45 (30%)	66 (44%)	--	27 (18%)	1 (1%) (symbol)	149

(*Others: trilingual-1, bilingual in French and English-1, English letters-2, symbols)

Table 4. Codeswitched items

<i>Codeswitched items</i>								
	NP	VP	AP	Adv.P	PP	S	Numerical	Total:
Hong Kong	109 (45%)	13 (5%)	17 (7%)	5 (2%)	1 (0%)	90 (37%)	9 (4%)	244
Sweden	100 (71%)	7 (5%)	4 (3%)	-	1 (1%)	28 (20%)	-	140

(NP-Noun phrase, VP-verb phrase, AP-adjective phrase, Adv.P-adverbial phrases, PP-prepositional phrase, S-sentence, numerical-numbers, such as “No.1”, “5 in 1”, “60%”)

4. 1. 1. Hong Kong data

The most dominant type of codeswitching of the Hong Kong data is intra-sentential (87%, according to Poplack (1980) followed by inter-sentential (10%). The most codeswitched item is noun phrase (45%) followed by full sentence (37%) and adjective phrase (7%). These results are supported by Gibbons (1987), Chan (1998) and Li's studies (1998:173) that intra-sentential codeswitching and noun phrase are most switched in Cantonese. Monolingual advertisements in English (26%) are also the most common type in the Hong Kong data according to Martin (2002) followed by sentential substitution (22%) and

phrasal substitution (20%).

Below are some of the many examples found in the Hong Kong data:

Noun phrase:

- (5) “有 *Summer Looks*, 今夏有了焦點” (Apple Daily, 2005/06/16/A21)
[jəu5 SUMMER LOOKS, gəm1 ha6 jəu5 liu5 dziu1 dim2]
have SUMMER LOOKS, this summer have ASP-past focus
“(when you) have summer looks, you have had the focus for the summer”
- (6) “可透過 *Internet Fax*, 於本港及海外傳真...” (Apple Daily, 2005/06/08/B4)
[hə2 təu3 gwə3 INTERNET FAX, jy1 bun2 gəŋ2 gəp9 həi2 ŋəi6 tsyn4 dzən1]
Can through INTERNET FAX, at Hong Kong and overseas fax...
“Through internet fax (you) can fax from Hong Kong or from overseas...”

Verb phrase:

- (7) “唔想得個睇字，就快啲上嚟 *bid* 晒佢!” (Apple Daily, 2005/06/01/C14-5)
[ŋ4 səŋ2 dək1gə3 tai2 dzi6, dzau6 fai3 di1 səŋ6 lai4 BID saai3 kəy5!]
NEG want have obtain look, quickly come up BID PRT it!
“Don’t want to just look, quickly log on and bit it all!”
- (8) “*Trade* 得多，賞得多” (Apple Daily, 2005/06/27/B4)
[TRADE dək7 dɔ1, səŋ2 dək7 dɔ1]
TRADE obtain more, reward obtain more
“The more you trade, the more reward you will get”

Adjective phrase:

- (9) “*Sexy* 到天光” (Apple Daily, 2005/06/06/C7)
[SEXY dou3 tin1 gwəŋ1]
“SEXY till dawn”
- (10) “...最 *Sweet* 嘅擁抱時刻...” (Apple Daily, 2005/06/32/C7)
[...dzəy3 SWEET gɛ3 juŋ2 pou5 si4 hək7...]
The most SWEET GEN hug moment
“The sweetest hugging moment”

Examples (5) to (10) are also intra-sentential codeswitchings, with an overwhelming 87% found in the data. As for inter-sentential switching, there are much less instances (10%) found in the data. Here are some examples:

(11) “父親節精選 *Luxury Gift to your Dad!*” (Apple Daily, 2005/06/16/E20)

[fu6 tsən1 dzit8 dziŋ1 syn2 LUXURY GIFT TO YOUR DAD!]

“Father’s Day special selection. LUXURY GIFT TO YOUR DAD!”

(12) “*Eye Alive!* 睛閃閃” (Apple Daily, 2005/06/25/C7)

[EYE ALIVE! dziŋ1 sim2 sim2]

“EYE ALIVE! Eyes sparkling”

Four examples of intra-word switchings are found. Below is one of them:

(13) “*Click — Click* 網上買賣恆生「股票掛鈎投資」” (Apple Daily, 2005/06/27/B4)

CLICK-PRT-CLICK online buy sell Heng Seng “股票掛鈎投資”

“Have a click online (you can) buy and sell Heng Seng 「股票掛鈎投資」”

(“股票掛鈎投資”-a kind of stock investment)

No tag switching is found. However, there are 11 instances found in the Hong Kong data with the codeswitched items having the exact Chinese translation side by side:

(14) “*Massage Chair* 按摩椅” (Apple Daily, 2005/06/11/C11)

(15) “*Government established. Financially independent.*”

(Apple Daily, 2005/06/04/A14)

(16) “*Your Lifelong Learning Partner* 你的終身學習伙伴”

(Apple Daily, 2005/06/22/E10)

(17) “*Protect and Respect Personal Data* 保護及尊重個人資料”

(Apple Daily, 2005/06/22/E14)

Protect and Respect Personal Data
保護及尊重個人資料

The Personal Data (Privacy) Ordinance has come into force to protect the privacy rights of individuals in relation to their personal data.

Organizations are required to comply with the requirements of the six data protection principles of the Ordinance which govern the collection, retention, security, use and other aspects of personal data.

For further information, contact the Office of the Privacy Commissioner for Personal Data.

《個人資料（私隱）條例》現已生效，以保障個人在個人資料方面的私隱。
機構須在個人資料的收集、持有、保安及使用等方面，遵從條例內的六項保障資料原則。
如欲索取更多資料，請與個人資料私隱專員公署聯絡。

This space is sponsored by appledaily.

Hotline: 2827 2827 Internet 網址: http://www.pco.org.hk

Figure 1. Bilingual ad (Hong Kong data)

4 partial substitutions are found in the Hong Kong data. Partial substitution refers to

advertisements having English elements embedded within non-English lexical items, such as the host language's suffixes, verb endings, etc (see also section 3.3). In Cantonese-English codeswitching a single English verb can be surrounded by other Cantonese constituents (Chan, 1998:194; Li, 1998:176) or used alone. In example (18), the English verb “*bid*” is used in the root form and inflected with the Cantonese verbal quantifying particle “晒 [saai3]” which means “*all*” or “*completely*”.

- (18) “唔想得個睇字，就快啲上嚟 *bid* 晒佢!” (*Apple Daily*, 2005/06/01/C14-5)
 [ŋ4 scəŋ2 dak1gɔ3 tai2 dzi6, dzau6 fai3 di1 scəŋ6 lai4 BID saai3 kœy5!]
 NEG want have obtain look, quickly come up BID PRT it!”
 “Don’t want to just look, quickly log on and bit it all!”

There are as many as 102 (26%) monolingual advertisements found in the Hong Kong data having the host language (Cantonese) being completely replaced by English. The majority of them are advertisements for education, fashion and leisure (see also Table 5. in section 5.1).

4. 1. 1. Codeswitching of other languages

Three advertisements are found in the Hong Kong data codeswitching French in the otherwise monolingual English advertisement or Chinese-English context. France is world famous for cosmetic products and *haute couture* (high fashion). It is not surprising that French is mixed in fashion and cosmetics-related advertisements. Example (19) is an English-French advertisement for Swiss watches; example (20) is an advertisement for a French jewelry brand and example (21) is for Allicance Française de Hong Kong. Below are the three examples found in the data:

- (19) “*L’art de Vivre la Différence*” (*Apple Daily*, 2005/06/01/C28)
 (20) “*Etoiles divines n°1. Gold. Diamond pavé. \$13,000.*”
 (*Apple Daily*, 2005/06/02/A1)
 (21) “Learn French with *les experts*” (*Apple Daily*, 2005/06/15/E10)

In the example (22) from the Hong Kong data, “*ichiban*”, which means “number one” or “the best” in Japanese, is mixed here. In fact, since the last century, the Chinese language has “borrowed back” many *Kanji* (Japanese Chinese characters) from Japanese. English is apparently not the only foreign language in Cantonese-English codeswitching.

- (22) “梗係珍寶分體機啦! 珍寶 *Ichiban!*” (Apple Daily, 2005/06/16/S2)
 [gaŋ2 hai6 General fan1 tai2 gei1 la3! General ICHIBAN!] (General-brand name)
 Of course General split-type air conditioner PRT! General ICHIBAN!
 “Of course General split-type air-conditioner! General no.1!”

4. 3. Swedish data

Intra-sentential codeswitching (76%), which occur at the clause, phrase or word level, is the most common type in the Swedish data followed by intra-word codeswitching (11%). Noun phrase (71%) is the most switched items followed by full sentence (20%) and verb phrase (5%). Phrasal substitution (44%) is the dominant codeswitching type according to Martin (2002:385) followed by isolated lexical substitution (30%) and sentential substitution (18%). Some of the examples from the Swedish data are as follows:

Noun phrase:

- (23) “Premiär för *MoneyPenny-woman fashion*” (Sydsvenskan, 2005/02/26/C10)
 “Premiere for MoneyPenny-woman fashion”
- (24) “Bengt R Andersson AB Revision & Redovisning AB erbjuder tjänster inom revision, redovisning och *outsourcing*” (Sydsvenskan, 2005/02/28/D6)
 “Bengt R Andersson AB Revision & Redovisning AB offer services within auditing, account reporting and outsourcing”

Verb phrase:

- (25) “*invent*” (Sydsvenskan, 2005/02/28/A20)
 “invent”

(26) Adjective phrase:

- “Priset är *outstanding!*” (Sydsvenskan, 2005/02/26/D10)
 “The price is outstanding!”

- (27) “*Pink Lax* fryst” (Sydsvenskan, 2005/02/28/A3)
 “Pink salmon frozen”

Examples (23), (24), (26) and (27) are intra-sentential codeswitchings. Inter-sentential switching, which involves a switch at a clause or sentence boundary, is the second most common type (11%):

- (28) “SCHYSST! *BIG STAR!*” (Sydsvenskan, 2005/02/01/A16)
 “Nice! BIG STAR!”

(29) “Äpplen. *Golden Delicious. Granny Smith. Royal Gala*”

(*Sydsvenskan*, 2005/02/01/A16)

“Apples. Golden Delicious. Granny Smith. Royal Gala”

Tag switching, which involves the insertion of a tag in one language into an utterance which is otherwise entirely in the other language (e.g., *you know, I mean*) is not found in the Swedish data. While only one intra-word codeswitching is found in the Hong Kong data, there are as many as 9 (13%) found in the Swedish data. Below are three of them:

Intra-word:

(30) “*Outlet-REA*”

(*Sydsvenskan*, 2005/02/02/A34)

“OUTLET-SALE”

(31) “*Art Déco-föremål*”

(*Sydsvenskan*, 2005/02/27/A8)

“ART DÉCO-object”

(32) “*Whiplashskydd*”

(*Sydsvenskan*, 2005/02/27/A19)

“WHIPLASH-protection”

While there are 11 instances found in the Hong Kong data of codeswitching having both two languages used side by side, there is only one example of this type founding the Swedish data:

(33) “*What is Important? Vad är viktigt (What is important)?*”

(*Sydsvenskan*, 2005/02/12/B15)

Most of the advertisements’ slogans are in English. Education and job advertisements in particular use more English or only English:

Job advertisements:

(34) “*Supply Chain Manager*”

(*Sydsvenskan*, 2005/02/02/E3)

(35) “*Qualified European Patent Attorney*”

(*Sydsvenskan*, 2005/02/09/A22)

Education advertisements:

(36) “*Executive Master of Service Management*” (*Sydsvenskan*, 2005/02/27/A9)

(37) “*Executive MBA*”

(*Sydsvenskan*, 2005/02/27/E3)

Multinational companies and car manufacturers adopt English most with their media

campaign:

- (38) Volvo: “for life” (Sydsvenskan, 2005/02/04/A23)
(39) Air France: “Fly away!” (Sydsvenskan, 2005/02/13/D18)
(40) Nescafé: “Great coffee in no time” (Sydsvenskan, 2005/02/27/D3)
(41) AstraZeneca: “I want to influence change.” (Sydsvenskan, 2005/02/27/E11)

English is also mixed within the music genre:

- (42) “A soulful night for the first time ever in Sweden”
(Sydsvenskan, 2005/02/27/D16)
(43) “real music tones” (Sydsvenskan, 2005/02/28/B14)

There is one advertisement found in the Swedish data which codeswitches not only English but also a third language Danish:



Figure 2. Trilingual ad (Swedish data)

- (44) “*Business in London? Ta Øresundståget!*”¹⁴ (Sydsvenskan, 2005/02/22/A18)

The above slogan is included in an advertisement by Skånetrafiken, which is a transportation company in southern Sweden. The Öresund Bridge (in Swedish: “*Öresundsbron*”) was opened for traffic in year 2000. It connects Malmö and Copenhagen and the train that goes between these two cities is called “*Öresundståg*” (“*Öresund*” refers to the Copenhagen-Malmö region; “*tåg*” is the Swedish word for “train”). The first letter of “*Öresundståget*” is actually a combination of the Swedish letter “*Ö*” and the Danish letter

¹⁴ The first letter of the word “*Øresundståget*” has two dots above it.

“Ø”.

There is also one instance found in the Swedish data codeswitching English with a symbol. Observe the following example which code-switches the English first person pronoun “I” with a love symbol:

- (45) “I ♥ BOKREA! *START IDAG*” (Sydsvenskan, 2005/02/22/A3)
“I love book sale! Start today.”

5. Discussion

In order to avoid negative evaluation of the concerned products or image, the advertisements writers will “avoid compulsive and odd uses of language mixing” (Bhatia, 1992:196). Codeswitchings therefore have to be easy to understand and simple. Very few advertisements codeswitch difficult words in both groups of data, so that the advertisements can get the message across to the general public. Using difficult foreign words will not achieve this purpose. Even though French is codeswitched in some instances in the Hong Kong data, the most important words are still in English (“*Gold*”, “*Diamond*”) or the codeswitched phrases similar to English (“*les experts*”). Below are examples (20) and (21) from section 4.1.1:

- (20) “Etoiles divines n°1. *Gold. Diamond pavé*. \$13,000”
(*Apple Daily*, 2005/06/02/A1)

- (21) “Learn French with *les experts*” (Apple Daily, 2005/06/15/E10)

It is not surprising that the codeswitched advertisements found in the Hong Kong data hugely outnumber the ones from the Swedish data (305 to 89), considering *Apple Daily* is a newspaper targeting 7 million Hong Kong people. *Sydsvenskan*, on the other hand, has a target of around 370,000 people only in the Lund and Malmö region. For the same reason, advertisements in the Hong Kong data also show a wider variety.

The present study confirms Poplack’s study (1980:589) that intra-sentential codeswitching is the most dominant type and noun phrase is the most codeswitched item. This is because single nouns or noun phrases are “freely moveable constituents which can be inserted almost everywhere in the sentence without fear of violating any grammatical rule”. The fact that 26% of the Hong Kong data are monolingual advertisements (6% only in the Swedish data) can be explained by Hong Kong’s colonial past as well as the common use of English in the mass media there.

5. 1. Types, differences and similarities of advertisements

Table 5. Types of advertisements

<i>Types of advertisements</i>		
	Hong Kong	Sweden
Job advertisements	20 (7%)	22 (25%)
IT-related (computers)	3 (1%)	5 (6%)
Electronics (cell phones, cameras, home appliances)	20 (7%)	2 (2%)
Cars	8 (3%)	11 (12%)
Fashion (sportswear, shoes, contact lenses, etc)	56 (18%)	6 (7%)
Cosmetics (perfumes, makeup, etc)	6 (2%)	4 (5%)
Beauty Industry (SPA, makeup studio, hair and skin and health centres, etc)	4 (1%)	3 (3%)
Food & dining (supermarket, restaurants, bakery)	6 (2%)	5 (6%)
Education (university level)	86 (28%)	5 (6%)
Leisure (culture, sport, adult education, music, entertainment, hobbies, casino, auction, books, airliners, bus company, travels, hotels, TV company, department stores)	49 (15%)	14 (16%)
Furniture & home decoration (lamps, plates, etc)	5 (2%)	5 (6%)
Health-related (body checkup services, health products, gyms)	12 (4%)	-
Banking (investment, finance, shares)	7 (2%)	1 (1%)
Consulting firm	--	1 (1%)
Professional companies (Patent firm, construction companies, real estate companies, insurance companies, etc)	15 (5%)	3 (3%)
Service industry (moving firm, carwash)	1 (0%)	2 (2%)
Charitable organizations	1 (1%)	--
Telecommunications	5 (2%)	--
Governmental departments/divisions	1 (0%)	--
Total:	305	89



Figure 3. Education ad (Swedish data)

Domains that are deep-rooted and cultural-related topics or products such as traditional Chinese medicine and obituary very rarely mix English (Martin, 2002:383). In fact, codeswitching related to these areas are not found in the data. In both groups of data, codeswitching occurs mostly in advertisements for education, fashion, leisure (entertainment, travel), jobs, cars, and electronics. Professionals and young people are usually the main targets of these advertisements. In this sense, English seems to symbolize modernity and luxury, which the younger generation and professionals are more receptive of and are able to afford. There are examples found in the data related to domestic products such as food and furniture, but they are far from being the dominant types.

Four beauty industry advertisements are found in the Hong Kong data. The English term “*keep fit*” is frequently used. This term is absent in the Swedish data. Observe example (46) from the Hong Kong data:

- (46) “名人紅星教你 *keep fit* 之道” (Apple Daily, 2005/06/02/C12)
 [miŋ4 jan4 huŋ4 siŋ1 gau3 nei5 KEEP FIT dzi1 dou6]
 celebrities teach you KEEP FIT GEN method
 “Celebrities teaching the way to keep fit”

English is often use in Hong Kong advertisements for professional company (15 instances). The reason for this is probably because English in Hong Kong symbolizes prestige and power. Using English in these advertisements may also create a more reliable image for the company as an authority. Real estate companies frequently codeswitch English or use English only in their advertisement.

There are 12 advertisements that are health-related found in the Hong Kong data. Most of them are advertisements promoting gyms and health products such as body checkup services, devices such as massagers especially designed to ease muscular pain and food especially designed to make the body healthier. The latter two kinds of products are sometimes portrait as the suitable gifts to the elderly in the family. No health-related

advertisements are found in the Swedish data.

Table 6. Differences and similarities of Hong Kong and Swedish print advertisements

<i>Products/Categories</i>	<i>Hong Kong</i>	<i>Sweden</i>
Job advertisements	Sometimes use English, most often when the employers are multinational companies or fashion labels; the ad size is smaller; texts are shorter; few visual images except the company's logo; less job or company descriptions	Slogans and job titles often use bright colours and bold form; frequently use English; slogans often imply inspiration, excellence, challenge and personal development; more details about the companies and job descriptions; often show images of people looking happy, engaged, cheerful, successful; 2 advertisements show images of happy-looking children which seem to suggest a "working for a better future and a better world for out next generation"-image
IT-related (computers)	Lots of details with lists of products' features and prices; visual images showing the products; multinational IT companies show the same ad worldwide (including Hong Kong and Sweden)	Detailed lists of products, their functions and prices; less images and less colourful; smaller in ad size
Electronics (cell phones, cameras, home appliances)	Ad size is larger; focus on the visual images of products; (cameras) often show a large colourful picture of a good-looking person	Images of products often attached; main focus on the price and functions
Cars	Few details, few words, more colourful and eye-catching images	Often show visual images of cars; detailed lists of car functions and features; main focus on prices
Fashion (sportswear, shoes, contact lenses, etc)	Visual images showing the products dominate; images are elegant; larger in ad size; few words are used; both local and international companies can be represented in monolingual advertisements	Images showing the products dominate; few words are used; prices are often attached

Cosmetics (perfumes, makeup, etc)	Lots of visual images; lots of dialogues; French is sometimes used (reference to luxury and high quality); ad size is larger; when French is code-switched no translation is given	Always show visual images of products; brand names in bright colours and bold form dominate the ads; overall image of the advertisement is eye-catching
Beauty Industry (SPA, makeup studio, hair and skin centres, etc)	Almost always contain images of healthy-looking and beautiful women	Simple, often focus on the services offered
Food & dining (supermarket, restaurants, bakery)	Colourful images of the products	(Food) Very visual and colourful images showing the food focusing on the prices
Education (university level)	Frequently use English; often in black and white; often show joint university programmes or distance university programmes and their academic rankings; the organization's name and course name in bold form are most dominant; course names are often larger than the organizations' names; many dominant programmes are MBA; course names are often bilingual	Often use English in slogans; program titles in bold form and bright colours; sometimes show images of fresh graduates; size of organization's name is smaller than course name
Leisure (culture, sport, adult education, music, entertainment, hobbies, casino, auction, books, airliners, bus company, travels, hotels, TV company, department stores)	Often mix English; concert ads always show the musicians' images; travel agency ads often present images of destinations, resorts and hotels with details of itinerary; very colourful; eye-catching colours with bold form for prices, special offers, names of most popular destinations; hotel names are often presented and given in English; adult education ads usually use less English	Music, entertainment often mix English; concert ads always show the musicians' images, travel ads focus on special offers for air-tickets or travel packages; images are colourful
Furniture & home decoration (lamps, plates, etc)	Always show the prices and images of products in bright colours	Always show colourful visual images of products, focusing on the prices and discounts; ad size is quite large; the "ideal home"-image is presented in the advertisements

Health-related (body checkup services, health products, gyms)	Sometimes show images of cheerful-looking people of different generations; focus on the prices (for checkup); gyms and health centre ads often show images of well-trained persons (often celebrities); words such as “change”, “perfection”, “beauty”, “confidence”, “natural” often appear; size is large, often occupying the whole page	--
Banking (investment, finance, shares)	Focus on what professional services are offered; the tone is often casual and friendly; often suggest that it is easy to invest	Simple and small in ad size
Consulting firm	--	Style is simple
Professional companies (Patent firm, construction companies, real estate companies, insurance companies, etc)	Real estate ads always show images of the properties or the surrounding areas, ad size is large; the majority of these ads are overseas properties	Less colourful; tone is more “formal” and serious; often show visual images of the company owners
Service industry (moving firm, carwash)	Focus on the list of services offered	Same
Charitable organization	Whole text is bilingual; are international organizations	--
Telecommunications	Slogans in bold and bright colours saying what new services or features can be offered to customers; always show visual images of products	--
Governmental departments/divisions	Whole text is bilingual	--
Size and texts	Ad size is larger, sometimes occupying the whole page; ads targeting female customers often have long texts	Few words are used; long texts in job ads

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HR/time evaluation Time evaluation, time recording and HR Master Data. Preferably also CATS, integration points between HR and other modules, as well as a background in HR (especially payroll).
SD/LE Certification in sales & distribution/logistics execution modules. Preferably also experience with material management, third-party process and ALE in relation to SD and MM.

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Figure 4. Job ad (Swedish data)

The overall similarities and differences are listed in the above Table 5. Generally speaking, the major difference in both groups of data is job ads. Swedish job ads are large in size and text size is also larger. More job and company descriptions and more visual images are included. Hong Kong job ads are much plainer with shorter texts and are much smaller in size. One can say that the job ad style is “minimalist”. Another difference is that education, fashion and cosmetics advertisements from the Hong Kong data are much larger in size and text length is also longer. Education ads also frequently mix English or simply use only English and are often in black and white. Vivid visual images of fashion and cosmetics advertisements are also much stronger than other advertisements. It is rare that a picture of the product is not included. In the Hong Kong data, advertisements for cosmetics and health often contain a short interview with celebrities (often female) and their comments on the products which seem like a sharing of experiences. The emotional appeal that comes with this “celebrity effect” seems to have a more personal touch and makes the advertisement more convincing. This element is absent in car and IT-related advertisements.

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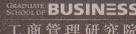
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Figure 5. Education ad (Hong Kong data)

CLINIQUE Din speciella bonus värd 635:- är kostnadsfri när du köper två valfria Clinique produkter under perioden 21-28 februari. Missa den inte!

BONUS TIME

Innehåll:
 Bonus nyheter • Superdefense Triple Action Moisturizer 7ml.
 Bonus favoriter • Dramatically Different Moisturizing Lotion 15ml.
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Figure 6. Cosmetics ad (Swedish data)

In the Hong Kong data, if the advertisement is monolingual in English, then it does not rely on Cantonese to give further information. Very few of the signatures (product names) are given in the local language. In both groups of data, no translation is offered in the advertisements when English is mixed.

The overall conclusion is that Hong Kong advertisements contain more dialogues, texts are longer and the size is generally larger (with the exception of job ads). Education advertisements frequently use English or English only. Swedish job advertisements often use eye-catching English-language slogans in bold form and bright colours. More job and company descriptions as well as some images are included. Comparatively speaking, Hong Kong job ads are much “plainer”. In both groups, codeswitching occurs mostly in leisure, IT-related, fashion, education and job advertisements.

In job advertisements one might see the people working for the companies or the teachers teaching the courses. This is rare in the Hong Kong data. Hong Kong advertisements on the contrary show more personal images (often celebrities) in cosmetics and fashion advertisements.

If a price should be included in the advertisement, the dollar sign “\$”, “HKD¹⁵” or

¹⁵ The currency used in Hong Kong is called Hong Kong Dollar (“HKD” or “HK\$”).

“HK\$” is always attached to the price. The reason for this is probably to avoid unnecessary dispute about the prices. Prices are often simply presented with “:-” at the end of the price instead in the Swedish data. In the Hong Kong data, time is also often presented with “a.m.” and “p.m.”, even though there are corresponding Chinese terms for them. 9 instances are found in Hong Kong advertisements using numerical terms such as “No.1” and “%” in connection to brand ranking and sale discounts.

Concerning the social and psychological aspects, Sapir asserts that “the psychological attitude of the borrowing language itself towards linguistic material has much to do with its receptivity to foreign words” (Haugen, 1950a:282). Whether Sapir’s theory is applicable to Hong Kong and Sweden is arguable because of their divergent historical and political circumstances. But it is undeniable that English is the most dominant international language now. It can hardly be avoided in our daily lives. Culture-specific terms like “SPA”, “MP3”, “hip hop” and job titles such as “manager” of various kinds are found in both groups of data. This reveals the extent of far globalization has achieved.

The Hong Kong data show a more Anglicized discourse having 26% monolingual advertisements in English and 22% of whole sentence codeswitchings. This reflects that Cantonese speakers are highly receptive to English and have both languages in usage. This can of course be explained by Hong Kong’s colonial past. The truth is, the strong position of English in Hong Kong has not changed much even after the handover. Swedish-English codeswitching, on the other hand, is rather “traditional” because the most switched type is intra-sentential and the most switched item is noun which is relatively free of syntactic restrictions (Romaine 1995:125).

The fact that no traditional items such as obituary or traditional medicine advertisements are found in the data suggests that English is considered strictly a taboo in these areas. Euphemism, on the other hand, is a motivation driving the speaker to switch code. Below is an example showing English is preferred:

- (47) “Hot Hips. 火辣魔女 Hips.” (Apple Daily, 2005/06/28/C7)
[HOT HIPS. fɔ2 lat9 mɔ1 nœy5 HIPS.]
“HOT HIPS. Fire hot demon girl HIPS.”

Example (47) is an advertisement for *Sloggi* promoting their latest collection of underwear for teenage girls. The English phrase “hot hips” certainly has a touch of sexiness which appeals to young people. There is corresponding Chinese equivalent but most Hong Kong people prefer the English term for pragmatic reason. By switching the code, the speaker is saved from the embarrassment of explicitly mentioning a female body part. This codeswitching is therefore culturally and pragmatically motivated by the desire of euphemism.

5. 2. Lexical gap

In the Hong Kong data, several English terms are codeswitched to fill the lexical gap:

- (48) “...目的是希望 *keep fit* 減肥” (Apple Daily, 2005/06/16/S1)
[...muk9 dik 7 si6 hei1 mɔŋ6 KEEP FIT gam2 fei4]
...aim is hope KEEP FIT lose weight
“...(the) aim is to KEEP FIT”
- (49) “健康 *keep fit* 權威” (Apple Daily, 2005/06/17/C34)
[gin6 hɔŋ1 KEEP FIT kyn4 wɛi1]
health KEEP FIT authority
“The authority on health and keeping fit”
- (50) “施巴 5.5 潔膚浴露, *pH5.5* 配方” (Apple Daily, 2005/06/17/E2)
[si1 ba1 5.5 git8 fu1 juk9 lou6, *pH5.5* pui3 fɔŋ1]
“Seba 5.5 shower lotion, *pH5.5* formula” (“Seba”-brand name)

The term “*keep fit*” is frequently used in “sports club discourse” (Li, 2000:310) in Hong Kong. “*Keep fit*” means the state of being healthy and having a strong physical condition at the same time. There is not a corresponding Chinese term available to capture both concepts in one term. So Hong Kong people simply change the code to express the intended message. “*pH*” is another chemical term that lacks a Chinese translation.

Some *IT*-related vocabulary is probably too new to have Cantonese or Swedish equivalents. Observe the following examples:

- (51) “*e-business*” (Sydsvenskan, 2005/02/06/E13)
(52) “*e-Banking*” (Apple Daily, 2005/06/27/B4)

“*Outsourcing*”, “*outplacement*” and “*one-to-one training*” are new English words and phrases that have no suitable Swedish translations yet:

- (53) “Bengt R Andersson AB Revision & Redovisning AB erbjuder tjänster inom revision, redovisning och *outsourcing*” (Sydsvenskan, 2005/02/28/D6)
- (54) “*Outplacement* för en ljusare framtid” (Sydsvenskan, 2005/02/08/A17)
- (55) “*One-to-one training* och företagsanpassade kurser i branschen sedan 1991” (Sydsvenskan, 2005/02/28/D6)

5. 3. Linguistic creativity

Many slogans in the Cantonese data show a high level of linguistic creativity by rhyming English words with Chinese (Li, 1998:179). Below is the advertisement for a Hong Kong travel agency. It has a summer promoting of offering a maximum of HKD150 discount for children having A grades in their school reports. Both clauses have “多著數” ([dɔ1 dzy3 sou3], meaning “more offers”) in the end which makes the whole sentence rhyme. The result is that the slogan sounds catchy and thus easy to remember. “More offers” are also being emphasized.

- (56) “早報多著數，多A多著數。” (Apple Daily, 2005/06/05/A7)
- [dzou2 bou3 dɔ1 dzy3 sou3, dɔ1 A dɔ1 dzy3 sou3]
- early sign up more offer, more A (grade) more offer
- “The earlier you sign up (for tours) the more offers, the more A grades the more offers”

The same stylistic strategy is also present in example (57) with “得多” ([dɛk7 dɔ1], meaning “obtain more”) and “easy” being emphasized. Both advertisements are bank or investment-related.

- (57) “Trade 得多，賞得多” (Apple Daily, 2005/06/27/B4)
- [TRADE dɛk7 dɔ1, sɔŋ2 dɛk7 dɔ1]
- TRADE obtain more, reward obtain more
- (The more you trade, the more reward you will get)

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Figure 7. Rhymed slogan (Hong Kong data)

- (58) “匯市? *Easy!*” (Apple Daily, 2005/06/14/B2)
 [wui6 si5? Easy!]
 “Exchange market? Easy!”

5. 4. Bilingual punning

One of the interesting strategies to create catchy phrases in advertisements in Hong Kong is to deliberately create double meaning with Cantonese-English codeswitching (Li, 2000:314). This in linguistic term is called “bilingual punning” (in Cantonese: “食字”). The following instances are taken from the Hong Kong data. Examples (59) and (60) are travel advertisements.

- (59) “安運滿 *FUN* 遊” (Apple Daily, 2005/06/01/C18)
 [ɔn1 wən6 mun5 FUN jəy4] (“安運” [ɔn1 wən6]-travel agency name)
 安運 full FUN travel
 “安運 full/maximum FUN travel”

- (60) “東怡無限 *FUN* ” (Apple Daily, 2005/06/20/E4)
 [dun1 ji4 mou4 han6 FUN] (“東怡” [dun1 ji4]-travel agency name)
 “東怡 limitless FUN”

- (61) “生活積 *fun* 樂” (Apple Daily, 2005/06/17/C13)
 [səŋ1 wut9 dzik7 FUN ŋɔk9]
 “Life accumulates FUN joy”

The Chinese word “分 [fən1]” means “points/scores”, “to part/divide” or “to share”. In examples (58) and (59), “*fun*” is embedded in this Chinese word “分” which makes the slogans bilingual punnings having double meaning: “maximum/limitless fun and to the maximum point”. Example (60) is a Coca-Cola advertisement promoting a campaign with which the customers can participate in a lucky draw by buying Coca-Cola. The Chinese word “積 [dzik7]” means “to accumulate” and in combination with “分 [dzik7 fən1]” together they mean “points”. So the punned word “分 [fən1]” encodes not only saving point for the campaign but also fun in life which matches the company’s image.

Other punned words such as “*phone*” (“風” [fung1, “wind”]) and “*teen*” (“天” [tin1], “sky”) are also used in the following examples:

- (62) “*PHONE* 中取樂” (Apple Daily, 2005/06/20/A3)
 [PHONE dzuŋ1 tsœy2 ŋɔk9]

PHONE inside get joy
 “To get joy on the phone”

- (63) “你想 *Teen* 地. I NEED IT!” (Apple Daily, 2005/06/24/C50)
 [nei5 soŋ]2 TEEN dei6. I NEED IT!
 You want TEEN place. I NEED IT!
 “A place for young people. I NEED IT!”

In the Swedish data, one instance showing bilingual punning is found in the newspaper’s own classified section for IT-related advertisements. The punned acronym “IT” means sense with the English phrase “That’s it” and also shows what that particular section is about.

- (64) “That’s IT!” (Sydsvenskan, 2005/02/08/A16)



Figure 8. Bilingual punning (Swedish data)

5. 5. Syntax

Although both Cantonese and English are SVO languages, certain modifications are necessary in Cantonese-English codeswitching because the two languages distant themselves so much. Cantonese is typologically an isolating language in its word structure (Matthews & Yip, 1994:45-6, 31). There are few inflections or derivational affixes. Determiners, classifiers and adjectives precede nouns; verbs are modified by aspect markers which behave as suffixes. On the sentence level there are major syntactic differences from English. In the Hong Kong data, a common pattern is for a single English verb to be surrounded by other Cantonese constituents (Chan, 1998:194). The English verb “bid” in example (64) is used in the root form and is inflected with the Cantonese verbal quantifying particle “晒 [saai3]” meaning “all” or “completely”. In the example (65), the English verb “keep” is also modified by the Cantonese aspect marker “住 [dzy6]” which presents a continuous state.

(65) “唔想得個睇字，就快啲上嚟 *bid* 晒佢!” (*Apple Daily*, 2005/06/01/C14-5)

[ŋ4 səŋg2 dak1 gɔ3 tai2 dzi6, dzau6 fai3 di1 səŋ6 lai4 BID saai3 kœy5!]

NEG want have obtain look, quickly come up BID PRT it!”

“Don’t want to just look, quickly log on and bit it all!”

(66) “KEEP 住有獎賞” (*Apple Daily*, 2005/06/23/C4)

KEEP ASP-CONT have reward

“Keep on having reward”

(67) “Click — Click 網上買賣恆生「股票掛鈎投資」”

(*Apple Daily*, 2005/06/27/B4)

CLICK-PRT-CLICK online buy sell Heng Seng 「股票掛鈎投資」

“Have a click online (you can) buy and sell Heng Seng 「股票掛鈎投資」”

In Cantonese as well as Mandarin Chinese there is a characteristic and productive linguistic feature known as the reduplication structure¹⁶. In example (66), the “verb— ([jət7]-verb)” construction is used. This structure involves the reduplication of the same verb with the delimitative particle “—” ([jət7], also means “one”) in between (Gibbons, 1987:59; Matthews & Yip, 1994:45-6, 208). This particle basically means “to do...for a while”. This structure’s main function is to modify the meaning of the word, which is the English verb “click” in this example. So “*click — click*” here means “have a click” with the English verb being emphasized.

5. 5. 1. Poplack’s constraints

Poplack’s free morpheme constraint, which disallows intra-word codeswitching, rules out a free morpheme in one language inflected by a bound morpheme in another language. As shown by the present study, this constraint does not seem to hold true for all language pairs. The four intra-word codeswitchings found in the Hong Kong data bridge this constraint. Look at example (67) again from the previous section:

(67) “Click — Click 網上買賣恆生「股票掛鈎投資」”

(*Apple Daily*, 2005/06/27/B4)

(“股票掛鈎投資”-a kind of stock investment)

CLICK-PRT-CLICK online buy sell Heng Seng “股票掛鈎投資”

“Have a click online (you can) buy and sell Heng Seng “股票掛鈎投資””

¹⁶ According to Matthews & Yip (1994:31), “reduplication refers to the process whereby a morpheme is repeated so that the original morpheme together with its repetition form a new word”.

In this example, the English verb “*click*” is reduplicated and inflected by the Cantonese delimitative particle “—” ([jət7]), which is a bound morpheme and is also an affix. The English verb here is inflected according to Cantonese grammar, making it an intra-word codeswitching.

Examples (65) and (66) from the previous section are also instances of intra-word codeswitching in Cantonese.

In the Swedish data, there are also 9 instances of intra-word codeswitching. Below are two of them:

- | | |
|----------------------------------|--|
| (68) “ <i>Masternivå</i> ” | (<i>Sydsvenskan</i> , 2005/02/28/A18) |
| “MASTER-level” | |
| (69) “ <i>Art Déco-föremål</i> ” | (<i>Sydsvenskan</i> , 2005/02/27/A8) |
| “ART DÉCO-object” | |

Poplack’s other constraint, the equivalence constraint, rules out codeswitching in syntactic structures that are peculiar to one language only. The Swedish data can be explained by this constraint because the juxtaposition of Sweden and English elements does not violate the syntactic rule of either language. Look at example (26) from section 4.3 again:

- | | |
|---------------------------------------|--|
| (26) “Priset är <i>outstanding!</i> ” | (<i>Sydsvenskan</i> , 2005/02/26/D10) |
| “The price is OUTSTANDING!” | |

But concerning Cantonese-English codeswitching, this constraint fails. Characteristic syntactic structures in Cantonese are obviously not at all peculiar to English. There is no surface syntactic congruence between Cantonese and English too. So this constraint is applicable to the Swedish data only, but not the Hong Kong data.

5. 5. 2. The MLF model

The MLF model can explain both the Cantonese-English and Swedish-English data in the present study. In all cases, the ML islands are the Cantonese constituents in Cantonese word order and Swedish constituents in Swedish word order. That is, Cantonese and Swedish set the morphosyntactic frame of sentences showing codeswitching in their own group. The EL islands are in almost all cases English constituents in English word order (with a few exceptions in the Hong Kong data).

Examples (65), (66) and (67) from section 5.5 show that the Matrix Language is Cantonese and the Embedded Language is English.

- | |
|--------------------------------------|
| (1) 你 做 晒 <i>D</i> assignment 未? |
| [nei5 jo6 saai3 di1 assignment mei6] |

You do PRT CL assignment INT
“Have you done the assignments?”

In example (1) from section 2.1, the English noun “assignment” is preceded by the Cantonese nominal classifier (CL) “D” ([di1]) which can be applied to plural or uncountable nouns. The codeswitched constituent is adapted to the morphosyntactic frame of Cantonese. It is obvious that the Matrix Language here is Cantonese.

Examples (23), (24) and (26) in section 4.3 also exhibit that Swedish is the Matrix Language and the Embedded Language is English.

5. 6. Letters and acronyms

The spelling of English words and phrases are adapted to the local language when codeswitched. When mixing English in Cantonese, “BB” is therefore more commonly used rather than “baby” as in the following example:

- (70) “BB 健康食譜” (Apple Daily, 2005/06/01/C12)
[BB gin6 hɔŋ1 sik9 pou2]
BB health recipe
“Healthy recipes for babies”

Letters are codeswitched too. Example (56) from section 5.3 from the Hong Kong data is an advertisement codeswitching the English letter “A”. The agency has a summer campaign that gives a maximum discount of HKD150 for children having A grades in their school report:

- (56) “早報多著數，多A多著數” (Apple Daily, 2005/06/05/A7)
[dzou2 bou3 dɔ1 dzy3 sou3, dɔ1 A dɔ1 dzy3 sou3]
early sign up more offer, more A (grade) more offer
“The earlier you sign up (for tours) the more offers, the more A grades the more offers”

In fact, it is not easy to determine if the above 2 codeswitched terms are codeswitching because they are also frequently used by monolinguals in Hong Kong. It can be argued that they are actually phonetic loans. Considering they also lack Chinese corresponding equivalents (like the noun classifier “D / 啲” [di1]), they can also be classified as marginal cases.

Acronyms such as PhD, MBA, electronics and media products names such as CD-ROM, MP3 and DVD are commonly used as shown by the data:

(71) “Executive *MBA*” (Sydsvenskan, 2005/02/27/E3)

(72) “TDK *DVD* + Media i *Jewelcase*, 10 pack” (Sydsvenskan, 2005/02/08/A16)

(73) “中文 *MBA*. Bachelor of Business” (Apple Daily, 2005/06/17/E2)
[dzun1 mən4 *MBA*. Bachelor of Business]
“Chinese *MBA*. Bachelor of Business”

(74) “支援 *MIDI*, *MP3* 鈴聲” (Apple Daily, 2005/06/17/C32)
[dzi1 wun4 *MIDI*, *MP3* liŋ4 siŋ1]
“support *MIDI*, *MP3* ring signals”

Abbreviations, such as the English preposition of Latin origin *versus* (/vs, with or without full stop), is frequently used in the Hong Kong press for its simplicity, as in the following example for football matches:

(75) “香港隊對曼聯隊 Hong Kong vs Manchester United”
(Apple Daily, 2005/06/17/AA4)

[hœŋ1 gœŋ2 dœy6 man6 lyn4 dœy6 Hong Kong vs Manchester United]
“Hong Kong team vs Manchester United team Hong Kong vs Manchester United”

(76) “希臘 vs 墨西哥 • 日本 vs 巴西” (Apple Daily, 2005/06/22/A11)
[hei1 lap9 vs mək9 səi1 gœ1 • jət9 bun2 vs bal səi1]
“Greece vs Mexico • Japan vs Brazil”

In fact, the above usage of “對 [dœy3]” is acceptable because it is used to juxtapose two items with no sense of contrast but competition (Li, 2000:314). “對 [dœy3]” is therefore only a near synonym to “vs”. For cases like “理智 [lei5 dzi3] vs 感情 [gœm2 tsin4]” (“rationality” vs. “emotion”), it is less appropriate to use “對” as there is no competition between these two items but contrast only. This is probably the reason why “vs” is frequently mixed instead as it better shows the intended meaning of the context.

6. Conclusions

Codeswitching by bilinguals serve various purposes in linguistic interaction and it is mainly linguistically and socio-psychologically motivated. Nowadays codeswitching is also common in entertainment and show business. Artists, such as standup comedians, codeswitch so as to create a “societal touch” in their act.

As shown by the results of the data, English is highly associated with eliteness

(education and job ads) and modernity (computer, telecommunication, electronics ads). Eye-catching slogans also frequently use English. The present study confirms that in both Hong Kong and Sweden, traditional items do not favour codeswitching.

Concerning codeswitching itself, intra-sentential codeswitching is the most dominant type and noun phrase is the most codeswitched item. One instance is found codeswitching pronoun in the Swedish data. But since it is the only instance found, it is inconclusive to say that Timm's claim (Myers-Scotton, 2002:13) on pronouns cannot be switched cannot be consolidated. No English idioms, idiomatic phrases such as *take it or leave it*, *no big deal*, *the show must go on* or tags such as *you know*, *right*, *okay*, *I mean* are found in the data. It is mostly likely the present study is based on printed materials.

The MLF model, as supported by the present study, shows that codeswitching is not a random or irregular but systematic and rule-governed process. In fact, there are no ungrammatical codeswitching found in the data. The codeswitched items are well-formed and the grammaticality is not sacrificed in order to "achieve high-level socio- and psycholinguistic effects" (Bhatia, 1992:210). For both groups of data, it is clear that Cantonese/Swedish is the Matrix Language and English is the Embedded Language. The globalizing of the English language is obvious and can be reflected in print advertisements. It can be said that English is the most favourable foreign language used in the print media. Neither of Poplack's constraints hold true for Cantonese-English codeswitching.

Many blame Cantonese-English codeswitching for the low achievement of Hong Kong students in both Chinese and English. Codeswitching is even considered by some to be a sign of linguistic decay (Hoffman, 1994:109). This linguistic behaviour is in fact the result of history and part of the local culture rather than specifically a result of globalization of English. It reflects who Hong Kong people are and it makes Cantonese a richer language having resources from two languages. It is also the in-group identification which all Hong Kongers share. The same goes for Sweden too. Now that Hong Kong is a Special Administrative Region (SAR) of China, Putonghua (Mandarin Chinese) is getting more and more important and language policy has gone through changes as well. As far as it goes, Cantonese remains a strong symbol for cultural and socio-psychological identity for Hong Kongers and it will continue to blossom. This is because English has established so strong and prestigious a position there that it is simply difficult to be displaced. English will continue to be an important linguistic resource to complement Cantonese.

According to *Svenska Språknämnden* (see "Sources from the internet" page), English will continue to have great influence on the Swedish language. The Swedish language will continue to borrow words and phrases from English as well as code-mix these elements not only in the media but also in the everyday life. There is also space in the Swedish language to be positively influenced by other foreign languages in Sweden. Technology-related terms from English will continue to grow and be integrated in Swedish.

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- http://www.reference.com/browse/wiki/Written_Cantonese (Written Cantonese)
- <http://www.lund.se> (Lund City website)
- <http://www.malmo.se> (Malmö City website)
- <http://zh.wikipedia.org/w/index.php?title=%E5%93%88%E6%97%A5%E6%97%8F&variant=zh-tw> (Explanation on what is "哈日族" (pro-Japan teenagers or young adults))

Abbreviations

ASP Aspect marker

CONT: “住 [jue6]”-imperfective marker denoting the state of affairs, present or timeless, a continuing situation (this aspect marker also behaves as an affix)

CL Classifier

“D / 啲” [di1]-measure classifier denoting quantities or amounts of items and substances

GEN Genitive marker

INT Interrogative marker

NEG Negation marker

PRT Particles

“晒 [saai3]”-verbal quantifying particle meaning “all, completely”

“啦 [la3]”-sentence particle denoting evaluation, modification, to emphasize a point of current relevance

“— [jət7]”-delimitative particle used with reduplication of a verb or an adjective; it modifies the verb or the adjective and it carries the meaning of “do...for a while” or “have a ...”

Appendices 1

Principles for word formation proposed by Yule (1996:64)

1. **Coinage:** Coinage is the invention of totally new words and is also the least common process. This process is mostly used to invent trade name for a company's product which later becomes the general term for similar products. Some examples include *Kleenex*, *Xerox*, *Nylon*.
2. **Borrowing:** Borrowing is the taking over of words from other languages and is also the most common process of import new words in English. Some examples include *alcohol* (Arabic), *boss* (Dutch), *croissant* (French), *lilac* (Persian), *robot* (Czech). A special type of borrowing is loan-translation, or calque. In this process, there is a direct translation of the elements of a word into the borrowing language. The English word *superman* is thought to be a loan-translation of the German word *Übermensch*. The English word "boyfriend" is also translated into Chinese as "male friend ("nan pengyu")". With some sound modification, the same word is borrowed into Japanese as "boyifurendo".
3. **Compounding:** This process involves the joining of two separate words to form a single word. *Lehn* and *Wort* are combined to form *Lehnwort* in German. Other English examples are *fingerprint*, *wallpaper*, *textbook*, *sunburn*.
4. **Blending:** Blending is to combine two separate words to form new single words. Typically the beginning of a word and the end of another word are blended together. Some examples are *smog* (smoke+fog), *bit* (binary+digit), *brunch* (breakfast+lunch), *motel* (motor+hotel).
5. **Clipping:** This process occurs when a word of more than one syllable is reduced to a short form, often in casual speech. For instance, *ad* from "advertisement", *sitcom* ("situation comedy"), *fax* ("facsimile").
6. **Backformation:** Backformation involves the reduction of a noun to form a verb such as *televise* from *television*, *donate* from *donation*, *opt* from *option*. A particular type of backformation is hypocorisms. It reduces a longer word to a single syllable, then *-y* or *-ie* is added to the end such as *Aussie* ("Australian") and *telly* ("television").
7. **Conversion:** A conversion means a change in the function of a word, that a noun comes to be used as a verb such as *butter* ("Have you buttered the bread?") and *vacation* ("They're vacationing in France").
8. **Acronyms:** Acronyms are formed from the initial letters of a set of other words such as *CD* ("compact disk"), *VCR* ("video cassette recorder"), *ATM* ("automatic teller machine"), *NATO* ("North Atlantic Treaty Organization").
9. **Derivation:** This is the most common process to form new English words. It involves the adding of prefixes or suffixes or both (infixes in some languages).

Appendices 2
Sydsvenskan

- 01-02-2005 Sibylla: “SCHYSST! BIG STAR” (A16)
Mitti: “Gift Time. Estée Lauder” (C24)
--“Upptäck nya Future Perfect” (Future Perfect-product name)
(Product names from the same advertisement)
--“Anti-Wrinkle Radiance Moisturizers SPF 15”
--“Future Perfect”
--“Body Performance Slim Shape”
--“Electric Intense Lip Crème, Fatale”
--“Nya Pure Pops Brush On Color, 7ml, Berry Twist”
--“MagnaScopic Mascara, Black”
- 02-02-2005 Tetra Pak: “Supply Chain Manager” (Job ad. Monolingual-Eng. A27)
Herdbergs Outlet: “Outlet-REA” (A34)
- 03-02-2005 -
- 04-02-2005 Volvo: “Volvo for life” (A23)
Reunion bad & tvål (Shop name. D1)
- 05-02-2005 Erik Penser: “Baltikum med turbo. Och airbag.” (A34)
- 06-02-2005 Consit: “We make sense of IT. Join the force!” (Job ad. E13)
--“Account managers”
--“Oracle e-business konsulter”
Vip trip Sweden (Company name. E19)
- 07-02-2005 -
- 08-02-2005 Sydsvenskan’s own classified section: “That’s IT!” (A16)
DATALÄTT Skåne AB: “TDK DVD + Media i Jewelcase, 10 pack” (A16)
--“Monitor & operativsystem tillkommer”
ITEL: “Miditytower 350W” (A16)
DATALÄTT Skåne AB: “10-tal whiteboards” (A17)
--“Headsets”
NewPlacement AB: “Outplacement för en ljusare framtid” (A17)

09-02-2005 DFDS Seaways: “*JUST SAIL AWAY*”
 --“*Vinet i Red & White Wine Bar brukar sällan finnas...*”
 --“*Minicruise*” (A13)
 Dr Ludwig Brann Patentbyrå AB: “*Differentiating Assets Manager heter Branns nya elektroniska tjänst som ger företag ...*” (A18)
 Skanska: “*Skanska. Thinking Ahead*” (A18)
 Sony Ericsson: “*The challenge is endless. Are you on our team?*”
 (Job ad. Monolingual-Eng. A22)
 --“*IPR Legal Counsel*”
 --“*Qualified European Patent Attorney*”
 Getinge: “*Quality Assurance Director. Business Area Extended Care.*” (Job ad. Monolingual-Engl. A24)
 World Maritime University: “*Cafeteria attendant (part-time)*”
 (Job ad. Monolingual-Eng. A25)
 Qulminera: “.NET (Job ad. A24)
SharePoint
SQL Server
BizTalk
Project Server
Exchange
CRM”
 Uno form: “*an everyday satisfaction*” (D1)

10-02-2005 --

11-02-2005 Price Off: “*SNOW GEAR HANDSKAR*” (All product names. C3)
 “*CROSS JR-JACKA*”
 “*GORETEX WINDBREAKER*”

12-02-2005 DUX: “*Wallpaper. The Design Awards*” (A21)
 Moj Life: “*Airbrush*” (A22)
 Malmö Konsthall: “*What is important? Vad är viktigt?*” (B15)
 Chrysler Jeep Malmö: “*Nya Chrysler Grand Voyager Stow’n Go*” (D12)

13-02-2005 Maersk Air: “*Maersk Air - fly as you like*” (D18)
 AirFrance: “*Fly away!*” (D18)
 Cadbury Sweden AB: “*Category Trade Manager*” (Job ad.E11)
 --“*Category Management/Trade Marketing*”
 --“*Spaceman*”

- “trade promotion”*
 --*“National Account Manager”*
 Toyota: *“CHALLENGE. Come drive with us!”* (Job ad. E11)
 --*“Assistant Manager Operations”*
 --*“Discover the multiple opportunities on
 www.toyotajobs.com”*
- 14-02-2005 Folkuniversitet: *“Cambridge business English Certificate”*
“First Certificate in English”
“Certificate in Advanced English”
“Certificate of Proficiency in English”
“Morning Business Workshop”
“Intensivutbildning i engelska ‘three weeks’ ” (A12)
 SAS: *“Upplev en härlig teaterhelg med Fly & Stay och Mamma Mia!
 i Stockholm”* (A23)
 --*“A STAR ALLIANCE MEMBER”*
- 15-02-2005 Dermanord-Butiken: *“Gaia Shape Up”* (D7)
- 16-02-2005 -
- 17-02-2005 INTERSPORT: *“POLE POSITION FÖR VÅRMODET”* (A1)
 --*“Köp Racingskor både till ’JR’ och till dig själv...”*
 SAS: *“Economy Flex”* (A21)
 --*“Economy och business”*
- 18-02-2005 INTERSPORT: *“NYÅRSLÖFTE I NYAEROBICSKO!”* (A1)
 --*“Allround fitnessko”*
- 19-02-2005 INTERSPORT: *“NYA CLUB INTERSPORT”* (A1)
 Bosch: *“Invented for life”* (D15)
 MarMalaid: *“Affordable Elegance. New store in town...Shop for a cause”*
 (Monolingual-Eng. D22)
- 20-02-2005 SWECO PIC: *“pharmaceutical engineering”* (Job ad. E11)
 Unilever Foodsolutions: *“Key Account Manager”* (Job ad. E11)
 IKEA: *“Risk Coordinator”* (Job ad. E13)
 British American Tobacco Nordic: *“Get lucky”* (Job ad. Monolingual-Eng. E13)
 --*“Retail Executive”*

--*“Leading the way in corporate social responsibility”*
CSR: *“Changing the way the world connects”*
(Job ad. Monolingual-Eng. E13)

--*“Intergrated Circuit Designers and Radio System
Modellers”*

- 21-02-2005 Mitti: *“Clinique. Bonus Time”* (A16)
(Product names from the same advertisement)
--*“Superdefence Triple Action Moisturizer 7ml”*
--*“Dramatically Different Moisturizing Lotion 15ml”*
--*“Pore Minimizer Refining Lotion 15ml”*
--*“Soft-Pressed Powder Blusher in Mocha Pink 7ml”*
--*“Long Last Lipstick in Perfect Beige Soft Shine 4gr”*
--*“Aromatics Elixir Perfume Spray 4ml”*
- 22-02-2005 Bokia: *“I ♥ BOKREA! START IDAG”* (A3)
Skånetrafiken: *“Business i London? Ta Øresundståget!”* (A18)
Palm & Partners: *“We inspire people!”* (A21)
Victoriastadion: *“Street & Showdance, Breakdance & Hip hop”* (C6)
--*“Freestyle Phanativ håller en ‘battle’ (elimination) och
kommer även att köra en show som avslutning”*
- 23-02-2005 Acconia Resultatskap AB: *“Business Controller”* (Job ad. A25)
ITT Industries: *“Area Manager”* (Job ad. A26)
Finnveden Urval: *“Contract Manager”* (Job ad. A27)
ITT Industries: *“Monitoring and Control”* (Job ad. A27)
Uniq: *“Key Account Manager”* (Job ad. A28)
- 24-02-2005 Prêt à Porter: *“New Classics”* (A9)
- 25-02-2005 -
- 26-02-2005 EM: *“Classic beds kuddar”* (A12)
Mio: *“3-sits sofa i tyg Microtex brun med kuddar i vit”* (A3)
Mio: *“London wiltonmatta i aqua eller röd”* (A3)
Moltex: *“Outlet”* (A13)
Electrolux: *“makes life a little easier”* (A27),
Cervera: *“Menu Hot & Cold. Irish Coffee set 2-pack”* (A28)
Lenhud.nu: *“Köper du två valfria Skin Resonance produkter, för*

känslig hy, så får du..."

(Skin Resonance-Product name. C3)

Caroli: "*Premiär för MoneyPenny-woman fashion*" (C10)

Bilia: "*Volvo. Nice Price Service*" (D9)

Nilsson & Lind AB: "*PRISSET ÄR OUTSTANDING*" (D10)

Lunds Musik & Piano AB: "*Gitarrclinic!*"(D20)

27-02-2005

Crafoord Auktioner: "*Art Déco-föremål*" (A8)

Lund University: "*Executive Master of Service Management*" (A9)

Bil Partner: "*Saab. Certified*" (A19)

--Bil Partner: "*Whiplashskydd.*"

--Bil Partner: "*Saab 9-5 Linear 2,0t SportCombi M04*"

Audi Malmö: "*Vi bjuder på Open Sky*" (A21)

Bil Partner: "*Airbags*" (A21)

Mitsubishi Motors: "*SPACE CAR. DRIVE ALIVE*" (A22)

(SPACE CAR-car model name)

Förenade Motor: "*Honda: The Power of Dreams*" (A23)

Total flyttservice: "*RENT A SPACE. UNITED STORAGE SCANDINAVIA*"

(B35)

Nescafé: "*Great coffee in no time*" (D3)

Slagthuset: "*A soulful night for the first time ever in Sweden*" (D16)

Casino Cosmopol: "*Casino Night Weekend*" (D16)

Fly West (Company name. D27)

Lund University: "*Executive MBA*" (Monolingual-Eng.E3)

Euro-Diagnostica: "*the key in life sciences*" (E9)

Cybercom Group: "*Right technologies in focus-creating business
success*" (Job ad. E10)

AstraZeneca: "*I want to influence change.*"

"Life inspiring ideas"

"Global Human Resources Business Partner" "

(Job ad. Monolingual-Eng. E11)

Bosch: "*Brand Manager*" (Job ad. E11)

Intrum Justitia Svergie AB: "*Key Account Sales*" (Job ad. E14)

28-02-2005

City Gross: "*Pink Lax Fryst*" (A3)

--"*Äpplen. Golden Delicious. Granny Smith. Royal
Gala*"

Mitti: "*Phytomer: Peeling 15ml*" (A15)

Glion Hotel School & Les Roches: “*Hotel Management. Sports Management*” (A18)

--“*Diploma-, Bachelor- och Masternivå*”

Studieförbundet Vuxenskolan: “*...Excel-grund/fördjupning, Internet förseniorer*” (A18)

Hewlett Packard: “*invent*” (A20)

--“*HP Color Laserjet 2550L*”

Bil Partner: “*Opel-Fresh thinking-better cars*” (A23)

--Bil Partner: “*Tre års Opel Assistance I hela Europa*”

Ocom: “*Stereoheadset*” (B14)

--“*real music tones*”

Coop Konsum: “*Weight Watchers. Sweet & Sour ris och skinka.*” (C6)

Stjärncafeet Malmö: “*Awardwinning Sandwich. Prova ‘Blue Cheese Chutney’ som....*” (D3)

DITEC Bilvårdscenter AB: “*Låna gärna en av våra nya Mini coopers*” (D6)

Cogni AB: “*One-to-one training och företagsanpassade kurser I branschen sedan 1991*” (D6)

Bengt R Andersson AB: “*Bengt R Andersson AB Revision & Redovisning AB erbjuder tjänster inom revision, redovisning och outsourcing*” (D6)

Appendices 3

Apple Daily

01-06-2005

Esso: “*The driver’s card.*”(A7)

-- “*We’re drivers too*”

UA Finance: “*UA e-cash*” (A11)

--“早有準備咁至係 *smart*”

Englishtown.com: “*Talk to the world*” (A13)

Mitsukoshi: “*Summer Thanks Sale*” (A15)

--“低至 75% off”

Singapore Airlines: “*A great way to fly*” (A17)

UBS: “*You & Us*” (A18)

Healthy Medical Consultancy Ltd: “*Health in your Life*” (A20)

康泰旅行社: “為你做得到。 *We make it for you.*” (A21)

Hong Kong Polytechnic University: “*Master of Science in*

Knowledge Management” (Monolingual-Eng. A24)

Hong Kong Polytechnic University: “*Master of Public Health*”

(Monolingual-Eng. B2)

Management Learning (Monolingual-Eng. B3)

University of Queensland (Monolingual-Eng. B3)

Healthy International Ltd: “*Natural Life Better Life*” (E22)

“BB 健康食譜” (C12)

CSL: “你 free 得起” (C11)

Sogo: “Hot Summer. Enriching your life with style.” (C7)

Ebay.com.hk: “唔想得個睇字，就快啲上嚟 bid 晒佢!” (C14-5)

--“Item: 懷舊玩具”

安運旅遊: “安運滿 FUN 遊” (C18)

“美國開畫 No.1” (Film ad. C19)

U.S. Study Preparation (Monolingual-Eng. C22)

明愛: “速記原理/速度(50-80wpm)” (C24)

--“*Advanced Diploma in Business Administration*”

--“*Advanced Diploma in Hospitality and Tourism Management*”

Joy & Peace: “*Summer Sale*” (Monolingual-Eng. C27)

Charriol: “*L’art de Vivre la Différence*” (C28)

Health Max Laser & Medical Skin Care Centre: “醫務助理 (*Medical Assistant*)” (Job ad. E8)

某運輸公司: “操作部 *Controller*” (Job ad. E8)

“*Store Keeper*” (Job ad. Monolingual-Eng. E8)

“Marketing Executive/Sales Administrator”

(Job ad. Monolingual-Eng. E8)

KIA Motors: “The Power to Surprise.”

(Job ad. Monolingual-Eng. E8)

Chinese University of Hong Kong: “Diploma in Business

Administration” (Monolingual-Eng.E18)

02-06-2005

Mauboussin: “Etoiles divines n°1. Gold. Diamond pavé. \$13,000.”

(Monolingual-French. A1)

Smartone Vodafone: “see you there” (A5)

ING 安泰人壽保險: “係 fans 就要愛上 ING 安泰曼聯盃” (A12)

HKU SPACE: “Hospitality Management. Tourism Management.”

(Monolingual-Eng. B4)

HKU SPACE: “BSc PROGRAMMES. Diploma in ECONOMICS.”

(Monolingual-Eng. B14)

Just Gold: “Just Gold. Just Diamond” (C6)

LifePharm: “Because life is precious” (C11)

Hongkong-Asia Exhibition (Holdings) Ltd: “第 39 屆婚紗及結婚用品節

39th Summer Wedding Expo” (C12)

--“開放時間: 12:00noon-8:00pm”

Hongkong-Asia Exhibition (Holdings) Ltd: “第六屆美容及健康減肥博

覽 6th Beauty & Fitness Expo” (C12)

--“12:00 noon-8:00p.m.”

--“名人紅星教你 keep fit 之道”

Whirlpool: “全港銷量冠軍 No.1” (C13)

蒙娜麗莎: “Customer Hotline” (C15)

Robin Gibb Concert: “門票搶手，反應熱烈” (C16)

Piaget: “Piaget, the secret garden (C28)

“阿彬叔叔教你卡通畫 VCD” (E18)

關鍵旅遊: “香薰 SPA 按摩” (E17)

03-06-2005

Bvlgari (Monolingual in English. A1)

BALL Watch (Asia) Co. Ltd (Monolingual-Eng. A13)

Florsheim: “Imperial” (A16)

Hong Kong Philharmonic Orchestra: “Mozart in the City” (A18)

Hong Kong Polytechnic University (Monolingual-Eng. A22)

The Open University of Hong Kong: “Bachelor of Language Studies”

(Monolingual-Eng. A25)

Emporio Armani: “Charlie Hunnam wears” (A28)

麗豪酒店: “*Summer* 住宿你玩得起” (C2)
LG: “*LG 42 吋 Plasma TV*” (C4)
--“*Life’s Good*”
--“*10,000:1 contrast ratio*”
--“*先進薄膜濾光技術 Film Filter*”
--“*特備 Intelligent Eye 功能*”

Rexona: “*全球 No.1 止汗香體品牌*” (C10)
東方紅: “*無糖配方 · 潤得健康 Sugar Free*” (C22)
Private Shop: “*Your intimate partner*” (C28)

--“*Excellent Fit Excellent Price HK\$399*”
--“*Only available in Private Shop*”

Hong Kong Polytechnic University: “*2005-6 Admissions to Taught Postgraduate Programmes*” (Monolingual-Eng. B3)

HKU SPACE: “*Executive Diploma in Doing Business in China*” (B4)

HKCyberU: “*Preparatory Course for HKCEE English*” (B4)

04-06-2005

Imaroon: “*Image Store 形象店 Grand Opening 今日隆重開幕*” (C7)
--“*送潮流 Tote Bag 乙個*”

The Open University of Hong Kong: “*政府創辦 · 財政獨立 Government established. Financially independent.*” (A14)

KIA Motors: “*60th Anniversary*” (A18)

ThinkPad: “*Linksys 型輕巧 Wireless-G compact router*” (A19)

Hong Kong Polytechnic University: “*YOUR MBA...YOUR CHOICE*”
(Monolingual-Eng. A24)

ACETEX Fashion Club: “*Final Sale 全部半價 50% off*” (C22)

--“*FINAL SALE on SPRING/SUMMER2005*”

日日珠寶: “*Summer Sale 全場低至四折*” (C12)

05-06-2005

康泰旅行社: 「*早報多著數，多A多著數。*」 (A7)

Chuang’s Consortium International Ltd: “*Reading Place*”

(Monolingual-Eng. A15)

06-06-2005

IWC: “*IWC. Engineering for men.*” (Monolingual-Eng.A1)

Asian Academy for Sports & Fitness Professionals: “*Children’s Exercise & Fitness Instructor Certificate*” (AA6)

The Hong Kong Polytechnic University: “*Master of Science/Postgraduate Diploma in Project Manager*” (Monolingual-Eng. B4)

University of Queensland: “*Advance Your Career in Engineering. TESOL Centre for Language Learning and Teaching.*”

Ideal Top Up Programmes” (B4)

Triumph International: “*UNDER is just so OVER. PARTY BRA!*” (C7)

--“*Sexy 到天光*”

關鍵旅遊: “*關鍵旅遊熊貓 T-shirt 設計比賽*”(C8)

Triumph International: “*Assistant Designer/Pattern Maker*” (Job ad. E16)

IFC: “*Building Supervisor/Asst. Building Supervisor. Senior/Building Attendant*” (Job ad. E17)

Asia Pacific Management Institute: “*Hull MBA*” (Monolingual-Eng. E21)

International Phonetic (H.K.) Association: “*A Course in Spoken English Practical English Phonetics and Phonology*”
(Monolingual-Eng. E21)

British Council: “*Academic Scholarships available for October 2005 Entry*” (Monolingual-Eng. E21)

07-06-2005

Longines: “*Elegance is an attitude*” (A1)

有線電視: “*CEO 視野 看透世界*” (A26)

威信國際升學中心: “*London-the coolest city in the world*” (B2)

鬢濃女士護髮中心: “*即時參加全套 Hair Spa 修護療程可享折 8 優惠*”
(C4)

The Hong Kong Polytechnic University: “*Part-time Bachelor’s Degrees Heriot-Watt University United Kingdom.*” (Monolingual-Eng. C7)

聖安娜 Saint Honore Cake Shop Ltd: “*聖安娜「Happy Hour」蛋糕，零酒精果香滋味，Let’s cheers!*” (C7)

HKMA: “*Masters of Arts in Teaching English to Speakers of Other Languages (MA TESOL) by Distance Learning*”
(Monolingual-Eng. E10)

City University of Hong Kong: “*English Courses for Personal Enjoyment & Improvement*” (Monolingual-Eng. H1)

HKUST College of Lifelong Learning: “*Language and Business Management*” (H2)

08-06-2005

Toshiba: “*McKinley Series Copier. The New Toshiba in Colour with Printer & Network Connecting Functions*” (B4)

--“*可透過 Internet Fax, 於本港及海外傳真...*”

Tod’s: “*Tod’s Boutique-Relocation-Hong Kong*” (Monolingual-Eng. C1)

Hong Kong Baptist University: “*Bachelor of Accounting, Applied Finance, Business, Tourism and Hospitality Management*”
(Monolingual-Eng.E5)

Dolphin U.K. Education Ltd: “*University Foundation Programme*” (E6)

HKMA: “*Master of Engineering Management. Bachelor of Engineering Science*” (E7)

City University of Hong Kong: “*Master of Lighting*”
(Monolingual-Eng.E13)

Asia Pacific Management Institute: “*Bachelor of Business*”
(Monolingual-Eng.E13)

City University of Hong Kong: “*Preparatory Course for the Financial Risk Manager (FRM) Examination*” (Monolingual-Eng.E19)

City University of Hong Kong: “*Overseas Degree Programme 2005-2006*” (Monolingual-Eng.E19)

Top Form Brassiere Manufacturing Company: “*Driver*”
(Job ad. Monolingual-Eng. E20)

Murine Tsui Modelling Agency Ltd: “*洗頭水/SKIN CARE 及化妝品代言人*” (E20)

--“*New Face Part-Time Model-Magazine / Movies / Fashionshow / Hair Show/MTV/TVC, etc...*”

--“*Cute Kids Model*”

09-06-2005

The Residences at the Ritz-Carlton, Toronto: “*世界級雋穎豪華住宅加拿大多倫多 Only a select few in the world can call themselves a Residence at the Ritz Carlton, Toronto. Be the one!*” (A7)

Canon: “*Discovery for everybody*” (A9)

MIU MIU: “*eyewear*” (C2)

Epson: “*Exceed your vision.*” (C4)
--“*墨墨儲 FUN 跟住有禮分*”

Häagen-Dazs: “*All You Can Eat Special Offer*” (C29)

Sinomax: “*健康 Daddy Fit 一世*” (C31)
--“*父親節 Fit Fit Daddy 禮品裝特別推界... Fit Fit 價 HK\$888*”

City University of Hong Kong: “*BA (Hons) Public Administration and Management*” (Monolingual-Eng. E13)

康樂及文化事務署: “*Andersen's Lookbook 2005 安徒生窺探少年記事簿*” (E18)

--“*集 Hip Hop、Jazz、Rap、現代舞和化妝面譜等多種表演形式的工作坊...*”

10-06-2005

Frederique Constant: “*Live your passion*”
(Watch ad. Monolingual-Eng. A1)

BMW: “*Fresher than ever. BMW X3.*” (Monolingual-Eng.A9)

The Hong Kong Polytechnic University: “*Seize your Opportunity to Get your PolyU Master’s Award.*”
(Monolingual-Eng. A24)

Hong Kong Baptist University: “*Bachelor of Accountancy*”
(Monolingual-Eng. E17)

Berluti: “*Sales Assistant*” (Job ad. Monolingual-Eng. F3)

Christian Dior Couture: “*Assistant Boutique Manager. Fine Jewelry Specialist*” (Job ad. Monolingual-Eng. F3)

Very: “*Shop Manager. Supervisor. Senior Sales. Sales.*” (Job ad. F3)

TeleTech: “*Telesales*” (Job ad. F4)

11-06-2005

Mence Beauty & Body Toning Authority: “*Trimming 去脂, Toning 練線條, Tanning 上色, Double Chin & Eye Bags Removal 去就眼袋雙下巴療程, Wrinkles & Freckles Removal 彩光去斑, Acne, Pimples & Wart Removal 根治暗瘡, Permanent Hair Removal 永久脫毛.*”
(AA1)

The Open University of Hong Kong: “*學位教師教育文憑 Postgraduate Diploma in Education (Primary/Secondary)*” (A22)

Good Idea Furniture and Design: “*Home is a comfort and harbor within your reach.*” (C11)

--“*Foldable Massage Sofa*”

--“*Massage Chair 按摩椅*”

Chicco: “*whenever there’s a baby.*” (E18)

--“*Chicco Polly. Today it’s a highchair, tomorrow a chair.*”

--“*World’s largest & most comprehensive range of baby product*”

12-06-2005

13-06-2005

Wall Street Institute School of English: “*Inspiring the world with English.*” (A12)

Microsoft: “*Your potential. Our passion.*” (A13)

The Hong Kong Polytechnic University: “*Compound your value with a professional degree from PolyU Graduate School of Business.*”

(Monolingual-Eng. A17)

Hong Kong Arts Centre: “*The Art School 開放日 Open Day*” (A17)

The Hong Kong Polytechnic University: “*Recharge your career with an MSc programme in logistics-related disciplines from PolyU*”

Graduate School of Business.” (Monolingual-Eng. A22)
Asia Pacific Management Institute: “*PhD/DBA*” (Monolingual-Eng. B2)
The Hong Kong Polytechnic University: “*Part-time Programmes Leading to Academic Awards 2005-06*” (Monolingual-Eng. B5)
Bella Skin Care: “...最 *Sweet* 嘅擁抱時刻...” (C7)
元氣壽司: “*Genki smiles. There’s no beating it!*” (C9)
Jean M. Wong School of Ballet: “...where great dancers have begun since 1960” (C10)
Air New Zealand: “*Being there is everything.*” (C18)
Sunflower 新華旅遊: “曼谷 *Golf & Spa* 3 天” (C21)
Royal Caribbean International: “*Get out there.*” (E10)
City University of Hong Kong: “*BSc (Hons) Construction Management. BA (Hons) Business Management*” (Monolingual-Eng. E19)

14-06-2005

4 x Made Easy: “匯市? *Easy!*” (B2)
惠理基金管理公司: “*Value Partners Investing through discipline*” (B3)
The Hong Kong Polytechnic University: “*University Summer English Programme* 大學暑期英語課程” (Monolingual-Eng. B17)
Nokia: “*Create a Simple Life*” (C5)
--“...電影配樂 *MP3* 鈴聲，彩色 *Wallpaper* 及多媒體短訊...”
FANCL: “瘦身最重要是 *keep* 得有線條美，周汶錡就是憑著至 *fit* 身形走紅 *model* 界...筆者當然要向 *Kathy* 請教她的 *keep fit* 方程式。” (C8)
美聯物業: “元朗 *Shopping* 新概念” (C9)
Tissot: “*Swiss Watches Since 1853*” (C12)
HKF 油蔴地旅遊: “時間 *Free* 啲! 航班任擇 夜航不另收費” (C16)

15-06-2005

The Open University of Hong Kong: “*Your choices*” “*Education*” “*Accounting*” “*Nursing*” “*Logistics*” “*English*” “*China Studies*” “*Business Law*” “*Marketing*” “*Economics*” “*Liberal Studies*” “*Internet Applications*” “*International Business*” (A22)
Oregon Scientific: “有次 *window shopping* 時經過 *Oregon Scientific...*” (C8)
--“...*check* 住心跳”
--“*Ferrari* 是不少男士的 *Dream Car*，這款專利的 *Ferrari* 投影時計定必迷倒各位型格爸爸”
Nautica: “*Perfect Father’s Day Gift*” (Monolingual in English.C14)
The Hong Kong Polytechnic University: “*PolyU SPEED Bachelor’s*

Degrees for Associate Degree/Higher Diploma Graduates

(Monolingual-Eng.C21)

Richburg Motors: “*Estima Aeras*” “*Toyota Harrier*” “*Alphard MZG*”

(Car model names. C22)

-- “*Trade-in 車換季大清貨*”

Van Cleef & Arpels: “*歡迎蒞臨鑑賞梵克雅寶 Bridal 結婚指環系列*”

(C26)

HMV: “*CD/DVD 2 FOR \$188*” (C27)

-- “*offer applies to blue stickered products only.優惠只限於藍色貼紙貨品*”

-- “*the music & movie master*”

Alliance Française de Hong Kong: “*Worldwide network in 110 countries*

Teaching French in HK since 1953 French Authorities Examination

Centre” (E10)

-- “*Learn French with les experts*”

16-06-2005

Bvlgari: “*New Bvlgari Shop Opening*” (Monolingual-Eng.A3)

Brother: “*At your side.*” (Ink Cartridge.A14)

The Hong Kong Polytechnic University: “*Earn your PolyU Master of Science Awards With Us*” (Monolingual-Eng.A18)

高登眼鏡 The Optical Shop: “*有 Summer Looks,今夏有了焦點*” (A21)

SeeO2.com: “*Plug and play*” (C6)

Giormani: “*Create Your Own Sofas 梳化模式 · 由你演繹*” (C15)

The Swank: “*SALE Spring · Summer · 2005*” (C19)

Brooks Brothers: “*Semi Annual Sale*” (Monolingual-Eng.C25)

Oticon: “*More than a century of hearing care*” (C31)

--“*Syncro 2 Forever better*” (Syncro 2-Product name)

Médecins Sans Frontières (Bilingual. E4)

“*Go to Taiwan*”-Campaign: “*...來一趟超級玩樂 Shopping 之旅*” (E11)

--“*七彩霓虹主題燈光 Show*”

City University of Hong Kong: “*LLM in International Corporate & Financial Law*” (Monolingual-Eng.E12)

Smart 國際房地產展覽會: “*4 日 3 夜布吉 5 星級酒店住宿 JW Marriott Phuket Resort & Spa*” (E12)

Hong Kong Baptist University SCE: “*Bachelor of Arts*”

(Monolingual-Eng.E15)

Z.T. Bag's: “*父親節精選 Luxury Gift to your Dad!*” (E20)

Philips: “*...目的是希望 keep fit 減肥*” (S1)

- “現在做瑜珈教練 *feel so good!*” (S1)
- Alpha Appliances Limited: “梗係珍寶分體機啦!珍寶 *Ichiban!*” (S2)
- Hitachi: “世界首創 *Air Exchange* 空氣交換系統 + *Twin Air* 循環送風系統” (S3)
- “日立冷氣連續 21 年銷量 *No.1*”
- “*UV Fresh* 有效去除細菌達 99.9%”
- “納米鈦空氣過濾網 *Nano Titanium* 有效抗菌除臭”
- York: “慳電慳錢、保護保健—*Ultra* 為你家人著想的空調”
(Ultra-Product name. S5)
- Samsung: “*SAMSUNG Air Conditioner*” (S6)
- 17-06-2005
- ING 安泰人壽保險: “香港隊對曼聯隊 *Hong Kong vs Manchester United*” (AA4)
- Savills: “*The Fairmont Palm Residence* 杜拜 *Fairmont* 豪華居庭 · 您馬上可以體驗” (Real Estate. B3)
- OTO Bodycare: “父親折 60% off” (B5)
- Hong Kong Polytechnic University: “*Master of Security Management*”
(Monolingual-Eng. B6)
- Colliers International: “*Chancery Residences & Hotels Suites*” (B6)
- Academy of Arts and Science: “*Distance Learning Courses via the Internet*” (Monolingual-Eng. B11)
- Motorola: “*Far from flat*” (C1)
- S.T. Dupont Paris: “*Diamond Head Collection Leather goods. Jewellery. USB Key. Pens. Lighters. Cufflinks. Money clips. Keyrings...*” (C4)
- Samsung Anycall: “*Slide up D508*” (Product model number. C5)
- “無線傳送話音無拘束,從此溝通可以更 *free*”
- Citicall: “*5 in 1* 多功能收音機” (C8)
- “32MB *USB* 記憶卡
- Mango: “*Mango Sale*” (Monolingual-Eng. C11)
- Coca-Cola: “生活積 *fun* 樂” (C13)
- Staccato: “*Woman Unlimited*” (C16)
- Kowloon Watch Co.: “*Epos artistry in watchmaking Swiss Bienne*” (C22)
- 香港黃金海岸酒店: “滿 *fun* 回憶” (C27)
- Bluebell: “*Sale Now On*” (Monolingual-Eng. C27)
- NEXTBASE: “*Movie Anywhere*” (C40)
- “隨時隨地隨身視覺享受 *LCD TV/DVD*”
- “*Model: SDV77B 7” LCD/DVD player \$1,999*”
- Telcom Digital: “支援高達 2GB *SD/MMC* 擴充卡” (C32)

- “6 萬 5 千色 TFT 屏幕”
- “支援 GPRS, 16 和弦鈴聲”
- “支援 MIDI, MP3 鈴聲”

米施洛: “健康 *keep fit* 權威” (C34)

翰騰閣: “*Happy Father’s Day Celebration Week(June 11-19)*” (C61)

Asia Pacific Management Institute: “中文 *MBA. Bachelor of Business*”
(E2)

Seba Med.: “施巴 5.5 潔膚浴露, *pH5.5* 配方” (E2)

UNISOFT Education Centre: “*Professional Diploma in Multimedia Design*” (E8)

Ting House Beauty Clinic: “*Receptionist/Personal Assistant*”
(Job ad. F2)

Apple Daily’s own classified job ad: “*Fashion. Footwear & Sportswear. Shop Manager. Sales Associates.*” (F2)

Intercontinental Group Holdings Ltd: “*Assistant Theatre Manager/Theatre Supervisor*” (Job ad. Monolingual-Eng. F4)

18-06-2005

Volvo: “為最尊敬的父親獻上最尊貴的全新 *Volvo XC90 Executive*” A3)

Broadway 百老匯: “德國百靈牌電鬚刨連續 7 年全港 *No.1*” (A11)

Pricerite: “*Violino. Furnishing your life style*” (A17)

CMP United Business Media: “*June Hong Kong Jewellery & Watch Fair*” (B2)

Wholesale Property Brokers HK: “博士軒在‘Box Hill’-低密度式住宅”
(B2)

Ulferts: “*Isabell Modern Living*” (C2)

- “*QUALITY • DESIGN • COMFORT the right mix to create your ideal home*” (C7)

Ulferts: “*Living Elegance*” (C7)

- “@*HOME* 自我 • 家”
- “*Hot Summer Sale*”

Prestige Milano p.m 名牌店: “*Gucci 40% off Prade 50% off Tod’s Hogan D&G Final Sale*” (C14)

ACETEX Fashion Club: “全店三折 70% off” (C24)

Charriol: “*Dad! oh Dad!*”(Monolingual-Eng. C28)
--“*watches-jewels-bags-eyewear*”

Academic Asia: “*Top Schools UK*” (E5)

19-06-2005

Lai Sun Group: “*Live with Rolling Hills*” (A3)

Premier International Marketing Ltd: “至 *in* 冷風機” (C6)

Lifestyle: “*Since 1981*” (C7)

--“*Wedding Banquet Promotion*”

康泰旅行社: “*Fly with Thai Airways. Smooth as silk.*” (C9)

20-06-2005

PCCW: “*PHONE* 中取樂”(A3)

SUNDAY: “*fun is good*” (A13)

Sharp: “*Aquos Sharp LCD TV*”(A14)

--“...*be sharp*”

Malaysia Airlines: “*Going beyond expectations*” (A31)

Hartford Institute: “*Springboard for career: We help you reach higher*”

(Monolingual-Eng.B4)

HKFI: “*Continuing Professional Development Programme for Insurance Agents*” (B20)

Mannings: “*Triple Slim* 速燒脂肪 + *3D Block* 阻隔脂肪 = 要幾 *Fit* 有幾 *Fit*” (C17)

--“...令全身 *Shape up*...”

Asia Pacific Management Institute: “*Master of Science*”

(Monolingual-Eng. E2)

東怡機票: “東怡無限 *FUN*” (E4)

--“全城至 *HIT* 免費旅遊垂手可得” (E4)

星月機票: “*Have a great time With us*” (E5)

Vocational Training Council: “*Watch Industries (Manufacturers/Industries & Trades) Careers Expo*” (E5)

Chinese University of Hong Kong: “*English Courses in Summer*”

(Monolingual-Eng.E11)

Adventist Health: “*Funfit* 體重控制計劃” (E11)

City University of Hong Kong: “*Continuing Education Certificate in Occupational Safety and Health*” (Monolingual-Eng.E11)

Prospects Theatre: “...也許是今年最 *unexpected* 的創作力量” (E13)

Triumph: “*Computer Grader. Sample Sewing Operator.*” (Job ad.E21)

21-06-2005

DHL: “*DHL IMPORT EXPRESS*” (A14)

---“*We make importing simple*”

Tag Heuer: “*Tag Heuer fuses Sport with Glamour*” (A15)

Hang Seng Bank: “於 Shell 油站入汽油滿指定金額，可以 \$1 *Cash*

Dollar 換購 1 公升...” (A16)

Folli Follie: “*Follo Follie jewellery watches accessories*” (A24)

--“*NEW FACE@TIMES SQUARE SHOP*”

HKU SPACE: “Your Choice for Quality Learning” (B4)
Le Perle: “*PURE, BASIC, PERSONAL* 全世界第一瓶拉皮膜面” (C7)
City University of Hong Kong: “*Master of Science in Multimedia
Information Technology*” (E15)

22-06-2005

GE Capital (Hong Kong) Limited: “*GE imagination at work*” (AA1)
HKJC Football: “希臘 vs 墨西哥 · 日本 vs 巴西” (A11)
HKBU: “*Master of Science in Applied Accounting and Finance* 應用會計
與金融理學碩士” (A16)
--“*Master of Science in Corporate Governance and
Directorship* 公司管治與董事學理學碩士”
Bertolucci: “*Exceptional is more than appearance. Reveal your
exceptionality*” (Monolingual-Eng.C1)
Complete Aquavision: “揀 CON 同揀 CON 藥水一樣...” (C4)
--“更多水份更好 *Feel*”
Healthy International Ltd: “Beauty Culture 秀身文化 · 全城文化 snap
shot大比拼” (C12)
Chinese University of Hong Kong: “*Specialist I.T. Programme Series*” (C19)
康美村: “Theresa 至愛心水 *Facial*” (C22)
Jaeger-LeCoultre: “*Manufacture Jaeger-LeCoultre, Vallée de Joux.
Switzerland, since 1833.*” (C24)
Australian Education Consultancy: “*Australian Schools & University
Pathways Exhibition 2005* 澳洲教育展”
(Bilingual.E9)
Open University of Hong Kong: “*Master of Social Work*” (E10)
--“*Your Lifelong Learning Partner* 你的終身學習伙伴”
“*Sales Representative*” (Job ad. E14)
PCO 私隱專員: “*Protect and Respect Personal Data* 保護及尊重個人資料” (E14)

23-06-2005

BMW: “*Sheer Driving Pleasure*” (Monolingual-Eng. A7)
Sharp: “一按發放至 *Sharp* 色彩” (A10)
--“內置 *PDF/JPEG* 彩色高壓縮掃描技術”
HKU SPACE: “*Bachelor of Commerce (Logistics & Marketing)* 商學士
(物流及市場學)” (B16)
The Royal Diamond: “*The Royal Diamond Genève by Chatila*”
(Monolingual-Eng. C2)
Charles Jourdan: “*On Sale*” (Monolingual in English. E4)
Roberto Cavalli: “*Our first HK store is now open at IFC Mall*”

- (Monolingual-Eng. C3)
- BEA 東亞銀行: “KEEP 住有獎賞” (C4)
- Emporio Armani: “*Special Sale Spring/Summer 2005 From June 24th*”
(Monolingual-Eng. C7)
- Ralph Lauren: “*SALE Polo Jeans Co. Enjoy Generous Reductions on Selected Men’s and Women’s Apparel*” (C8)
- Marks & Spencer: “*sale 大減價*” (C20)
- Caritas Francis Hsu College: “*BA (Hons) Business Administration & Management*” (Monolingual-Eng. C24)
- FHB Classic: “*WATCH. The 70’s Great Watch is Coming Back*”
(Monolingual-Eng. C27)
- City University of Hong Kong: “*BSc (Hons) Computing Science*”
(Monolingual-Eng. E12)
- City University of Hong Kong: “*MSc in Electronic and Information Engineering*” (Monolingual. E15)
- Hong Kong Polytechnic University: “*Applications for Admission to 2005/2006 Academic Year Now Open*”
(Monolingual-Eng. E15)
- HKSTP: “*Incu-Tech-Programme*” (Monolingual-Eng. E15)
- 24-06-2005
- Oris: “*Oris 100 Years. The Art of Mechanics. Oris Atelier. Complication*”
(Monolingual-Eng. A1)
- Calvin Klein: “*ck Calvin Klein Sale*” (Monolingual-Eng. C2)
- Hitachi: “*Inspire the Next*” (C6)
--“世界首創 *Magic Box* 洗衣粉速溶器+*Super* 高濃度滲透浸洗發揮潔力 *Super*”
- Prada: “*Eyewear*” (Monolingual-Eng. C28)
- Gucci: “*how Collection*” (C30)
- Just Cavalli: “*Announces Spring/Summer 2005 SALE*”
(Monolingual-Eng. C42)
- HIPO • fant: “*Spring/Summer 2005*” (C49)
- Teens Channel: “你想 TeeN 地 I NEED IT!”(C50)
- Lingnan University: “*The Community College at Lingnan University. Access to University Campus Life. 2005-06 全日制*” (C56)
--“副學士學位課程 *Associate Degree Programmes*”
--“副學士學位先修課 *Pre-Associate Degree Programme*”
- HKMA PRIME: “*Bachelor of Commerce*” (Monolingual-Eng. C58)

Hong Kong Sinfonietta: “古典音樂速成 *Shortcut to Classical Music* 音樂詞彙笑療法易 *Musical Terms ‘Therapy’ Session II*” (C58)

Seibu: “*Summer Sale*” (Monolingual-Eng. C68)

British Council: “*Postgraduate Courses*” (Monolingual-Eng. E14)

Zurich Insurance Group (Hong Kong): “*Business Development Associate. Risk & Financial Advisor. Business Development Trainee.*”
(Job Ad. Monolingual-Eng. F1)
--“*Attracting the best talent* 招募真人才”

Fairton: “*Shop manager, assistant shop manager, senior sales assistant, sales assistant.*”
(Job Ad. Monolingual-Eng. F2)

Roberto Cavalli: “*Salesperson. Cashier.*”
(Job Ad. Monolingual-Eng. F2)

Chopard: “*Workshop Supervisor/Watch Technician. Boutique Sales*”
(Job Ad. Monolingual-Eng. F2)

Intercontinental Group Holdings Ltd: “*MCL Executive Trainee-Operation*”
(Job Ad. Monolingual-Eng. F4)

25-06-2005

Jaguar: “*Born to perform*” (Monolingual in English. A10)

Hwa Hong Corporation Limited: “坐落於 *Robertson Quay*，地利極佳，數分鐘即到達商業中心及享譽美食與購物天堂的 *Orchard Road.*”(A11)

Norman Foster & Partners: “朗逸豪庭 *Lumière at Regent Place*” (A15)

HKU SPACE: “*Open House learning & career planning*” (A17)

Peugeot: “*Four in love*” (A18)

Miramar Express: “入住島上唯一的豪華度假酒店 *Gem Island Resort...*” (A20)

Ermenegildo Zegna: “*Sale*” (Monolingual-Eng. A24)

Australia Academic Service-H.K. & China: “*SWISS Hotel Management School* 瑞士酒店管理學” (B2)

Hong Kong Polytechnic University: “*BEng (Hons) in Mechanical Engineering*” (Monolingual-Eng. B2)

Lane Crawford: “*The Sale up to 50% off*” (Monolingual-Eng. C6)

Suisse: “*Eye Alive!* 睛閃閃” (C7)
--“而家一 *Wake-up*，對眼就自然識笑識講嘢!”

Orbis The Shop: “日本人氣護膚品牌 ORBIS 正式登陸香港 *GRAND OPENING*” (C13)

- “古巨基與你共享「100% OIL CUT」的護膚新體驗”
Mannings: “嫩白稱皇瘦面退斑 *I take 過*” (C14)
Ichikawa Japanese Restaurant: “*New Face by Ichikawa*” (C15)
Sanyo: “*Best Selection Massage Chair in Hong Kong*” (C16)
- 26-06-2005 --
- 27-06-2005 Hang Seng Investment: “Trade 得多，賞得多” (B4)
--“Click — Click 網上買賣恆生「股票掛鈎投資」”
--“e-Banking”
University of South Australia: “*PhD/DBA*” (Monolingual-Eng. B16)
HKU SPACE: “*Study with a top-tier University in UK*”
(Monolingual-Eng. B16)
Chinese University of Hong Kong: “*Preparatory Courses Leading to IBAM Diploma/Advanced Diploma in Business Administration*” (E7)
荃灣港安醫院: “*24 hours priority clinic*” (E7)
- 28-06-2005 Mazda: “*Listen to.....the compliments*” (A7)
--“6+One=MAZDA 5 (*The revolutionary 7-seater*)”
Hong Kong Polytechnic University: “*MSc in China Business Studies*”
(Monolingual in English. A18)
HKUST: “*Advanced Diploma in Information Technology and Management 商業科技及管理高級文憑課程*” (A18)
ACE: “*Schools, Foundations and Diploma Education Fair*” (A18)
美國雅培: “*20th Wedding Anniversary*” (A19)
Nokia: “*Connecting People*” (A28)
--“*Designed for the senses*”
Vodafone: “*BlackBerry from Vodafone, 讓你商業路上步步前領*” (B1)
--“*SmarTone-Vodafone Mobile Email, 讓你無論身處何地...*”
RMIT University: “*物流管理學碩士 Master of Business in Logistics Management*” (B6)
Sloggi: “*Hot Hips. 火辣魔女 Hips.*” (C7)
--“*Customer Service 2763-7668*”
Star Cruises: “*趣味 Hello 英文班*” (C8)
--“*立即報名,享受開心滿 FUN 嘅海上假期*”
香港黃金海岸酒店: “*逍遙仲夏陽光、海灘、無限 fun*” (C10)

Bausch & Lomb: “好視成雙,買 Con 大優惠” (C12)
Joyce Boutique: “Joyce Further Reductions” (C23)
Zenith: “Zenith. Swiss Watch Manufacture since 1865”
(Trilingual in French, English and Chinese. C24)
City University of Hong Kong: “BA (Hons) Business
Administration and Management” (Monolingual-Eng. E5)

29-06-2005

Saint Honore Paris: “Orsay” (Monolingual-Eng.A1)
Bvlgari: “marry me” (Monolingual-Eng.A5)
GE Capital Restricted Licence Bank: “Quikcash” (A18)
DELL: “Intel Centrino Mobile Technology. Microsoft Windows XP
Home SP2.” (Product names in English. A21)
Hong Kong Philharmonic Orchestra: “Edo de Waart conducts Mahler 5”
(A22)
Chinese University of Hong Kong: “English Certificate and
Diploma Programmes” (Monolingual-Eng. Education.B3)
HKU SPACE: “Business English Courses” (Monolingual-Eng. B3)
OUHK LiPACE: “Bachelor (Hons) of Laws” (Monolingual-Eng. B14)
Deutsche Bank: “A Passion to Perform.” (B3)
La Perle: “Tender than Baby’s 讓妳的肌膚比 BABY 耳垂
還誘人” (C7)
--“Great Look of Freshness”
--“歐洲排名前 500 名女性 CEO”
--“baby 耳垂膚質”
Miyura Japan: “Fat Burn. New Fit’X” (C15)
--“Made in Japan”
Lingnan University: “Diploma in Management Studies”
(Monolingual-Eng. C16)
Dance Culture Association Ltd: “Crabtree & Evelyn everyday
luxury · beautiful gifts. The Galaxy of Stars 2005” (C27)
--“Queen Elizabeth Stadium Arena”
HAECO: “Aircraft Maintenance Tradesman”
(Job ad. Monolingual-Eng. E14)

30-06-2005

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Appendices 4

Loanwords in Swedish from English (according to SAOL 2003)

- 02-02-2005 **Manager:** manager s. *-n*; pl. = el. enl. eng. böjn. ekonomisk turnéledare för yrkesidrottsmän el. artister m.m., impressario
- 05-02-2005 **Turbo:** turbo s. *-n*, bil försedd med avgasturbin
Allround: adj. oböjl. allsidig, kunnig i allt
Super: i sms över-; alltför; ytterst stor el. stark el. bra m.m.
- 06-02-2005 **Senior:** adj. oböjl.; den äldre, *N.N.senior*
Designers: s. *-n*; pl. = el. enl. eng. böjn. formgivare
e-: (e-brev: sub., brev som skickas via e-post)
- 08-02-2005 **monitor:** mon, it, or s. *-n -er*; anordning för kontroll av en teknisk process o.d.; tevemottagare för kontroll av utgående bild
Laser: s. *-n lasrar* anordning för alstring o. utsändning av intensiva, sammanhållna ljusstrålar
Overhead: over, head; bild s.
- 09-02-2005 **Minicruise:** mini- i sms liten, små-, miniatyr-, äv. vard. minimi-
Legal counsel: legal adj. *-t -a* laglig, lagenlig; rättslig
- 11-02-2005 **Snow Gear Handskar:** snowboard s. *-et*; pl. = bräda för utförsåkning på snö, snöbräda
Cross JR-Jacka: cross s. *-en -ar* boll som slås diagonalt i tennis e.d.; tävling på terrängbana på motorcykel, mest som efterled i sms, t.ex. *motocross* JR: juni, or 2 adj. oböjl.; motsatt: *senior* den yngre; *N. N. junior*
- 12-02-2005 **make up:** makeup s. *-en -er* ansiktsbehandling med skönhetsmedel; uppsnyggning (one word in Swedish)
Studio: studio s. *-n -r* lokal för framställning av film el. radio- el. TV-program; konstnärateljé
Airbrush: air s. *-en -er* uppsyn, högdragen min; fläkt el. doft av ngt; melodi m.m.
- 13-02-2005 **Trade promotion:** pro, mot, ion s. *-en -er*
Import: s. *-en -er* slag av införsel
- 14-02-2005 **weekend** s. *-en -er*
- 17-02-2005 **pos, it, ion** s. *-en -er* ställning; läge; ståndpunkt m.m.
economy och business: busi, ness s. *-en* □ vard. □ affär; angelägenhet
- 18-02-2005 **Racingsko:** rac, ing s. *-en* kappkörning med racer, kappsegling m.m.
Aerobicsko: aerobics s. oböjl. motionsträning som ökar syreupptagningsförmågan (“aerobics”only)
- 20-02-2005 **Risk coordinator:** risk s. *-en -er*

- Robotingenjör:** rob,ot s. *-en, -ar* mekanisk människa; mekanisk inrättning för invecklade arbetsuppgifter; fjärrstyrd el. självstyrd projektil o.d.
- 21-02-2005 **Bonus:** bon,us s. *-en -ar* premierabatt vid försäkring; återbäring; tillägg m.m.
- 22-02-2005 **Breakdance:** break\dans s.; akrobatisk uppvisningsdans
Street & Showdance: street\basket s. sport. (other examples: showartist, showfilm, shownummer, showbusiness)
Hip hop: hip,hop äv. hip-hop s. *-en* starkt rytmisk ungdomsdans
Play off: play\off s. oböjl. slutspel efter seriespel; *ett p.* (one word)
Division: di,vis,ion s. *-en -er* delning av tal; avdelning inom krigsmakt el. idrott el. företag el. ämbetsverk m.m.
- 23-02-2005 **Business controller:** cont,roller s. *-n*; pl. *controllrar* el. enl. eng. böjn. Tjänsteman som svarar för planering, samordning o. Kontroll m.m. i företag
regionchef s.
- 26-02—2005 **sits** s. *-en -ar* säte; sätt att sitta; korts fördelning i kortspel; läge, situation m.m.; finl. äv. enklare fest, sexa
moneypenny: only (penny s. *-n*; pl. *Pence* brittisk myntenhet)
Gitarrelnic: only (Gitarr: s. *-en -er* stränginstrument)
- 27-02-2005 **Metallic:** only met,all,isk adj. *-t -a*
Race: race s. *-t* ; pl. = lopp, tävling även bildl. konkurrens
- 28-02-2005 **manage,ment** s. oböjl. ledning av företag, ledarskap; *ett m.*
Diploma: only (dipl,om s. *-et*; pl. = brev el. intyg om erhållen värdighet el. fullgjord prestation o.d.)
Internet: only (nät s. *-et*; pl. = i best. sing. även om datornätet World Wide Web (*webben*)
College: coll,ege s. *-t* ; pl. = skolform i bl.a. Storbritannien och USA
Laserjet: det finns laser-
Assistance: only (as,sist,ans s. *-en -er* hjälp, medverkan o.d.)
LP: LP s. *LP:n*; pl. = långspelande grammofonskiva som går 33/1/3 varv per minut, longplayingskiva
CD: s. *cd:n*, i pl. vanl. sms *cd-skivor, cd-spelare* etc., äv. *cd:ar* informationstät skiva för ljud- och bildåtergivning; även om apparat som läser cd-skivor
Video: s. *-n -r* apparat med band el. Skiva för uppspelning o. inspelning av tevebilder med ljud; äv. om sådan inspelning el. Om själva tekniken
rock: s. *-en* dans(musik) i fyrtakt, lanserad i USA på 1950-talet
pop: s. *-en* popmusik el. popkonst m.m.
Blues: blues s. *-en* musikform inom jazzen

Soul: soul s. *-en* rytmisk (jazz)musikform framförd med stark känsla
m.m.

camp,ing s. *-en* campande

Stereoheadset: stereo- i sms som har rumslig el. Plastisk verkan; rymd-;
djup-

Clearing: s. *-en*

Minicooper: mini- i sms liten, små-, miniatyr-, äv. vard. minimi-

Designers: de,signer s. *-n*; pl. = el. enl. eng. böjn. formgivare