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English Influence in Swedish Advertising:

A Comparative Study of Recent English Loanwords and Swedish-English Code-Switching in the Printed and Online Versions of Five Magazines and Newspapers

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Abstract

This paper investigates to what extent Swedish-English code-switching and recent English loanwords occur in the printed and online versions of five newspapers and magazines. The newspapers and magazines that were included are *Aftonbladet, Amelia, Elle, Café*, and *Helsingborgs Dagblad.* The study shows that English was the most common in the printed media, while the hypothesis was that it would be more frequent online. A mix of Swedish and English occurred in 28 % of the printed advertisements and 35 % of the online advertisements. Total code-switching only occurred in the printed advertisements and made up 17 % of the printed advertisements. Ads that contained a mix of Swedish and English had either loanwords, intra-sentential code-switching or inter-sentential code-switching. Some advertisements involved both code-switching and loanwords. Furthermore, the essay investigates what types of products use English in the marketing, and in what parts of the advertisements English is used. For the advertisements on the web pages, 'online casinos' was the product category had the most advertisements with instances of English. For the printed media, it was 'beauty products' that had most advertisements with examples of English. English appeared mainly in the 'lead' of the ads on the web pages, and it was most frequent in the 'main text' of the ads in the newspapers and magazines.

Table of Contents

1.Introduction

English is ubiquitous in the Swedish society; it appears in company names, on signs, in advertisements, on television, on the internet, and in many other places. This essay will focus on English in Swedish advertising. English and words that have English origin are common in Swedish advertising. Some company names are completely in English such as *Joy, Cheap Monday,* and *Make Up Store.* Not only companies use English, but also cities and buildings are using English in their marketing towards a Swedish target audience. Some examples of this are that the Swedish capital of Stockholm is marketing itself as *The Capital of Scandinavia* (Göransson, 2013), the city of Sigtuna's slogan is *Where Sweden Begins,* and the national stadium in Sweden is called *Friends Arena* (Erixell, 2013:39). There are many opinions on the use of English in Sweden. Some people claim that English is taking over in Sweden and that it is bad that English is used so widely in the Swedish society.

There are several reasons for using English within advertising and marketing. Gerritsen and van Meurs (2013:91) cites Piller who states that a reason for using English is that English or another foreign language is used to keep the reader's attention for a longer time. It is mainly the headings and slogans that are in English, but the description of the product is written in a native language (Gerritsen & van Meurs 2013).

The phenomenon of mixing multiple languages is called **code-switching**. Code-switching is when bilingual people use two languages in the same sentence. (Gardner-Chloros, 2009:4, Haspelmath, 2009:40). There are different definitions of *bilingual*. In this essay, *bilingual* refers to a person who can speak two languages fluently, regardless of the age they learned the second language (OED, n.d). On this definition, many Swedes can be considered bilingual. Code-switching can be difficult to distinguish from the use of loanwords. The term **loanword** refers to words that have entered a language and have been adapted to the new language (Haspelmath, 2009).

In this essay, I will investigate the extent that code-switching between English and Swedish and recent English loanwords occur in advertisements in the newspapers/magazines, *Aftonbladet, Helsingborgs Dagblad, Elle, Amelia,* and *Cafe* and on their corresponding websites. I will investigate if loanwords and code-switching are more common in the printed media or online. I have decided to include recent English loanwords as well because otherwise, I would ignore many words that have English origin. These words are Swedish but have been influenced by English. My initial hypothesis is that English occurs more on the internet than in the printed media. Because the internet is used across country boundaries and it is

international, and English is typically the common language on the internet. The loanwords that are included in this essay are limited to words that have entered the '*Svenska akademiens ordlista*' (Translation: The Swedish Academy's dictionary) from 1998 and onwards. In this essay, I am going to address the following questions:

- To what extent do code-switching between English and Swedish and recent English loanwords occur in advertisements in the newspapers/magazines *Aftonbladet, Helsingborgs Dagblad, Elle, Amelia* and *Café* and on their corresponding web pages?

- Is code-switching and are loanwords more common in the advertisements found on the websites or in the printed media? Why is it more common in one media?

- What types of products in the advertisements analyzed use English or a mix of Swedish and English?

- What part of the advertisement uses English and how does it affect the reader?

Section 2 reviews the background information about code-switching, loanwords, English as a global language, English in Sweden, English in advertisements, and language laws in Sweden. Section 3 presents the method and material. Section 4 presents and discusses the results of the study. Lastly, section 5 is the conclusion.

2. Background

In section 2.1 I will define and explain the terms code-switching and loanwords. Then I will go on to English as a global language in section, 2.2, then English in Sweden in section 2.3, and English in advertising in section 2.4. Finally, I will present the language laws in Sweden in section 2.5.

2.1 Terminology

It is essential to distinguish between code-switching and loanwords. I will explain the different terminology in this section. The difference shows two distinct ways in which English influences the Swedish language. Section 2.1.1 explains code-switching and section 2.1.2 explains loanwords, and lastly in section 2.1.3 the differences between code-switching and loanwords will be presented.

2.1.1 Code-switching

Code-switching is when bilingual people alternate between two languages in the same conversation, sentence, or word (Gardner-Chloros, 2009:4, Haspelmath, 2009:40). Two languages occurring in the same sentence is known as **intra-sentential** code-switching. In contrast, when a speaker utters two sentences in two different languages, it is called **inter-sentential** code-switching (Bullock & Toribio, 2009). The examples below illustrate intra-sentential code-switching (1) and inter-sentential code-switching (2). **Total code-switching** is when an utterance is entirely in another language (Lenhult, 2013).

    (1) okay, I'm gonna hang this up, let's do the *sista piff*.

       (okay, I'm gonna hang this up, let's do the *last zest*.)

    (2) *Fan*. This is actually not the least bit successful.

       (Damn. This is actually not the least bit successful)

(Urge, 2010: 14, 18)

2.1.2 Loanwords

Loanwords (also known as borrowings or borrowed words) are words that at some point have entered the lexicon of a language as a consequence of borrowing (Haspelmath, 2009:36). The language that a loanword comes from is called a donor language, and the language that the word enters is called a recipient language. The word that a loanword comes from is named a source word (Haspelmath, 2009:37).

There are different types of loanwords, and two of them are called **nonce borrowings** and **established borrowings**. Nonce borrowings are a type of loanwords that are not frequent and do not occur in the dictionaries (Sharp, 2001). Established borrowings refer to loanwords that are adapted into a language and recur frequently and have gained acceptance (Sharp, 2001). Haspelmath (2009) states that established loanwords are regular and conventionalized loanwords. The difficult distinction is between nonce borrowings and code-switching. Sharp (2001) questions the classification of lexical items as code-switches and borrowings. She states that several types of research have tried to distinguish them, but they have failed at agreeing on descriptions and definitions. Haspelmath (2009), on the other hand, claims that nonce borrowings should be called code-switches because nonce means temporarily.

Examples of words that have been adapted to Swedish include the words '*okej', 'mejl'*, and '*dejt'*, which are *okay, e-mail,* and *date* respectively. These are loanwords from English that are now in *Svenska akademiens ordlista,* the *Swedish Academy's* dictionary. The words have been adapted into the Swedish language in the way that they have Swedish spelling, and the articles and inflections have been adapted. The people who first heard these loanwords might not have seen it written, and that is how they got a spelling based on the how they sound in English (Stålhammar, 2010). Not all loanwords change spelling or inflections when they are adapted. Loanwords that do not change spelling are called **direct loans** (Stålhammar, 2004, 2010). Another type of loanwords are **translation loans**. Two examples of translation loans are 'vingummi' (translation: wine gum) and 'nolltillväxt' (translation: zero growth) (Stålhammar, 2010). Examples (3) - (6) illustrate the words 'mejl' and 'dejt' in different forms with Swedish articles and inflections.

(3) Indefinite form *ett mejl* (an e-mail)

(4) Definite form *mejlet* (the e-mail)

(5) Indefinite plural *dejter* (dates)

(6) Definite plural *dejterna* (the dates)

Examples of two older loanwords that are in the dictionary that have English origin are 'team' and 'film'. The word 'team' entered the dictionary in 1950 and 'film' entered the dictionary in 1923.

Historically, German has been the most influential language on Swedish (Stålhammar, 2010). Stålhammar (2010) states that it is difficult to write a Swedish sentence without encountering words that can be traced back to German. Swedish and German are both Germanic languages; the influence from German is facilitated through this close relationship between the two languages. Influence from another language could be a loanword entering another

language. The oldest loanwords in Swedish come from Latin and Greek, which entered Old Swedish. From the 13th century and on it was German that had the most influence on Swedish. French has been a great influence of many Swedish words. French was used by the Royals and was seen as a status marker. Words relating to diplomacy, military, art, and literature came mainly from French. Until the Second World War, influences from German were still prominent. A significant amount of academic literature was in German, while today, course literature in English is prevalent. Loanwords from English increased after the Second World War. English became the international language after the Second World War because it was the language of the victors. During the post-war era, the economic and political dominance, as well as export from the USA were significant factors for the increasing influence from English into Swedish (Stålhammar, 2010).

Further, Stålhammar (2004) studied loanwords from English borrowed to Swedish in the 19th and 20th century. There were 810 English loanwords in the 19th century, while there were 3734 English loanwords in the 20th century. The 20th century had almost five times as many loanwords than in the 19th century. It is common that words filled lexical gaps when there is a new word for a new concept or a new item. English loanwords were most common in the areas of science, technology, and sports in the 19th century. These categories grew even more in the 20th century, and the new category of entertainment grew and generated many loanwords into Swedish. Stålhammar (2004) argues that the loanwords reflect the history of the century. Loanwords in the 19th century reflect the industrialization and development of science.

In the 20th-century many technology terms were introduced. The loanwords from the English language continues to enter the Swedish language. Many loanwords into Swedish from English have typically been written as they sound, but now it is more frequent that the loanwords keep the English spelling (Stålhammar, 2010). On the website of *Språkrådet*, the Swedish language institute, a list of new words that have entered the dictionary is published every year. There were 38 new words in 2017, and 15 of them originate from English or have a clear connection to American culture. Examples of words in the list are *grit, doxa*, and *cringe* (Språkrådet, 2017). Just as loanwords from earlier centuries reflect the era, current loanwords reflect present time.

2.1.3 Differences between code-switching and loanwords

Code-switching and loanwords can appear to be the same thing. Loanwords can frequently occur while code-switching does not occur with the same frequency (Sharp, 2001:10). A loanword can often occur in different contexts, but a certain utterance containing a code-switch

may occur in that particular context and not occur again. Bilingualism is required for code-switching, however not mandatory for using loanwords (Sharp, 2001:9). Monolinguals can use loanwords as they are part of the mental lexicon. Code-switching also uses two or more grammatical systems, while borrowed words do not (Sharp, 2001:9). Loanwords become integrated and gain status, and become a part of the new language, while code-switching does not become a part of the language (Sharp, 2001:10). Loanwords can also be adapted phonologically and morphologically, while code-switching is not adjusted at all (Haspelmath, 2009:41).

Lastly, another difference between them is that code-switching rarely occurs in writing, as loanwords may do (Sharp, 2001:11). As Sharp (2001:11) explains, distinguishing code-switching from borrowings is difficult, and researchers do not always agree on the mentioned distinctions. Haspelmath (2009:40) agrees that the difference between code-switching and loanwords can be difficult, especially when only a single word is from another language. Code-switching is mainly longer strings of words, but can also appear as a single word. That is why it is difficult to separate loanwords and single word code-switches. Haspelmath (2009:38), notes that the term borrowing means that a language change is completed, a word has evolved into a language and is common in the new language. Gardner-Chloros (2009:12) mentions that there are different views on it and some researchers argue that there is no line between code-switching and borrowings and that words from another language starts as code-switching and then becomes integrated and adapted into the new language. Another view of code-switching and loanwords is that to determine what it is; it needs to be looked at individually. Speakers need to be evaluated individually to decide if an utterance is a code-switch or a loanword. (Gardner-Chloros 2009:12).

2.2 English as a Global Language

English is nowadays the common language, or *lingua franca*, for a lot of people (Stålhammar, 2010). English holds a special position in the world and is described as a *global language* (Aijmer & Melchers, 2004). A global language is a language that has a certain status or special role. A requirement for a language to become a global language is that it is not only spoken by native speakers but also it needs to be spoken by people who have another first language (Crystal, 2003).

Kachru (1985) introduced a model of English, known as the three concentric circles of world Englishes. The circles are called the 'inner circle', the 'outer circle', and the 'expanding circle'. The inner circle refers to the countries where English is the main language, for example,

the UK, USA, and Australia. The outer circle includes countries where English is used because of colonialization. In these countries, English has gained status, and there are many varieties of English in the outer circle. Examples of such countries in the outer circle include Nigeria, that recognizes English as an official language, and Singapore, that use English within the legal system, the government and the educational system. Lastly, the expanding circle is the third circle, and this circle recognizes English as an international language. The countries that are in the expanding circle do not have a history of colonialization. Users of English in the expanding circle strengthen the assertion that English is a universal language.

The 2012 *Eurobarometer*, a survey carried out by the *European Commission*, reports that English is the most known foreign language in 19 out of 25 member states where English is not the official language (Eurobarometer, 2012). 86 % of the Swedish Eurobarometer respondents say that they can have a conversation in English. It shows that English is ubiquitous in Sweden. The numbers from the Eurobarometer are based on a self-report — not on tests. The results might be lower if the respondents were to take a test in English. Garthon (2013:175) claims that there is a general overestimation of one's abilities when it comes to speaking English in Sweden.

2.3 English in Sweden

English is very prevalent in the Swedish society. There are many opinions about the use of English in Sweden. The authors of the book "*Såld på engelska? – Om språkval i reklam och marknadsföring"* present their opinions. I am aware that some sections of the book are not based on empirical studies. Some people believe that Swedish is threatened by the widespread use of English. Abrahamson (2013) states that Swedish is threatened by English. He claims that it is not only single words that are replaced for something in English, but also sentences and syntax have also changed. One of Abrahamson's examples is when Prince Daniel of Sweden, at the announcement of his daughter Princess Estelle's birth, said: *"Mina känslor är all over the place"* (Translation: 'My feelings are all over the place') (Abrahamson, 2013, p.13). Lund (2013) observed the extent of the use of English in Swedish supermarkets, fast food restaurants, a mall, a pet store, and a toy store. He explains that even though the products are made for the Swedish market, many names are in English. The intention of using English on the packages of the products is that people should identify themselves with an American lifestyle (Lund, 2013:60). There seems to be an urge among Swedish companies to create an international image; they have their names, slogans, and products in English. Lund (2013:71) states that companies who have a Swedish market often think that anglicizing is the same as being

international. He claims that it is not until the companies produce texts in several languages that they are truly international. They are not international when companies only choose to produce text in one language.

Moreover, Gottlieb (2004:41) presents some reasons why English is common in the Scandinavian countries. In the Scandinavian countries, there is an openness to Anglo-American culture and the use of the English language. In Scandinavia, English holds a certain prestige Anglo-American media is extremely popular; English is taught in schools starting at a young age, and there is a close relationship between English and the languages in Scandinavia. The general opinion about language learning is that English is the most important foreign language to learn. Swedish schools start teaching English at the age of 7 or 8, and other foreign languages at the age of 12 or 13.

2.4 English in Advertising

English is often used in advertising in Sweden. This may seem odd since the target audience of the advertising mainly is Swedish people. There are several reasons for using English in Swedish advertisements. One of the main reasons for using English in advertisements is to catch the consumer's attention (Garcia-Yeste, 2013:79, Gerritsen and van Meurs, 2013:91). Usually, it is the headlines, slogans and other phrases that are in English (Garcia-Yeste, 2013:72, Gerritsen and van Meurs, 2013:91). Gerritsen and van Meurs (2013) mention that if an advertisement is in English, it will keep the reader's attention for a longer time. Advertisements with only text in the native language would not get as much attention as when English or another language is used. Garcia-Yeste (2013:71) further explains that some advertisements are using English because the same ones can be used in many countries without having to change it to the target languages. It reduces the costs of translating the campaigns when only using English in advertising campaigns (Gerritsen and van Meurs: 2013:86). There are also linguistic aspects for using English in advertisements. It can be that certain expressions or words are difficult to translate, will appear wordy, or that there is not a word for the product in the advertisement in the target language (Gerritsen & van Meurs: 2013:87).

Furthermore, English is also used because it is associated with modernity and internationalism (Gerritsen & van Meurs: 2013:95). In Königsson and Hrakhouskaya's (2010) study they found that immigrants in Sweden thought that advertisements with mixed language were positive because they were associated with for example modernity and high quality. Native speakers, on the other hand, thought that the products in the advertisements were trendy

and popular. The same study showed that the consumers' opinions about mixed language in advertisements depended on what product was shown in the ads. Native speakers preferred Swedish in the advertisements if it, for instance, regarded medicine, insurance or banking. In these advertisements, the immigrant consumers preferred mixed language. Advertisements seem to appear in the native language when they are about things that are a serious matter to the customer, such as banking or insurance. The companies want the customers to understand what they are paying for.

Garcia-Yeste (2013) studied 430 printed advertisements in ten Swedish magazines. Out of all advertisements, 73 (17%) contained some English. Out of the 73 advertisements, only nine advertisements were completely in English, and 64 mixed Swedish and English. Out of the nine advertisements in English, seven of them were from international companies and had been used in many countries. The advertisers seem to use English in these advertisements in order to reduce the costs for translating the advertisements. The last two advertisements in English were a Nordic company and a Swedish University. The reasons for writing in English is for using the same advertisement in several countries, and the university seems to attract international students and make the university seem interesting. A similar study to mine was done by Lenhult (2013). Advertisements of two Swedish printed magazines were examined. Lenhult (2013) distinguished between recent borrowings, inter-sentential code-switching, and intra-sentential code-switching. She found that in the magazine *Amelia,* 34 (61%) of the advertisement contained a mix of English and Swedish and one (2%) advertisement was entirely in English. In the magazine, *King* 27 (52%) advertisements had a mix of English and Swedish, and 18 (35%) advertisements were entirely in English. Lastly, Lepp (2013) studied TV-commercials on two Swedish TV-channels. In total there were 420 commercials, and English appeared in 168 (40%) of the commercials. English appeared as text, songs and the spoken message (Lepp, 2013). In summary, English was not very prevalent in the advertisements in the study by Garcia-Yeste (2013), while English appeared to a great extent in the study by Lenhult (2013), and in the study by Lepp (2013), English appeared in two fifths of the advertisements.

English is common in advertisements in the different types of media. There are many reasons for using English in advertisements. It is interesting that Swedish companies tend to use English towards a Swedish market, where the audience would be more receptive to Swedish – yet they choose to use English. Companies would benefit from using Swedish because most people would understand the advertisement in their language in their own country. When more

people understand the content of an advertisement, the company would probably sell more products.

2.5 Language Laws in Sweden

English is widespread in the Swedish society, and it has led to that some domains, for instance, fashion and sports, being somewhat taken over by English. This has led to concerns about preserving and protecting the native language (Aijmer and Melchers 2004). In 2009, a language law came into force in Sweden. The law includes goals and guidelines for language use. It states that Swedish is the main language in Sweden. Swedish is the language of the society, and it should be possible to carry out duties of productive citizens. In addition to Swedish, there are five official minority languages: Finnish, Yiddish, Meänkieli, Romany, and Sami. The community at large is required to use and maintain Swedish, as well as protect and promote the minority languages. Everyone in Sweden has the right to learn Swedish, and the authorities are required to use Swedish (Språkrådet, 2010). Private companies are not required to use Swedish, but all parts of the public sector are required to do so. This means that the companies are free to use English and other languages in their advertisements.

3. Methods and Material

This section describes the methods and material used in the study of printed and online advertisements. Section 3.1 presents the criteria for the categorization of recent English loanwords and code-switching, section 3.2 presents the material, section 3.3 presents the procedure of categorizing the findings, and, lastly, section 3.4 presents problems.

3.1 Criteria for identifying recent English loanwords and code-switching

To determine whether a word was a recent loanword or a code-switch some criteria needed to be established. I used www.svenska.se which searches for words in *Svenska akademiens ordlista (SAOL)*, *Svensk ordbok* (Translation: The Swedish Dictionary*) (SO*) and *Svenska akademiens ordbok* (Translation: The Historical Dictionary of the Swedish Academ) *(SAOB)*. I mainly used *SAOL* and *SAOB*. *SAOB* is a dictionary that is not yet completed; it contains historical information on 500.000 words; entries range from *a* to *vret*. I also searched for words in *SAOLhist*, the historical database of the Swedish Academy. *SAOLhist* offers a good overview of when a certain word was first published in the dictionary. I have chosen to mainly use *SAOL, SAOB*, and *SAOLhist* because they offer extensive information about the words. Figure (1) shows what the search page www.svenska.se looks like. Figure 2 shows what the *SAOLhist* webpage looks like.
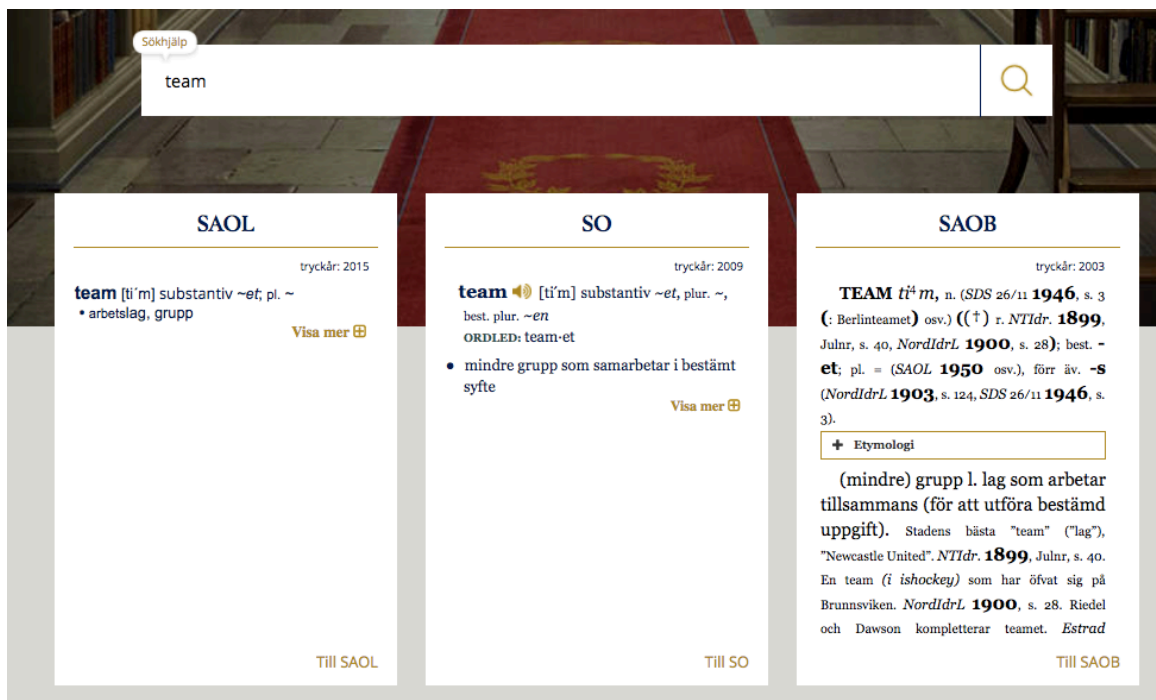

Figure 1. www.svenska.se

Klicka på ordet i tabellen för att se sidan, klicka på boknamn i rubriken för att bläddra i boken, eller: Sök på svenska.se

Normaliserad ordform	SAOL 1 (1874)	SAOL 6 (1889)	SAOL 7 (1900)	SAOL 8 (1923)	SAOL 9 (1950)	SAOL 10 (1973)	SAOL 11 (1986)	SAOL 12 (1998)	SAOL 13 (2006)	SAOL 14 (2015)
team					team	team	team	team	team	team
Totalt förekomster:	SAOL 1: 0	SAOL 6: 0	SAOL 7: 0	SAOL 8: 0	SAOL 9: 1	SAOL 10: 1	SAOL 11: 1	SAOL 12: 1	SAOL 13: 1	SAOL 14: 1

Figure 2. SAOLhist http://spraakdata.gu.se/saolhist/

The potential loanwords and code-switching were identified by me, who is a native speaker of Swedish fluent in English. If I thought a word was of English origin, I searched the word. If the word was in the dictionary in the editions published in 1998, 2006, or 2015, I counted it as a recent loanword. If it was in any of the dictionaries published earlier, I counted it as a Swedish word. If the word was not in any of the dictionaries, I considered it a code-switch. Lenhult (2013) used the same historical database but counted words published in the editions 1950 to 2006 as recently borrowed words. I oppose this time interval as I do not consider words published in 1950 as recent. Recent loanwords in this study are words which have entered the dictionary in the last 20 years. Towards the end of the 1900's, technological developments have generated many new terms, and they have entered the Swedish dictionary (Stålhammar, 2010). I decided that the cutoff was going to be in 1998 because the use of internet and mobile phones became more widespread in the 1990's.

This study does not count English in company names, product names, and web links. Names such as 'Fairtrade,' 'App store,' or 'Facebook' are also excluded. They only function as names and contact information, and will not be included. However, slogans and catchphrases are included as they contribute meaning to the advertisement. Advertisements only containing a name or logotype are also excluded. Some advertisements appeared more than once on the webpages, and they were only counted once. If the text in an advertisement was very small and illegible, then the text was excluded from the analysis.

3.2 Material

The material for this study is five newspapers/magazines and five websites. I bought all magazines and newspapers on February 19, 2018, and I bought one issue of each newspaper or magazine. *Aftonbladet* and *Helsingborgs Dagblad* are daily newspapers. The newspaper *Helsingborgs Dagblad* is the local daily newspaper, and *Aftonbladet* is a national newspaper. *Aftonbladet* contained 36 pages. *Helsingborgs Dagblad* is divided into two sections A and B;

A had 20 pages, and B had 32 pages. There was also an additional paper inside it that was an ad for one company. This extra magazine will be counted as one advertisement. This issue of *Amelia* contained 108 pages. *Elle* is a French fashion magazine. The Swedish version of the magazine is the one used in this study, and the issue contained 196 pages. Café is a Swedish fashion magazine for men. This issue of *Café* included 132 pages. This sample of magazines and newspapers were a **convenience sample** (Bryman, 2012). These magazines and newspapers were accessible at the shop where I purchased them, and they are popular magazines in Sweden.

I collected the data from the web pages on February 28, 2018. I spent between five and ten minutes on each webpage, and I clicked on the different sections in the menu bars. When I collected the data from the websites, I used the web browser Safari, and I cleared the search history. The search history makes so what has been searched for comes up as advertisements on web pages, and could affect the reliability of the study.

3.3 Procedure

García-Yeste (2013:69) presents six 'moves' that ads typically contain. Moves are different elements that an advertisement contains. Some advertisements have all moves, while others only have some of the moves. The first one is visual elements, that is photographs, drawings or other graphic elements. Photographs can contain text, which will be included in the study. Move two is the 'headline' which is normally the most significant part of an advertisement. It is in the headline that a slogan or a catchphrase is typically placed. Move three is the 'lead'. The lead is the subheading that explains the main headline, or it could also be the slogan. This element is not always included in an advertisement. The fourth move is 'main text'; the main text gives details about the product. The fifth move is the 'signature'; it includes a logo, name of the company, contact details, and webpage. The sixth move is a 'coupon'. I used these moves to identify where loanwords and code-switching occur in the advertisements.

The ads were put in different categories, (1) ads entirely in Swedish, (2) ads with a mix of Swedish and English (code-switch or loanword), (3) ads entirely in English (total code-switch). If they were in the category of ads entirely in Swedish, I did not investigate them any further. The advertisements in the category of a mix of Swedish and English could contain intra-sentential code-switching, inter-sentential, and/or loanwords. The last category of advertisements entirely in English contains total code-switching. That is when all parts of the advertisement are in English, and no text has been translated.

I created tables in *Microsoft Word* to categorize the advertisements. I made four tables per online magazine or newspaper and the same for the printed ones. The first table is for the category of loanwords and the second one is for intra-sentential code-switching, the third for inter-sentential code-switching, and the last one is for total code-switching. In the tables for loanwords, I entered the company name, the type of products, the loanword and what year it was published in the dictionary, and the placement of the loanword in the advertisement. In the tables for code-switches, I also entered the company name, the products, and the placement of the code-switching in the advertisement.

To illustrate the categorization of the words, I am using three examples from the advertisements – 'weekendbrunch', 'app', and 'bootcamp'. 'Weekendbrunch' is made of two words: weekend and brunch. I had to search them individually to determine which category it belonged to. 'Weekend' was in SAOL, and SAOLhist showed me that it was introduced in 1950. I regarded that as a Swedish word. 'Brunch' was also in SAOL, and it was introduced in 2006. In my tables, the italicized word indicates a loanword. Weekendbrunch was then put in the category of ads with mixed Swedish and English. The word 'app' was introduced in 2015. The word originates from 'application' and in this sense, is used for an application in a smartphone. The word was also placed in the category of advertisements with mixed Swedish and English. 'Bootcamp' was not in SAOL, and therefore the word was considered a code-switch. This is how I categorized single words which were difficult since some words were a compound like 'weekendbrunch', and I then had to search for both words. Longer strings of words in English were considered code-switches, and advertisements that only contained English were considered a total code-switch.

3.4 Problems

I encountered some problems while carrying out the analysis. Some advertisements were for movies at the cinema. Sometimes the titles are translated, and I was uncertain if the titles that were in English should be excluded, as they are names, or if they should be analyzed. I decided not to include the names of movies titles, but I am aware that they could be included if I had decided to include names in the analysis. Another problem was that some advertisements contained both code-switching and loanwords. If the advertisements contained both, they would appear both in the tables for loanwords, and in the tables for code-switching. The tables contain more specific categories about loanwords and code-switching, but the pie charts are combined categories. Some advertisements appeared in multiple categories that were combined for the purpose of the pie charts. These advertisements were only counted once when combined.

Another thing I had to take into consideration was that there appeared certain collocations, where one word could be in the Swedish dictionary, but not the other. An example of this is 'shop online' (*Chiquelle, Gudrun Sjödén* in *Elle*). 'Online' appears in the dictionary, but 'shop' does not. If two words like this occurred together I treated it as a code-switch. Lastly, another problem was the phenomena of made up words. The made-up word "*Bookazine*" appeared in *Café* and *Elle* (*My Residence*), and "*Fashletics*" appeared in *Elle (Tamaris)*. I searched for them in *The Oxford English Dictionary* to confirm that they did not exist. I regarded them as code-switches because they both originate from two English words each. "*Bookazine*" is made up of book and magazine, and "*Fashletics*" is made up of the words fashion and athletics.

4. Presentation and Discussion of Results

This section presents and discusses the results. Section 4.1 presents the recent English loanwords in printed and online advertisements, section 4.2 presents intra-sentential code-switching, section 4.3 presents inter-sentential code-switching, section 4.4 presents total code-switching, section 4.5 presents the relation between using English and the product type, section 4.6 shows the placement of English in advertisements, and lastly, section 4.7 compares the advertisements.

A total of 306 advertisements, both online and printed ads were found on the web pages and in the magazines and newspapers. Out of these advertisements, six of them were excluded because they only had a logo or company name in it, and one was excluded from *Helsingborgs Dagblad* because it appeared twice. In total 298 advertisements were found on the web pages and in the printed media. There were 221 printed advertisements in the magazines and newspapers and 77 online advertisements on the web pages.

Out of the printed advertisements, 28 % contained a mix of Swedish and English, which were either recent English loanwords, inter-sentential, or intra-sentential code-switching. Total code-switching in the printed advertisements was 17 %. Advertisements that used no English words made up 55 % of all printed advertisements. For the online advertisements, 35 % contained a mix of Swedish and English, and no advertisements were entirely in English. Out of the advertisements online, 65 % were exclusively in Swedish.
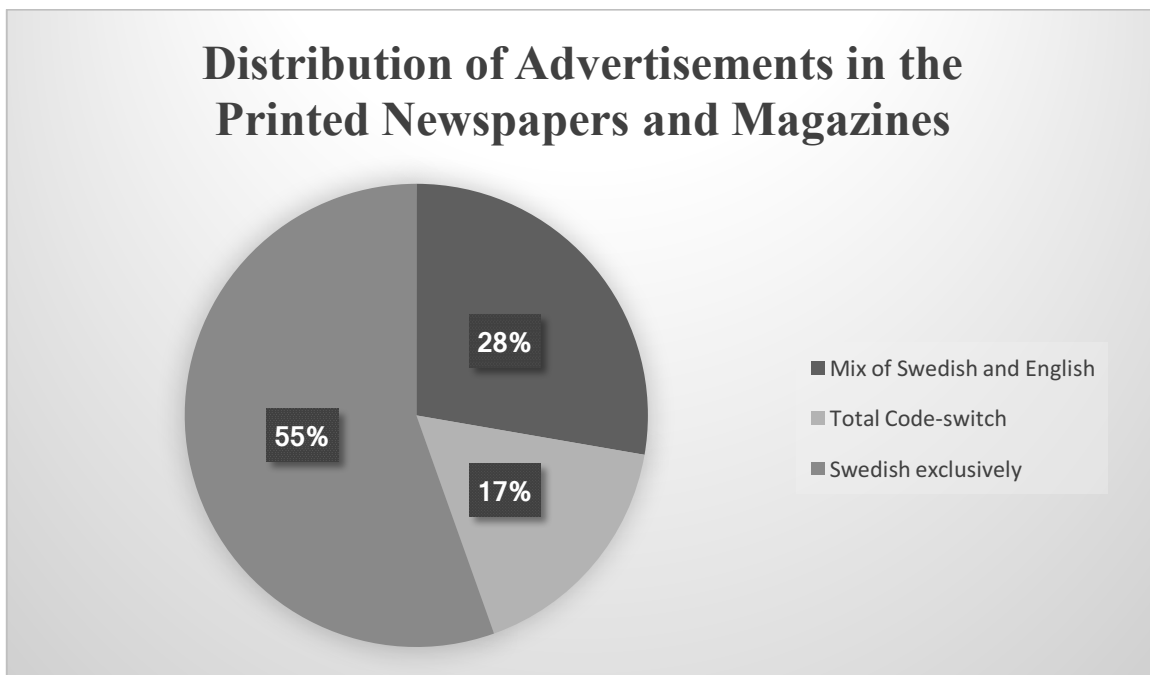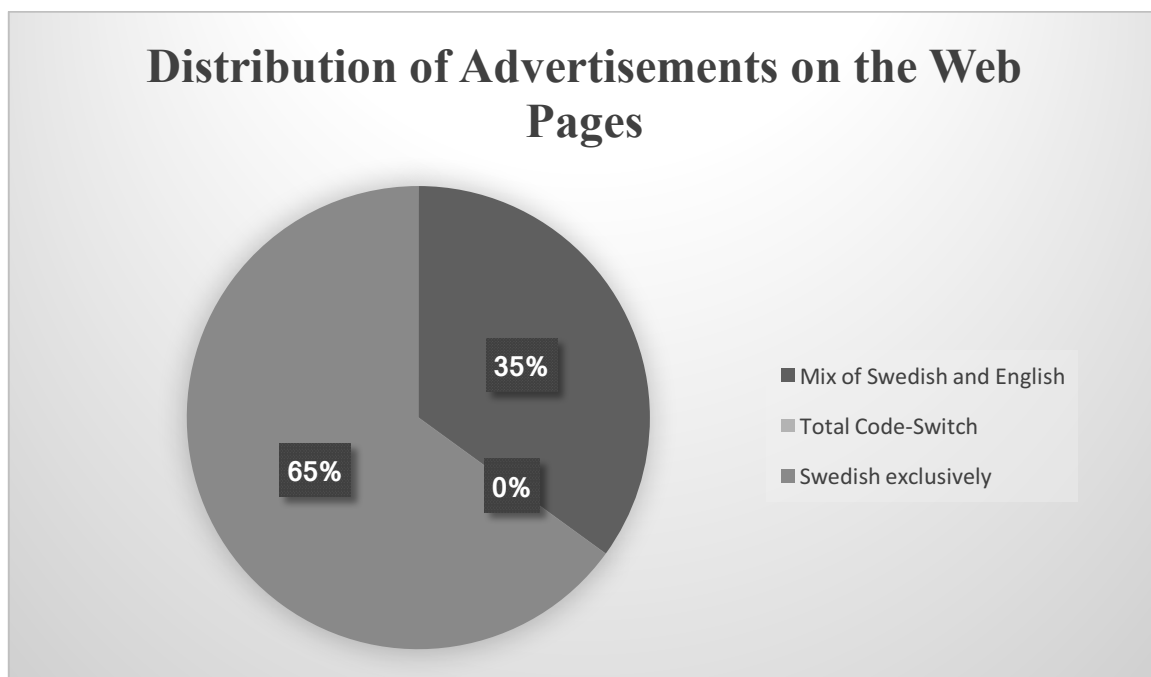

Figure 3.

Figure 4.

4.1 Recent English loanwords

Firstly, the loanwords from the advertisements on the web pages are presented and then the loanwords in the printed advertisements. The loanwords are presented in tables. The first column shows the company name, the second one contains the product, the third column shows the loanword(s) in italics and the year it first appeared in *SAOL* in parenthesis*,* and the fourth column shows the placement of the loanword in the advertisement. If there is more than one loanword in the advertisement, then the parenthesis in the fourth column indicates which word had which placement. Also, the meaning of an abbreviation is in parenthesis. The number in the parenthesis indicate a unique advertisement by that company. They are presented for clarity between tables. Some advertisements are not followed by a number; this is because they only appear in one table and are thus unique.

4.1.1 Web pages

Table 1 presents the loanwords from *Aftonbladet.se.* There were five advertisements that contained at least one recent English loanword.

Company name	Product	Loanword(s)	Placement in ad
Hallon.se	Mobile phone plan	*Surfen, Surf* (2006)	Headline(surfen)
		GB(gigabyte) (1998)	Lead (surf, GB)

Let's deal (1)	App	*Deal* (2006)	Lead
Shpock (1)	App	*App* (2015)	Lead
Tele2 (1)	Mobile phone plan	*Surfa* (2006), *sms:a* (2006)	Main text
Min Ekonomi (1)	App	*Appen* (2015)	Main text, lead

Table 1. Recent English loanwords from www.aftonbladet.se

On *Amelia.se* I only found one advertisement with a loanword which appeared in an advertisement for a subscription for the physical magazine of *Amelia*.

Company name	Product	Loanword	Placement in ad
Amelia (1)	Magazine subscription	*Concealer* (2015)	Main text

Table 2. Recent English loanwords from www.amelia.se

On Café.se I did not find any recent English loanwords at all. On Elle.se there was also just one advertisement with a loanword.

Company name	Product	Loanword	Placement in ad
C More	Entertainment	*Streama* (2015)	Lead

Table 3. Recent English loanwords from www.elle.se

Figure 1 shows an example of an advertisement with the loanword 'streama' in the advertisement for a movie on a streaming service website. The loanword is circled in red.
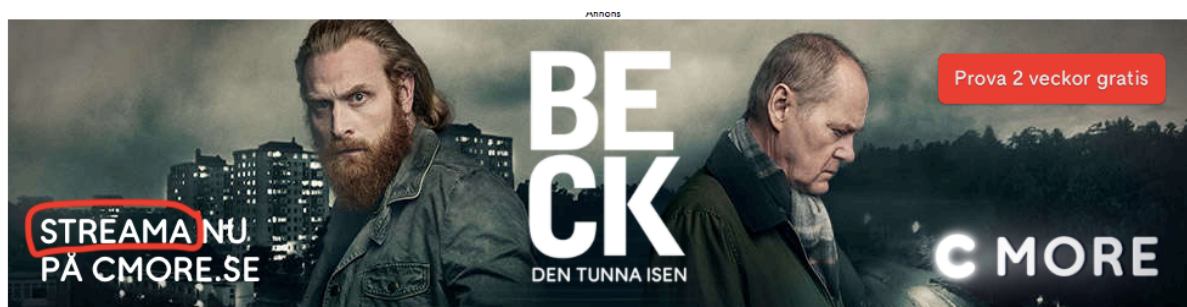

Figure 1. Example of an advertisement with a loanword on www.elle.se

Lastly, for the loanwords I found two recent English loanwords on hd.se. One was a compound word in and in which the first word 'metallic' was a recent loanword from English.

Company name	Product	Loanword	Placement in ad
Casumo (2)	Online casino	*Bling* (2015)	Headline
Nissan	Cars	*Metallic*-(lack) (2015)	Lead

Table 4. Recent English loanwords from www.hd.se

4.1.2 Printed versions

After analyzing the advertisements for loanwords on the webpages, the next step was to analyze the printed magazines. The first one presented in Table 5 below is *Aftonbladet*. Two advertisements with loanwords were found in the printed *Aftonbladet*. Three loanwords appeared in the advertisement for *Hallon*, and one in the advertisement from *Lendify*.

Company name	Product	Loanword	Placement in ad
Hallon	Mobile phone plan	*Surfen, Surf* (2006) *GB*(gigabyte) (1998) *Sms (2006)*	Headline (surfen) Lead (surf, GB) Main text (GB, Sms)
Lendify	Banking services	*Surfa* (2006)	Main text

Table 5. Recent English loanwords from *Aftonbladet.*

Table six presents the recent English loanwords from *Amelia*. Six advertisements contained loanwords.

Company name	Product	Loanword	Placement in ad
Damernas värld	Book	*Vintage*-(plagg), *Vintage*-(kläder) (2015)	Lead (vintageplagg) Main text, (vintagekläder)
Nextory	Audiobooks	*Surf*-(platta) (2006)	Lead

Sierskor	Tarot readings	*Healing (2006)*	Main text
Orbaden spa & resort (1)	Travel	*Workshop (1998), Resort (2015)*	Main text (workshop), signature (resort)
Icebug	Shoes	*Catwalk (2006)*	Main text
Werlabs (1)	Medical services	*Sms (2006)*	Main text

Table 6. Recent English loanwords from *Amelia.*

Figure two illustrates one advertisement from *Amelia* containing two compound loanwords. The loanword is 'vintage' and appeared together with two Swedish words.

Figure 2. Example of advertisement with two compound loanwords from *Amelia (p.42)*.

Just as on the webpage of *Café*, no loanwords were found in advertisements in the printed *Café* magazine. Further, there were two advertisements with loanwords in the printed magazine *Elle*. Table 7 shows the advertisements with loanwords in *Elle*.

Company name	Product	Loanword	Placement in ad
L'oréal Paris	Beauty products	*Concealer* (2015)	Main text
Advise me	App	*App* (2015)	Main text

Table 7. Recent English loanwords from *Elle*.

Finally, Table 8 presents the loanwords in *Helsingborgs Dagblad.* One of the words were a collocation 'after work'. Most longer strings of words were categorized as code-switching, but 'after work' appeared in *SAOL*, and was, therefore, a recent English loanword. Four loanwords were compound words. 'Weekendbrunch' was previously discussed in section 3.3. The three other words contained the abbreviation 'BBQ' which is short for barbecue, indicated in the parentheses.

Company name	Product	Loanword	Placement in ad
Scandlines (1)	Restaurant	(Weekend)-*brunch (2006)*	Main text
Hamnkrogen	Restaurant	*After work (2006)*	Main text
Dunkers Bistro	Restaurant	*Vegan (2006)*	Main text
Bara Vara	Restaurant	*BBQ(barbecue)*–(smör) *(2006)*	Main text
Café Rasoir (1)	Restaurant	*BBQ(barbecue)*–(bakad) *(2006)*	Main text
Höganäs Saluhall	Restaurant	*BBQ(barbecue)*-(sås) *(2006)*	Main text

Table 8. Recent English loanwords from *Helsingborgs Dagblad.*

As mentioned earlier, loanwords can be adapted to the Swedish language as they become more and more integrated. The words 'app' and 'surf' appeared with Swedish inflections. The word 'surf' has been adapted to be both a noun and a verb. It is a noun when it refers to the amount

of data intended for surfing on the internet. 'Surf' appeared in the definite form in two advertisements – 'surfen'. The same word has also been integrated to a verb – 'surfa' – to surf on the internet. 'Surf' also occurred as a compound word – 'surfplatta' which is the Swedish word for tablet. Technical terms were a major part of the loanwords and fill lexical gaps. Words such as *app* and *gigabyte* fill lexical gaps in the Swedish language.

Many of the loanwords found in the advertisements are direct loans. The original spelling is not changed. Loanwords such as *concealer, deal*, and *workshop* are spelled the same as in English. As mentioned in section 2.3, loanwords reflect the present time, and that is what the loanwords in the advertisements do. Words such as *apps, surf*, and *vegan* are currently popular things.

In like manner, Lenhult (2013) studied recent English loanwords, but as mentioned earlier she included words from 1950 and later. In *Amelia,* she found that 41 % of the advertisements contained loanwords and 10 % of the advertisements in *King* contained loanwords. She had a high number of loanwords compared to my study. She had a broader definition of *recent,* and, consequently, she found more loanwords.

In summary, 9 (11 %) advertisements on the web pages contained recent English loanwords, while 16 (7%) advertisements in the printed magazines and newspapers contained loanwords.

4.2 Intra-sentential code-switching

4.2.1 Web pages

This section presents the intra-sentential code-switching from the online advertisements and the printed advertisements. The code-switch is italicized in the tables. Table 9 presents the intra-sentential code-switching found on *Aftonbladet.se***.** Many of the advertisements in *Aftonbladet* contained both loanwords and code-switching. Therefore, some advertisements can appear twice in the tables. Some of the advertisements also contain both intra-sentential code-switching and inter-sentential code-switching. Five advertisements on aftonbladet.se contained intra-sentential code-switching. The advertisement from *Paf.com* had a headline that contained loanwords from Italian and a made-up word 'freespinioni'. It contains the English word 'freespin' and an Italian sounding inflection '-ioni'. I do not know if the Italian ending of the word is real. The company presumably chose to make up this word so it would sound Italian and match the other two words. The word 'canneloni' in the same headline exists in the Swedish dictionary and in the *OED*, while 'macaroni' exists in *OED*, but not in the Swedish dictionary.

Company name	Product	Code-switch	Placement in advertisement
Sveacasino.se	Online casino	600 *freespins* 100 *freespins* 250 *freespins*	Headline
Shpock (1)	App	*Street*loppis i din mobil	Signature
Paf.com	Online casino	Spel Sport *Casino* Canneloni *Macaroni* *Freespinioni*	Signature Headline
Cherrycasino	Online casino	Sätt in 10 kr få 50 gratissnurr på *starburst*	Headline
Tele 2 (1)	Mobile phone plan	Surfa, ring och Sms:a obegränsat med abonnemanget *Unlimited*	Main text

Table 9. Intra-sentential code-switching in advertisements on www.aftonbladet.se
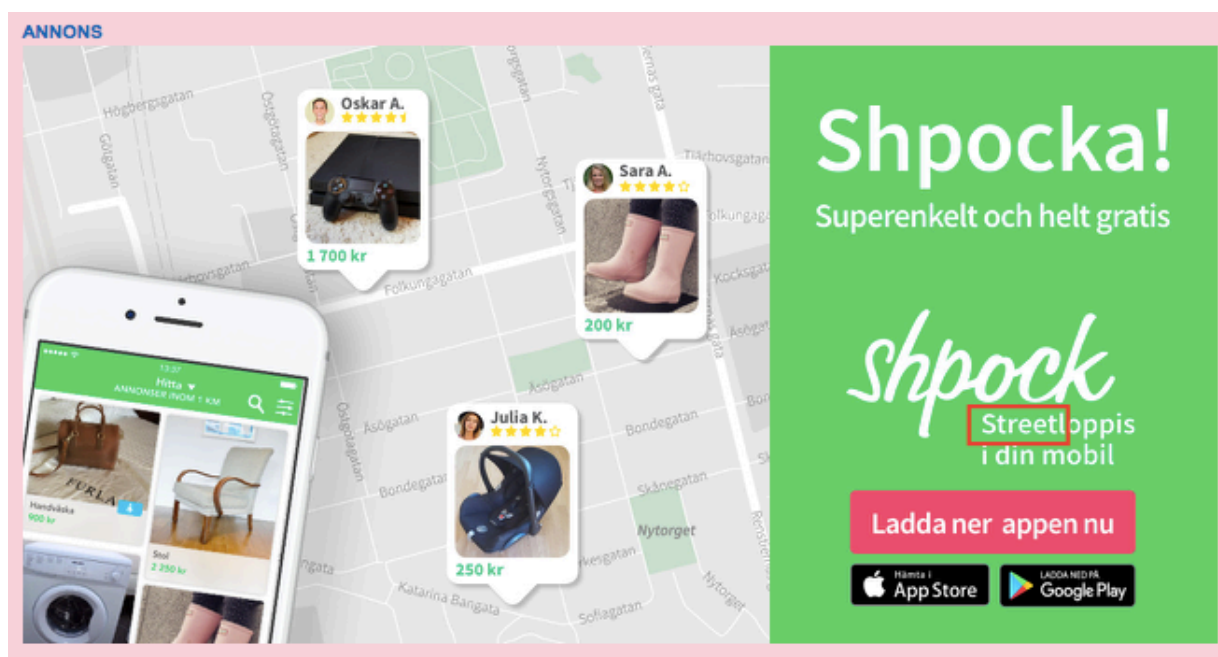
Figure 3. Example of intra-sentential code-switching on www.aftonbladet.se

Amelia.se and *Elle.se* did not have any advertisements with intra-sentential code-switching. On *Café.se* there was one advertisement with intra-sentential code-switching.

Company name	Product	Code-switch	Placement in advertisement
Café	Magazine subscription	*Boxer briefs* från CDLP	Main text

Table 10. Intra-sentential code-switching in advertisements on www.cafe.se

Table 11 presents the intra-sentential code-switching on the website of *Helsingborgs Dagblad.* There was one advertisement with intra-sentential code-switching.

Company name	Product	Code-switch	Placement in advertisement
Casumo	Online casino	200 *freespins*, ett *casino*	Signature (ett casino), lead (200 freespins)

Table 11. Intra-sentential code-switching in advertisements on www.hd.se

4.2.2 Printed versions

Below are tables 12-16 for intra-sentential code-switching in the printed magazines and newspapers.

Company name	Product	Code-switch	Placement in ad
Aftonbladet	Magazine	Toppa din *hot dog*	Visuals on product

Table 12. Intra-sentential code-switching in advertisements in *Aftonbladet.*

Table 13 presents five advertisements with intra-sentential code-switching in Amelia.

Company name	Product	Code-switch	Placement in advertisement
Beauty bar by Mimass	Beauty products	En vårdande *anti age* serie Avancerad *anti age* kräm	Main text
Plastikkirurgiska institutet	Medical services	*Face lift* center	Main text
Life products	Beauty products	*Body lotion* kokos	Main text
Orbaden spa & resort (1)	Travel	*Bootcamp* med Carolina & Patrik Kluft	Headline
Werlabs (1)	Medical services	Vår mest populära analys *XL (extra large)*	Main text

Table 13. Intra-sentential code-switching in advertisements in *Amelia.*

Figure 3 illustrates intra-sentential code-switching in *Amelia*. The word 'bootcamp' is a concept that does not exist in Swedish. A similar word would be 'läger', but does not mean the exact same thing.

Figure 3. Example of intra-sentential code-switching in *Amelia* (p103).

Table 14 presents the code-switching in *Elle*. The magazine subscription advertisement from *Elle* contained longer strings of English. The word 'citrus' was in the code-switch, but it exists in Swedish too. Since it was inside of a long string of English, I considered it a code-switch.

Company name	Product	Code-switch	Placement in ad
Clarins	Beauty products	Nyhet Extra-*Firming* Dag & Natt	Main text
Mavala (1)	Beauty products	Acetonfria *removepads* i smidig förpackning.	Main text
Elle (1)	Magazine	*Sparkling citrus bloom hand soap*, 149 kr. *Sparkling citrus bloom hand lotion*, 159 kr. *Sparkling citrus bloom body butter*, 149 kr.	Main text
Emirates (1)	Travel	När *economy* känns som en uppgradering	Headline
Downtown camper	Travel	*DIY*-behandlingar, Upptäck *comfort food,* pool och *wellness,* vår *lifestyle concierge,* i vårt *community,* upptäck *rooftop* yoga, en välgörande *mocktail* eller cocktail	Main text
Lumene	Beauty products	En *superfood* svamp	Main text

Table 14. Intra-sentential code-switching in advertisements in *Elle.*

In Table 15, there were two advertisements with intra-sentential code-switching in *Café*. The code-switch in the advertisement from *Residence* was the made-up word 'bookazine' which was discussed in section 3.4.

Company name	Product	Code-switch	Placement in advertisement
Residence	Magazine	Lyxig*t bookazine* Köp *bookazinet* här	Main text (Lyxigt bookazine)*,* lead (Köp bookazinet här)
LeoVegas	Online casino	Vi är *live casino* i mobilen	Lead

Table 15. Intra-sentential code-switching in *Café*.

Table 16 shows the intra-sentential code-switching in *Helsingborgs Dagblad*. There were four advertisements where several code-switches appeared in the main text.

Company name	Product	Code-switch	Placement in I
Marina bar & bistro (1)	Restaurant	Räksmörgås *XL*	Main text
Café Rasior (1)	Restaurant	Rapsgriskotlett med *coleslaw*	Main text
XXL (1)	Sports equipment	In-*mold*-hjälm, *mesh*-(ficka)	Main text
Helsingborgs Farmartjänst	Gardening services	Minigräv och *Bobcat,* Vattenrening *Biocleaner*, Vi är återförsäljare för *biocleaner* reningsverk	Main text

Table 16. Intra-sentential code-switching in *Helsingborgs Dagblad.*

In some of these instances of intra-sentential code-switching English was used to describe something that there is no word for in Swedish. For example, 'freespins', 'bootcamp', and 'bookazine'. In some of the advertisements, English was used even though there are words to describe the same thing in Swedish. There are words in Swedish for 'body lotion', 'casino', and 'hot dog'. Why the companies chose to use the words in English might be to catch the reader's

attention, or that they want to appear trendy. The respondents who were native Swedish speakers in the study of Königsson & Hrakhouskaya (2013) thought that the products in the advertisements with mixed English and Swedish were trendy. The advertising companies maybe use English to make their advertisements appear trendy and popular.

Furthermore, in future publications of *Svenska akademiens ordlista*, some of these code-switches might appear. If these code-switches are used more, they become integrated and could gain more status in the Swedish language. *Coleslaw, removepads*, and *superfood* might become Swedish words in the future. To summarize, there were seven (9%) advertisements with intra-sentential code-switching on the web pages, and fifteen (7 %) advertisements in the printed media.

4.3 Inter-sentential code-switching

Inter-sentential code-switching will be presented in this section. inter-sentential code-switching occurred in 17 (24%) of the advertisements that were on the web pages, and there were 34 (18%) in the printed media. The web page that had the most advertisements with inter-sentential code-switching was *Aftonbladet.se* that had eight advertisements. For the printed media *Elle* was the one that had the most inter-sentential code-switching. Figure 4 shows an example of inter-sentential code-switching. The code-switching appears as the headline while the rest of the advertisement is in Swedish. In figure 4 English is used to gain attention so that the advertisement stands out among the ones entirely in Swedish.

Figure 4. Example of inter-sentential code-switching on *Aftonbladet.se.*

Table 17 presents how many instances of inter-sentential code-switching was found on the web pages and in the printed media.

	Web pages	**Printed media**
Aftonbladet	8	2
Amelia	1	8
Café	1	10
Elle	3	16
Helsingborgs Dagblad	6	5

Table 17. Total numbers of inter-sentential code-switching.

4.4 Total code-switching

Total code-switching appeared in none of the advertisements on the web pages, but it appeared in 39 (17%) advertisements in the printed media. The advertisements with total code-switching contain no Swedish at all. Total code-switching only appeared in two of the magazines. *Elle* had 25 advertisements with total code-switching and *Café* had 14 advertisements. Figure 5 shows an example of an advertisement with total code-switching. My results show a high number of total code-switching compared to Garcia-Yeste (2013), who only had 9 (2%) advertisements with total code-switching. Lenhult (2013) had one advertisement with total code-switching in one magazine, and 18 in the other one. The one that contained 18 advertisements was *King*, a men's lifestyle magazine. The results for that magazine is similar to the men's magazine *Café,* that is in my study.

Moreover, there are several reasons why companies do not translate advertisements. Some internationally recognized companies use the same advertisement in many countries. Figure 5 appeared in *Elle*, which is a magazine that exists in many countries, and Dior maybe used the same advertisement in all versions of *Elle.* When a company uses the same advertisement, it reduces the costs for translating the advertisement, as mentioned in section 2.4 (Gerritsen and van Meurs, 2013). The advertisement in figure 5 uses certain expressions and phrases that maybe do not have a good translation in Swedish or in other languages where this advertisement was used. That might be another reason why it was entirely in English.

Figure 5. An example of total code-switching in *Elle (p.22)*

4.5 The relation between using English and the product type

This section presents the various product categories that the advertisements belonged to. For the advertisements on the web pages, there were 12 different categories and 24 for the printed media. Section 4.5.1 presents the product categories for the web pages and section 4.5.2 presents the products categories for the magazines and newspapers.

4.5.1 Product categories on the web pages

The product categories on the web pages are 'mobile phone plans', 'apps', 'tools', 'online shopping services', 'online casinos', 'entertainment', 'magazines', 'travel', 'beauty products', 'clothing', 'cars', and 'food'. The categories in the table below are organized, so the category with the most advertisements containing loanwords or code-switching appear at the top. Some advertisements contained both loanwords and code-switching, and therefore the numbers do not always match. The column for code-switching includes both inter-sentential and intra-sentential code-switching. It is difficult to discuss the categories if there were only a few advertisements in, and therefore categories with three or more advertisements will be addressed. It would not be right to say that all clothing advertisements on the web pages were all code-switching when there was only one advertisement.

Table 18 presents the product categories of the advertisements on the web pages. On the web pages, 'online casinos' were the category with the most instances of English. One advertisement had a loanword, and all six of them contained code-switching. The category of entertainment had five advertisements, and four of them had code-switching, and one had a loanword. The advertisements in this category were mainly upcoming movies at the cinema. The information about ticketing and the premiere was in Swedish, but the slogans or who made the film was in English. Furthermore, there were three advertisements for mobile apps. All of them had loanwords, and all had code-switching. A lot of words related to technology have English origin or have not yet entered the Swedish dictionary, and consequently, they are code-switches. Lastly, the category of magazines had one advertisement with a loanword, and all three advertisements had code-switching. They were advertisements for subscribing to the printed magazines, and it was the words for the products that come with the subscription that was in English. An example is 'lip gloss' that appeared on *Amelia.se*.

Product category	Number of advertisements	No of advertisements with loanwords	No of advertisements with code-switching	No of advertisements with total code-switching
Online casinos	6	1 – (17%)	6 – (100%)	0 – (0%)
Entertainment	5	1 – (20%)	4 – (80%)	0 – (0%)
Apps	3	3 – (100%)	3 – (100%)	0 – (0%)
Magazines	3	1 – (33%)	3 – (100%)	0 – (0%)

Cars	2	1 – (50%)	2 – (100%)	0 – (0%)
Mobile phone plans	2	2 – (100%)	1 – (50%)	0 – (0%)
Online shopping services	1	0 – (0%)	1 – (100%)	0 – (0%)
Tools	1	0 – (0%)	1– (100%)	0 – (0%)
Travel	1	0 – (0%)	1 – (100%)	0 – (0%)
Beauty products	1	0 – (0%)	1 – (100%)	0 – (0%)
Clothing	1	0 – (0%)	1 – (100%)	0 – (0%)
Food	1	0 – (0%)	1– (100%)	0 – (0%)

Table 18. Product categories on the web pages.

4.5.2 Product categories in the printed magazines and newspapers

The product categories for the printed media are 'books', 'audiobooks', 'tarot readings', 'travel', 'shoes', 'medical services', 'beauty products', 'entertainment', 'health products', 'jewelry', 'clothing', 'cars', 'online casinos', 'education', 'magazines', 'apps', 'bags', 'home', 'mobile phone plans', 'banking services', 'restaurants', 'charity' 'gardening services', and 'sports equipment'. Table 19 shows the product categories for the printed magazines and newspapers. There are more categories in this table due to that there were far more advertisements in the printed media.

The category that had the most advertisements with instances of English was beauty products with 20 advertisements. Sixteen advertisements (80 %) contained code-switching, three had total code-switching, and one involved a loanword. The categories of clothing, jewelry, and shoes had the most instances of total code-switching. The majority of those categories had total code-switching. Clothing had 18 advertisements and 15 of them contained total code-switching; jewelry had 9 advertisements and all of them had total code-switching; shoes had 8 advertisements and seven had total code-switching. Swedish consumers consider products advertised in English as modern and trendy (Königsson & Hrakhouskaya, 2010). The top four categories of advertisements in the printed magazines and newspapers were product categories where trends come and go. Beauty products, clothing, jewelry, and shoes are all related to fashion trends. They had the most instances of code-switching and total code-switching. That the products are considered trendy might be a reason why English was used in these types of advertisements. Similarly, the two categories that used English the most in the

study by Lenhult (2013) were beauty products for the magazine *Amelia* and clothing for the magazine *King*. There were only a few advertisements with instances of English that regarded medical services and banking services. They are product categories which the native speakers of Swedish prefer to have in Swedish (Königsson & Hrakhouskaya, 2010). Products that require major spending are also a category that native speakers of Swedish prefer to have in Swedish (Königsson & Hrakhouskaya, 2010). The only category of major spending that was in the printed media was cars. There were seven car advertisements that all contained code-switching. The details about the cars were in Swedish, but a headline or slogan could occur in English. Buying a car requires major spending, and the consumers need to understand the information about the product and the purchase. That could be a reason why the detailed information is in Swedish and the headline or other parts of the advertisement that catch the attention of the consumer occur in English.

Product category	Number of advertisements	No of advertisements with loanwords	No of advertisements with code-switching	No of advertisements with total code-switching
Beauty products	20	1 – (5%)	16 – (80%)	3 – (15%)
Clothing	18	0 – (0%)	3 – (17%)	15 – (83%)
Jewelry	9	0 – (0%)	0 – (0%)	9 – (100%)
Shoes	8	1 – (12,5%)	1 – (12,5%)	7 – (87,5%)
Restaurants	8	6 – (75%)	3 – (37,5%)	0 – (0%)
Cars	7	0 – (0%)	7 – (100%)	0 – (0%)
Travel	6	1 – (17%)	6 – (100%)	0 – (0%)
Magazines	4	0 – (0%)	4 – (100%)	0 – (0%)
Home	3	0 – (0%)	1 – (33%)	2 – (67%)
Health	3	0 – (0%)	3 – (100%)	0 – (0%)
Entertainment	2	0 – (0%)	2 – (100%)	0 – (0%)
Medical services	2	1 – (50%)	2 – (100%)	0 – (0%)
Books	1	1- (100%)	0 – (0%)	0 – (0%)
Audiobooks	1	1- (100%)	0 – (0%)	0 – (0%)

Tarot readings	1	1 – (100%)	0 – (0%)	0 – (0%)
Online casino	1	0 – (0%)	1 – (100%)	0 – (0%)
Education	1	0 – (0%)	1– (100%)	0 – (0%)
Apps	1	1– (100%)	0 – (0%)	0 – (0%)
Bags	1	0 – (0%)	0 – (0%)	1– (100%)
Mobile phone plans	1	1– (100%)	0 – (0%)	0 – (0%)
Banking services	1	1– (100%)	0 – (0%)	0 – (0%)
Charity	1	0 – (0%)	1– (100%)	0 – (0%)
Sports equipment	1	0 – (0%)	1– (100%)	0 – (0%)
Gardening services	1	0 – (0%)	1– (100%)	0 – (0%)

Table 19. Product categories in the printed magazines and newspapers.

4.6 Placement of English in the advertisements

The placement of the English text plays an important role in advertising. As Garcia-Yeste (2013) and Gerritsen and van Meurs (2013) state English is often used in the headlines or slogans that are in English. On the web pages the loanwords appeared mainly in the 'lead' of the advertisements. For the printed advertisements, the 'main text' was the part of the advertisements that the loanwords mainly occurred. All but one advertisement had the loanwords appear in the main text. Regarding code-switching on the web pages, it mainly occurred as the 'signature' or as the 'headline'. In the printed magazines and newspapers, the code-switching was more evenly spread out. The majority occurred in the main text, but was also prominent in the headlines, signatures and the visuals as the text on products. The ads with total code-switching were not included in the analysis regarding the placement of English. All text in those advertisements are in English and would give a misleading picture. Overall, the lead was the most common placement of English in the advertisements on the web pages, and the main text was the most frequent placement of English in the printed media.

An example of an advertisement that used intra-sentential code-switching in the 'main text' was *Downtown Camper* (p.159 in *Elle*). It was an advertisement for a hotel in Stockholm. They possibly used extensive code-switching to attract young customers. The advertisement sends a message of trendiness. For instance, they used code-switches such as *comfort food, lifestyle concierge,* and *rooftop* yoga. These words in English were incorporated in Swedish sentences. The company could have used other phrases in the advertisement but chose to use code-switching as a way to attract customers. If a reader of this advertisement does not understand the code-switches, they might feel left out and frustrated because English is used in a Swedish advertisement. It depends on the reader how the advertisement is received. Companies usually know who their target audience is and would probably use English if they know it would work well for their audience.

4.7 Comparison of the advertisements

Two types of media have been the sources for this study, printed magazines and newspapers, and web pages. In total 44 % of the printed advertisements had English in them, while 35 % of the advertisements on the web pages had English in them. Even though the number is higher for the printed magazines, it is not possible to generalize and say that it is more common in the printed media; it could be due to the specific sources considered. However, regarding the different types of instances of English, there is a difference. Total code-switching appeared only in the printed media (17 %) and not on the web pages. It is interesting that there was no total code-switching on the web pages, not even on *Elle* or Café that were the magazines that contained total code-switching. My initial thought was that total code-switching would occur on the web pages because it is on the internet and English is the common language of the internet. It was mainly the full-page or spreads advertisements from international companies that had total code-switching, and that type of advertisement did not occur on the web pages. They were mostly small advertisements on the sides of the web page.

Further, loanwords occurred in 11 % of the advertisements on the web pages while in 7 % of the advertisements in the printed media. Intra-sentential code-switching occurred in 9 % of the advertisements on the web pages and 7 % of the printed advertisements. Lastly, inter-sentential code-switching was involved in 24 % of the advertisements on the web pages and in 18 % of the printed advertisements. The numbers are all higher for the advertisements on the web pages. On the web pages, there were some advertisements appeared many times, which was not accounted for in this study. The number of advertisements could have been higher if I had decided to count the same advertisements more than once. Another reason why there was

more English in the printed media could be that there was a variety of advertisements. On the web pages of *Café.se, Amelia.se,* and *Elle.se,* there were not many advertisements, and the same ones usually showed up again, while in their printed versions there were more advertisements and none of the advertisements were repeated. The same companies could have several advertisements in the magazine, but they were different.

Moreover, one aspect to keep in mind when comparing the results is that the magazines, newspapers, and web pages are different types of media with different audiences and publishing frequency. *Elle* is a fashion magazine with many spreads dedicated to fashion advertisements, while *Helsingborgs Dagblad* is a local daily newspaper, and does not have the same types of advertisements. The audiences of the different media are also different. Both age and location of the audiences are different. For example, *Hd.se* and *Helsingborgs Dagblad* are intended for people in Helsingborg and its surrounding areas, while the other magazines and newspapers are sold in all of Sweden.

To conclude, many advertisements contained a mix of Swedish and English, and some advertisements were entirely in English. Since many people in Sweden can be considered bilinguals; they would probably understand most of these ads. Many of the advertisements with total code-switching did not contain a lot of text; some only had a few words in them. Since there was not a lot of text in those advertisements, even people with poor English skills would probably understand the message of the advertisements.

5. Conclusion

This study aimed to answer the research questions presented in the introduction. The main question was to what extent does code-switching, and recent English loanwords occur in the magazines and newspapers *Aftonbladet, Amelia, Elle, Café, and Helsingborgs Dagblad*, and on their corresponding websites. English frequently appeared in the advertisements, but advertisements in Swedish were the most dominant. English was frequent in both the printed media and on the web pages. The hypothesis was that English would be more frequent on the websites, but the printed media had the most instances of English. Recent English loanwords, inter-sentential, and intra-sentential code-switching were more frequent on the web pages, while the printed media had more instances of total code-switching. English occurred more in the printed media because the advertisements that were found were significantly more than the ones found on the web pages. Another reason why it was more frequent in the printed media was the large extent of total code-switching in two of the magazines, *Elle* and *Café*.

Furthermore, another research question was about the types of products in the advertisements that tend to use English. The results showed that for the advertisements on the web pages, 'online casinos' and 'entertainment' had the most instances of English. For the printed media, 'beauty products' and 'clothing' used English the most. The last research question was about the placement of English in the advertisements. The 'lead' was the most frequent placement in the advertisements on the web pages, and the 'main text' was the most frequent in the printed advertisements. The 'lead', as well as the 'headline' and 'signature', is used to catch the attention of the reader (Garcia-Yeste, 2013). The intention behind the placement of English follows what Garcia-Yeste (2013) stated. The 'main text' was just slightly more frequent than the 'headline' and 'signature' in the printed advertisements.

The results show that English is very prevalent in the five newspapers and magazines and the corresponding websites included in the study. English is used more in the printed media, and it is used to attract consumers to popular and trendy products or services. The placement of English is strategic. The product appears trendy if English is used in 'headline' and 'slogans', but the description of the product is mainly in Swedish.

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Appendix A
Inter-sentential code-switching on the web pages

Aftonbladet.se

Company name	Product	Code-switch placement in ad
XL Bygg	Tools	Visuals (on product)
Let's deal (1)	App	Coupon
Prisjakt	Online shopping service	Visuals (on product)
Viggoslots	Online casino	Signature
Peter Jöback	Entertainment	Headline
Min Ekonomi (1)	App	Signature
Red Sparrow	Entertainment	Headline
Game Night	Entertainment	Headline

Amelia.se

Company name	Product	Placement in ad
Amelia (1)	Magazine subscription	Main text

Cafe.se

Company name	Product	Placement in ad
Solresor	Travel	Lead

Elle.se

Company name	Product	Placement in ad
Rituals	Beauty products	Headline
Elle	Magazine subscription	Visuals (on products)
H&M	Clothing	Main text

Hd.se

Company name	Product	Placement in ad
KIA	Car	Signature
Casumo (1)	Online casino	Signature, lead
Casumo (2)	Online casino	Signature
Risenta	Food	Headline
SF anytime	Entertainment	Signature
Nissan (1)	Car	Signature

Appendix B
Inter-sentential code-switching in the printed media

Aftonbladet

Company name	Product	Placement in ad	Page number
Fifty Shades Freed	Entertainment	Headline, lead	p.29
Peugeot	Car	Signature	p.16 in sports

Amelia

Company name	Product	Placement in ad	Page number
Eucerin	Beauty products	Visuals (on products)	p.2
Molly's Game	Entertainment	Lead Headline	p.4
Sundbyholms Slott	Travel	Signature	p.104
Strandgårdens hälsoresor	Travel	Lead	p.105
Original Silicea	Beauty products	Visuals (on products)	p.107
Icebug (1)	Shoes	Signature	p.58
Werlabs (1)	Medical services	Main text	p.39
Pistill	Health products	Visuals (on products)	p.62

Café

Company name	Product	Placement in ad	Page number
Mercedes Benz	Car	Headline	p.9
Leo Vegas	Online Casino	Signature	p.20-21
Recipe for men	Beauty products	Headline, Visuals (on product)	p.23
Sam Dodds	Clothing	Headline, Signature	p.31
Original Silicea	Health products	Main text, visuals (on products)	p.39
Jobman	Clothing	Headline	p.71
Heimrisks	Education	Lead, main text, signature	p.79
Projob	Clothing	Signature, Headline	p.131

| Kosta Boda | Travel | Headline, Signature | p.116 |
| Medicine Garden | Health products | Lead, Main text, signature | p.119 |

Elle

Company name	Product	Placement in ad	Page number
L'oréal Paris (1)	Beauty products	Headline, Visuals on products, main text	p.17
Skoda	Cars	Signature	p.20
Volkswagen	Cars	Main text	p.25
Ford	Cars	Lead, Signature	p.35
Gudrun Sjödén	Clothing	Headline, signature	p.40
Elle (1)	Magazine subscription	Main text, visuals on products	p.60
Lumene	Beauty products	Main text, signature, visuals (on products)	p.67
Ashley & CO	Beauty products	Lead, visuals (on products)	p.75
Max Factor	Beauty products	Headline, Visuals (on products)	p.126-127
Nimue	Beauty products	Visuals, signature	p.140
IsaDora	Beauty products	Visuals, headline, lead	p.143
L'anza	Beauty products	Signature, headline, lead, main text, visuals	p.144
Jotex	Home	Headline	p.150
Mavala (1)	Beauty products	Headline	p.42
Charles Worthington London	Beauty products	Signature, visuals	p.134
Emirates (1)	Travel	Signature	p.154

Helsingborgs Dagblad

Company name	Product	Placement in ad	Page number

Nissan	Cars	Signature	p.1 A-section
Scandlines (2)	Restaurant	Headline	p.16 A-section
Individuell människohjälp	Charity	Signature	p.12 B-section
Volkswagen	Cars	Visuals (symbol)	p.1 B-section
XXL	Sports equipment	Signature, main text	Separate advertisement as its own paper

Appendix C
Total code-switching

Café

Company name	Product	Page number
Gant (1)	Jewelry	p.6-7
Barbour international	Clothing	p.10-11
Björn Borg	Clothing	p.12-13
Gant (2)	Shoes	p.14-15
Tiger of Sweden	Clothing	p.16
Nilson Shoes	Shoes	p.19
Ecco	Shoes	p.25
Swiss military	Jewelry	p.29
J. Harvest &Frost	Clothing	p.33
Gant (3)	Jewelry	p.37
Bulldog	Beauty products	p.41
JC	Clothing	p.48-49
Omega	Jewelry	p.132
Calvin Klein	Clothing	p.4-5

Elle

Company name	Product	Page number
Gucci	Clothing	p.4-5
Omega	Jewelry	p.6-7
Calvin Klein	Clothing	p.8-9
Giorgio Armani (1)	Beauty prod.	p.10-11
Barbour international	Clothing	p.14-15
Dior	Beauty products	p.22
Bottega Veneta	Bags	p.27
Gram	Shoes	p.28
Tiger of Sweden	Clothing	p.33
Tamaris	Shoes	p.39
Kum Kum	Jewelry	p.48
Lorna Jane	Clothing	p.51

Bubbleroom	Clothing	p.53
Van Bruun	Jewelry	p.54
Caroline Svedbom	Jewelry	p.56
Sjöö Sandström	Jewelry	p.68
Chiquelle	Clothing	p.73
Gant	Shoes	p.76-77
JC	Clothing	p.96-97
Sensai	Beauty products	p.128
Engblad & co	Home	p.148
String	Home	p.153
Craft	Clothing	p.158
Nilson shoes	Shoes	p.195
Giorgio Armani (2)	Beauty products	p.196