



RESEARCH PAPER

Nativized Ways of Using English Language in Public Signage: Exploring Lahore's Linguistic Landscape

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ABSTRACT

The purpose of this study is to highlight the linguistic landscape of Lahore (Punjab, Pakistan) by covering the discussion regarding the ways of using English language as nativized and localized version. This study is based on different trends of public of using English language in different ways to advertise their agencies (shop names, business centers etc.). To collect the data, three areas of Lahore were selected based on the convenience sampling technique (as data was homogenous across the city) i.e. Thoker Niaz Baig, Township, Anarkali. Purposive sampling was under consideration as only text-based displays were considered to collect the data which showed the use of English language in them. 60 pictures were taken with the help of a digital camera and were made limited to 52 after the refining process. Blurred and repeated photographs were excluded. Analytical parameters of Cenoz & Gorter (2006) were considered to analyze the data. Some guidance in analysis was taken from the study of Landry & Bourhis (1997) regarding the unit of analysis. Only the text of different signboards was considered to analyze. Results revealed the presence of different nativized ways of using English language i.e. direct use of English, Roman English, transliteration and code-mixed English. The study reveals the patterns which are adopted by the public to use English language to display and advertise their businesses and commercials (printed). For future recommendations, linguistic landscape can be studied from the viewpoint of bi/multilingualism, language policy making, cultural integration and to transpire the novice linguistic patterns.

KEYWORDS Linguistic Landscape, Nativization of English, Signage, Signboards

Introduction

Language is everywhere in our public sphere as we encounter language at every step in our life. When we talk about the language use in public sphere, it refers to the situation of any area under the domain of linguistics that how language is represented, depicted or written in public sphere in the form of text as well as symbols (Landry & Bourhis, 1997). We observe language(s) on roads in the form of road-signs, on buildings, hospitals, markets, offices, institutions, schools, colleges, universities etc. Use of language in public areas depicts some specifications of language and that can be interpreted to check the linguistic condition of that area. The study of language in public sphere complements to the concept of 'Linguistic Landscape'.

Linguistic Landscape comes under the 'Sociolinguistics' and 'Applied Linguistics' as a subfield where research in this field complements to the use of written language or text in public sphere or locality (Cenoz & Gorter, 2006). 'Linguistic Landscape'

(abbreviated as LL) is the combination of two words where 'Linguistic' is acting as an adjective relating to the 'language' or 'linguistics' as a discipline (Cambridge Dictionary, n.d.), while 'Landscape' is referring to the sense of an area or scenery of any particular locality (Cambridge Dictionary, n.d.). So, according to Bruye'l-Olmedo & Juan-Garau (2009), 'linguistic landscape' is shortly called as 'language(s) on display' in public spaces. Displayed banners, graphs, signboards, road signs, name-boards etc. contain some instances of language(s) on them which depict the language condition of that area. Hewitt-Bradshaw (2014) claims that the text displayed is usually multilingual as well as multi-modal, especially in culturally rich areas which discloses the information about language or languages of that territory. Visual forms of language in public locality portrays the attitude of people, ethnolinguistic groups or speech communities through the way language is used. It leads towards the study of multilingualism, language policy as well as novel and nativized ways of language(s) used in public signboards or display boards, as elaborated by Shohamy (2008).

'Linguistic Landscape' as a term was firstly used by Landry & Richard (1997) in their paper "Linguistic Landscape and Ethnolinguistic Vitality an Empirical Study", as cited by Abad (2020). They define linguistic landscape as an area where language or languages are noticeable and foremost as well. Both of the terms 'Linguistic Landscape' and 'Linguistic Landscaping' are used by researchers under the same conceptual base. Furthermore, Gorter (2006) introduces an alternative term of 'cityscape' where city is seen linguistically via signboards in public regions. Waksman & Shohamy (2010) discuss different types of texts portrayed or presented through public signage as well as on online forums which include outer signs as well as inner signs. Their concept of 'linguistic landscape' is somehow very broad to study as it accepts all types of texts which include written, spoken, sounds, images, symbols, signs, videos etc. But this notion treats linguistic landscape at a broader scale which makes it cloudy as well as very broad to study, as criticized by Backhaus (2006). Landry and Richard (1997) opine that all the text written, symbolic or graphic in public areas in the form signboards, wall chalking, banners etc. represent the linguistics landscape of any area (Landry & Bourhis, 1997). These displayed signboards are enough to observe, analyze and to deduce the linguistic touch of the space were presented as the language speaks through written texts. It doesn't only focus on written aspects but also on symbolic, graffiti, logos, colors, monuments, images etc. as well as discussed by Huebner (2016); Pennycook (2009).

Hewitt-Bradshaw (2014) explains that the texts written on public signs are the token of revealing linguistic information and patterns of a given society, speech community or an area. Use of language on public signage depicts the language(s) used in that territory, the preferred language and most importantly the innovative patterns of language(s) which highlight the new, nativized and multilingual additions in one language or different languages (Gorter & Cenoz, 2008). According to Gorter (2013), monolingual linguistic landscape is rare, as due to the globalization and localization (Noor & Yasir, 2022), new multilingual patterns and mixing of languages are in practice in different speech communities, so the same is highlighted through the public signage. These facets are integrated by the 'glocalization' which is the combination of 'globalization' and 'localization' as asserted by Manan, David, Dumanig, & Channa (2017).

This study addresses the following research question: How the use of English language in public signage depicts the localized and nativized way? The purpose of conducting this research is to investigate and highlight the LL of Pakistan through the limited areas of Lahore's market in order to signify the nativization touch in public signboards regarding the use of English language. In terms of broader level objectives, this study will contribute in providing appropriate and relevant information about the LL of

areas of Lahore which can be generalized through the whole city as population is targeted via whole city of Lahore among which a few markets were selected for study.

Literature Review

As language is everywhere in our surroundings and in our lives. Language in public sphere comes under the parasol of Linguistic Landscape. Thus, LL is the concept which represents the use of language in public areas. It can be truly called as “language(s) on display” as asserted by Bruye`l-Olmedo & Juan-Garau (2009). Landry & Bourhis (1997) defines the term as the language of signs, billboards, street/place names, shop signs, building names in public areas. So the language on these displays combine together to give the repertoire of the concept Linguistic Landscape (Landry & Bourhis, 1997).

Linguistic landscape of any area is built to display the name of any shop. Market or institution, for the public awareness, or for the purpose of publicity. As mentioned by Jazul & Bernardo (2017), the basic purpose of public signage is to provide the people information in a particular way through the signage. This information is disseminated by displaying in public areas. Under this notion, Dailey (2005) criticizes Landry and Bourhis’ (1997) definition and added that LL of any area is not limited to the public spaces in the form of in and outside of shop or market, but also includes those advertisements as well which are sent homes of people because the basic purpose is to deliver information to masses. In this way, LL of any area has the wider sense and includes many sources which contribute in it (Dailey, 2005). Under same essence, some researchers include the moving objects as well in the box of linguistic landscape. They support the video-based advertisements which are displayed on roads for public and contain the moving images or video-based content. Posters pasted on transports also fall in this category. This widens the area of the study of linguistic landscape as adds the multiple dimensions in this field. So, as per the stance of Jazul and Bernardo (2017), LL is more than it is thought or understood but not just limited to the advertisements or signage in public areas. As commented by Coulmas (2009), LL of any area speaks a lot about the society, place and people who live there. Although the study of LL is new in 21st century but the concept is under practice since old days. The old advertisements are now taken to see the characteristics of that era (Sultana, Javed, & Masood, 2022).

As elaborated by Backhaus (2006), the same concept highlights the power relations of a language in a specific territory in which one language controls the use of other languages because of the admittance and acceptance by people who use the language. The reasons which might be regarding ideological construction, sociolinguistic & sociocultural factors and people’s preference of a language due to political, ethnic, linguistic, economic and global aspects as discussed by different researchers (Shohamy, Ben-Rafael, & Barni, *Linguistic Landscape in the City*, 2010), (Backhaus, 2006), (Jazul & Bernardo, 2017), (Jolls, 2012), (Leeman & Modan, 2009), (Lado, 2011). Linguistic landscape has its fine traces in language policy & planning which affects it directly (Mensel, Vandenbroucke, & Blackwood, 2016). When any area’s LL is seen through the lens of language policy & planning, then the official document of it is used to study the sample. It is the most impressive lens to see the diversity and the play of language(s) in public spaces of any area which informs the policy makers to go in certain directions accordingly (Barni & Vedovelli, 2012).

Mezgec (2016) investigated the use of Slovene language which is a minority language in Italy. This minority language did not have as much presence as it needed as per the population.. Same kind of study was pursued by Salo (2012) who investigated the use of Sami language in North Calotte which is spoken by minority of people.

Use of language in signage of any area is related to the language or languages spoken in that territory as per the speech communities. Because language represents the people, people's attitude, people's behavior and other cultural affiliations (Aristova, 2016). With this, the use of language is very much evident from the displayed signage or LL of any area. If we see across the globe, the use of one particular language i.e. English can be seen as mentioned by Yasir, Riaz & Malik (2023). That language contains the use across the globe because of its significance and status as a 'lingua franca' which denotes the language which is used across boundaries among the speakers having different native languages as defined by Jenkins (2007). So, the language is English language which is under practice in majority of the areas in the world and act as an international language as spoken by people internationally (Yasir, 2019). As mentioned by Kachru (2008), the pervasiveness and the utility of English language has been seen world widely because of its position as an international language. The same reason lies in the usage of English language which is associated with the linguistic landscape of different areas of the world (Manan, David, Dumanig, & Channa, 2017).

Thus, the widespread of English language has been absorbed by different countries across the world and the significance of this language can't be denied under its status, use and acceptance by different language speaker throughout the world. It is not only prevalent in native countries but the use is very much considerable in non-native countries who use English as a second language or a foreign language. This is the reason this language is spoken internationally by different language speakers as well as commented by Yasir et al. (2021). So, the distinction of English as compared to other languages depicts the excellence. With this, a few countries raise the objection against the popularity and overuse of English language as highlighted by Bolton (2012).

In context of Pakistan, the country has a diverse culture and many languages are being spoken across the boundary of Pakistan. According to Ethnologue, round about 70 languages are being spoken in Pakistani (n.d.). Among which Urdu and English are important languages as Urdu is acting as a national language of Pakistan. English enjoys the status of an official language in Pakistan with Urdu. English is compulsory in educational system of Pakistan and mostly, English is used as a medium of instruction as well in educational institutions. Role of Urdu language is somehow very influential in Pakistan as it affects the use of English language as well as investigated and illustrated by Yasir (2019).

According to the studies of Manan et al. (2017), Pakistani landscape does not depict the diversity in terms of language as spoken by different regional speakers. Moreover, they investigated the LL of Quetta (a city of Pakistan situated in province Balochistan). This study claims an influential and effective role of English and Urdu language in the LL of this city. These two languages are being used by people in their signboards, posters etc. to display the content in public areas under which different and novel patterns of these two languages can be observed as well (Manan, David, Dumanig, & Channa, 2017). Other regional and indigenized varieties of languages are absent from the landscape of Pakistan as investigated through Quetta city.

The field of 'linguistic landscape' needs much research to unveil more facts regarding the real landscape of Pakistan. This field is very less or even under-researched area which needs to be brought in the attention of researchers and linguists of Pakistan. Appropriate and relevant research supported by diverse sample will lead us to infer about the LL of Pakistan which will definitely help us to decide our language policy and the preference patterns along with the nativized versions and expressions of our national and official languages.

Methodology

This study is based on qualitative approach to describe the nativized ways of using English language in the linguistic landscape of Lahore through selected areas. All this discussion will be seen with the help of the pinned study (Cenoz & Gorter, 2006). One sign will be considered as the unit of analysis which will be qualitatively elaborated to transpire the local adaptations of the our L2. All the procedure is based in the study of Cenoz & Gorter (2006) and Landry & Bourhis (Landry & Bourhis, 1997) which include the study of signs and other display boards through the selected parameters which are as following:

1. Type of sign
2. Type of establishment
3. Trends of using English language

Population was of the whole Lahore (a city situated in the province Punjab) which is also the central city of Punjab. Whereas, some market areas were selected because of the huge number of data as well as impossibility to study the data at such a larger level in short time. Thus, three markets were selected to collect the data. There were other options of markets as well like of malls but was not feasible to visit in order to collect data. So, under the opinions taken from a random survey three markets were selected to collect data for this research. These markets are as following:

1. Location: 01 Thoker Region (Multan Road)
2. Location: 02 Township
3. Location: 03 Anarkali

The selected markets were chosen due to their high population and numerous establishments, making them prominent shopping areas in Lahore. These markets are known for their abundance of shops and signage, such as banners and billboards. Purposive sampling was used to collect data, focusing on signboards displaying language. Despite challenges with public perception, data collection involved using a digital camera to capture clear images, resulting in 52 refined photos out of an initial 60. The sample was separated as per the type of sign and put in different categories like type of establishment, signboards, billboards, poster or banner, wall-chalking. These five categories were present in the collected sample. The statistics given below will clear the categories and number of sample pictures in each category.

Table 1
Types of Signage from Collected Sample

S#	Type of Signage	Frequency	Percentage
1.	Establishment's Name	12	23.07
2.	Signboard	11	21.15
3.	Billboards	06	11.53
4.	Wall-Chalking	08	15.38
5.	Poster/Banner	15	28.84
	Total	52	100.0

Ethical protocols were strictly adhered to throughout the study, including obtaining permission for exterior photo capture from shops and buildings to ensure voluntary participation and avoid intrusion. Interior spaces were not photographed to respect privacy, and all collected data was stored securely and used exclusively for research purposes with confidentiality maintained.

Results and Discussions

Use of English language was very much evident from the study of collected sample. It shows the integration of English language in the LL of Lahore which may represent the landscape of Punjab as well if make the results generalized because of the homogeneity in data collected. Use of English was there in accordance different levels. Direct use of English was depicted through some of the collected signs. Use of English in relation and mixing with Urdu language was the nativized way of using English because it is not the native language of Pakistani speakers. The code-mixed terms show the amalgamation of these two languages and being used as stable terms or words in Pakistani context as evident by collected samples. Following pictures show the use of English language in different modes which will be elaborated one by one in upcoming headings.



Figure 1 Establishment Name (Location: 01)

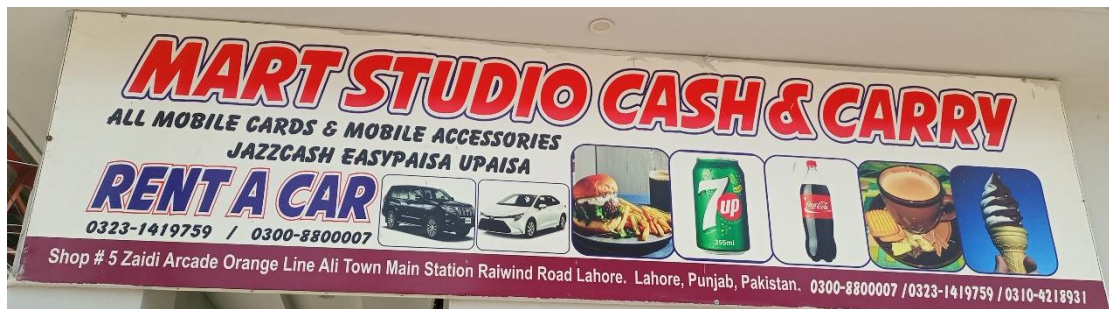


Figure 2 Establishment Name (Location: 02)



Figure 3 Poster (Location: 01)

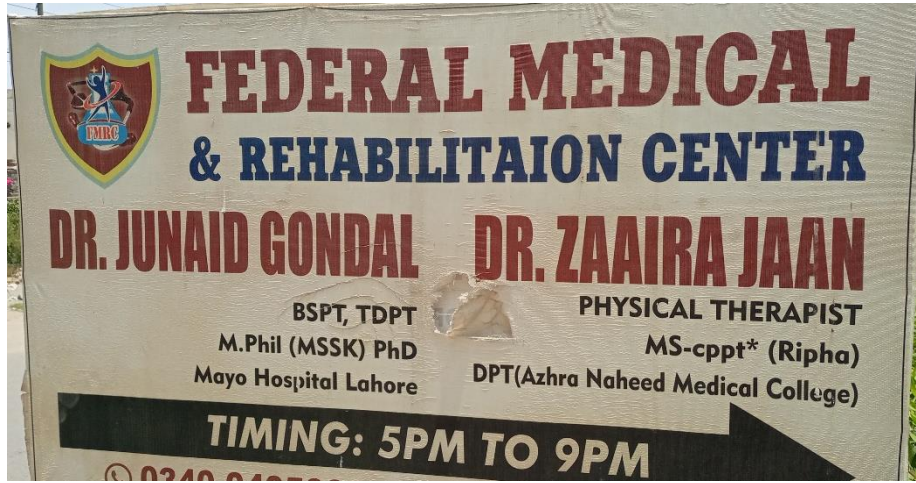


Figure 4 Poster (Location: 02)

Following table is showing the properties of these above-cited sample pictures from Figure 1 to Figure 4.

Table 2
Cited Figures Showing the Use of English

Figure No.	Type	Location
Figure 1	Establishment	Location: 01
Figure 2	Establishment	Location: 01
Figure 3	Poster	Location: 01
Figure 4	Poster	Location: 02

English in Urdu Script (Transliteration)

The use of English was of much importance in the LL of Lahore. Many signs represented use of English language but the script used was of Urdu language. This use of English is much affected by the use of Urdu language in Pakistan. People try to use Urdu script and somehow write English words in Urdu script as well. English language and the words of it has been injected in our community that we integrate them with our use of Urdu language and the script associated with that of Urdu language. Following pictures show the use of English language in Urdu script.



Figure 5 Banner (Location: 01)

This banner shows the use of English words in Urdu's script. Kibria Town Free Dispensary is written in Urdu script. The whole line is depicted in Urdu's script. In the same way there are other words which show the use of English words but with Urdu words. This category will be delineated under code-mixing heading.



Figure 6 Poster (Location: 02)

This banner includes the same use of English in Urdu's format. First two lines are of English language but have been presented with the Urdu's script. Oil Change Free is the first line and all the words are of English language. Oil word is also used in Urdu language. But here with the other words, it can be inferred that originally this phrase belongs to the English language and presented through Urdu's written script. In the same way, second line of this banner fall under the same category and words are written in Urdu script. AC Checkup Free this line is written by using Urdu script. Here AC is an abbreviation of 'Air Conditioner' and other words are of English language.



Figure 7 Poster (Location: 03)

Here different cells show the use of English in Urdu script. Words like Quality Mess, Furnished Room, Attach Bath, Filtered Water, Internet Connection, Security Guard, Security Camera, 1/2/3 Seater Room. All these compound words belong to English language and portrayed in Urdu's script. This banner is for the people who want to stay in hostels, thus the use of English in Urdu script is embedded as per the target audience and the convenience of them. In this way people use different modes of language or languages in order to create intriguing factor regarding their business or establishment.



Figure 8 Establishment Name (Location: 01)

The name of this establishment is showing the use of English under the same category. Name's words belong to English language i.e., Chaudhary Associates. Here 'Chaudhary' word is the name of a cast and 'Associates' is an English word. The line below it in red color is solely based on English words but presented in non-Roman script. Property Dealer, Consultant and Builders, these words are of English 100 percent but presented in Urdu's script. In the same way, image cited below can be discussed under the same heading. New Cargo Services is presented in Urdu's scripts.



Figure 9 Establishment Name (Location: 01)

So under all these discussions, it is very valid to say that use of English is the part of Linguistic Landscape of Lahore's market as per the data. But the use can be adapted as per the national, regional facets like above-mentioned points. Here the use of English has been made nativized as per the national language's script. It happens with foreign or second languages that these languages get attached and associated with the regional and widely used language(s) of that territory. This use of English complements to the concept of 'Transliteration' which defines the concept of using one language's system in writing on the basis of other language's phonetic similarity. Same pronunciation's characters are used when gets switched from one language's script to another language. E.g., English's Roman script has been switched as per the phonetic similarity in Urdu's script which is non-Roman.

The following table is showing the properties of these above-cited sample pictures from Figure 5 to Figure 9

Table 3
Cited Figures Showing Non-Roman English

Figure No.	Type	Location
Figure 5	Banner	Location: 01
Figure 6	Poster	Location: 02
Figure 7	Poster	Location: 03
Figure 8	Establishment	Location: 01
Figure 9	Establishment	Location: 01

Code-Mixed English

Code mixing is the technique of combining different words, phrases, clauses or sentences from different languages. It comes under the parasol of code switching in which system of one language gets switched to another language. For example, in Pakistani

context, people tend to use Urdu and English at the same level and the expressions get use of both languages in a word or a sentence. Code-switching is done at different levels of communication like morpheme, word, phrase or syntactic level. The use of code-mixed terms brings innovative patterns in the use of language. Different languages involved in this phenomenon in a given space show the popularity and acknowledgment of those languages by the speech community.

If we see through the lens of Pakistani context, use of English and Urdu is much vibrant across the country especially in Punjab and of Lahore (as supported by LL under collected data). There are different words which are the combination of Urdu & English both languages. The use is not limited to the terms only but at communication level as well. People use code-switching in their interaction and communication with other people too. Collected data shows the much use of code-switching and use of code-mixed terms was evident. Following pictures show the use of code mixing at different levels.



Figure 10 Poster (Location: 01)

This picture shows code-mixing at word and at sentence level as well. Main and the first line Safety officer banen, includes the words of English language i.e. Safety Officer and from Urdu language Banen. So, the use of code-mixing is at sentence level can be seen through this signage. On the other hand, last line of this display shows the same at phrase level Talibaat kelie free computer courses. First two words are from Urdu language while remaining three shows the integration of English language with it. In this way, code-mixing is done at different levels by mixing more than one language like of Urdu and English. The use of conditional in the same instance whether at word or sentence level. This pattern was observed in many displays, some of them are cited below.



Figure 11 Establishment Name (Location: 02)

This shop's name is based on code mixed term Almadina Chaska Point. Here word Point belongs to English language while other two words are from Urdu language. Overall, code-mixing is done at word level which shows the name of this shop. The first word of this name belongs to Arabic language as well because of the prefix "Al" in it. Thus this code-mixing shows the inculcation of three different languages and one word is included from each of the language. the combination is Arabic, Urdu & English. Use of Arabic in Pakistani context shows the religious associations. The impact of Islamic traditions can be seen in Arabic language thus it is in use of Pakistani people as well but the ratio is very less.



Figure 12 Poster (Location: 01)

The name of this college is based on code mixed expression where word Model College belongs to English language and are mixed with Urdu words. The whole expression Mansoorah Model College Brae Taalibaat shows the integration or English and Urdu both at a phrase level. Similarly, Zaheen taalibaat k lie scholarships, here 'scholarships' has been taken from English language and is being used with Urdu expression mainly. The last line of this display, Degree classes ka aghaaz b kia ja raha hai, also shows code-mixing at a sentence level where combination of two words 'degree classes' has been included with the use of Urdu language's expression. Furthermore, the mentioning of different disciplines shows the non-Roman use of English language where English words have been written by using Urdu script. This display is the epitome of LL of Lahore where code-mixing can be seen at different levels along with the use of English language in Urdu's script.



Figure 13 Poster (Location: 03)



Figure 14 Poster (Location: 03)

These above mentioned figures are showing the names of food dishes of Pakistan. These dishes' names are an example of code mixing where combination of two words show the amalgamation of Urdu and English words together. First figure Chicken Biryani, Chicken Karahi, here word chicken has been taken from English language while the second words 'biryania and karahi' are the regional food terms used in Urdu and Punjabi as well. In the second above figure Jumbo Chirgha, chirgha is a regional food term and is modified through the use of word 'jumbo' which is acting as an adjective and demonstrating the size of that chirgha. Thus this kind of mixing and linking is the special characteristic of Pakistani context especially of Lahore as supported by the collected data.



Figure 15 Poster (Location: 02)

This display is very interesting to discuss here as the whole text is written in Urdu language and acting as a warning display for people for not parking vehicle there. The interesting factor lies in the use of two English words out 19. Here 17 words are from Urdu language while two words i.e. 'road' and 'lift' are taken from English language. Although suitable alternate of Urdu words is there in Urdu language. So, the use of these two specific words shows the fact that we are now under the involuntary use of English words in our Urdu communication as well. It happens sometimes as well, that we integrate English's words in Urdu language's communication without getting aware of the fact that we are using. People do use some words by their own to show the focus of those words or to retain the essence of those used words as per the language.

Under all this above-illustrated discussion, code mixing is an integral part of our linguistic items and communication. The cited displays are the evidence that we are used to use English language in our Urdu language while writing or speaking. The use is there at word level, phrase level and at a sentence level as well. Not only Urdu and English languages are there in code mixing, but the instance of use of Arabic has also been seen as

cited above. The phenomenon of code mixing is very vibrant in signage of Lahore as per the collected data.

Following table is showing the properties of these above-cited sample pictures from Figure 10 to Figure 15

Table 4
Cited Figures Showing Code-Mixing

Figure No.	Type	Location
Figure 10	Poster	Location: 01
Figure 11	Establishment	Location: 02
Figure 12	Poster	Location: 01
Figure 13	Poster	Location: 03
Figure 14	Poster	Location: 03
Figure 15	Poster	Location: 02

Direct Use of English

Along with some nativized use of English like in non-Roman script or in the form of code mixing, there was the monolingual use of English as well in some displays of Lahore. Some signage used English language only in their signboards while some used English partially long with text from Urdu language. So, in this way, English has its basic essence as well in LL of Lahore as depicted by collected sample which is illustrated below.



Figure 16 Establishment Name (Location: 01)



Figure 17 Poster (Location: 01)



Figure 18 Establishment Name (Location: 01)



Figure 19 Establishment Name (Location: 02)



Figure 20 Poster (Location: 03)



Figure 21 Establishment Name (Location: 01)

The prevalence of English in signage across Lahore underscores its role as a widely understood language in Pakistan, serving as both an official language and a medium of instruction in many institutions. This use of English on signboards, particularly by schools and multinational brands, reflects a desire to attract educated consumers and convey international status. The adaptation of English with Urdu influences, including code-mixing, demonstrates linguistic flexibility and cultural integration. This linguistic landscape illustrates the broader impact of English in Pakistan, showing both direct use and adaptations that reflect local language dynamics. The following table is showing the properties of these above-cited sample pictures from Figure 16 to Figure 21.

Table 5
Cited Figures Showing the Use of Direct English

Figure No.	Type	Location
Figure 16	Establishment	Location: 01
Figure 17	Poster	Location: 01
Figure 18	Establishment	Location: 01
Figure 19	Establishment	Location: 02
Figure 20	Poster	Location: 03
Figure 21	Establishment	Location: 01

Conclusion

No one can deny the importance of English language across the globe. English is considered as the most vibrant language across the world which is used by different non-native speakers at different levels. In the context of Pakistan, the use of English language is the part of our daily dealings (Noor & Yasir, 2022). It is considered as the language of people who are educated. Even the people who are not familiar with the basics of this language, do use different terms and words of English language in their daily life's communication. These words get integrated in the use of Urdu as well as of Punjabi but depends on the L1 of the speaker, thus in communication, it is the main trend of using English language in our daily life whether at communicative level, sentential level or word level (Khan, 2012). It has now become a part of Urdu language as well as different words of English are being used in Urdu language as well as cited by Yasir (2019).

As it is known that English language is acting as an official language of Pakistan and used as the second language. use of English language was considerable and its different forms provided the base that how a language becomes nativized and adapted as per the region's linguistic aspects. English was used in transliterated version and was portrayed by using Urdu language. script used was of Urdu language and words belonged to English. In this way, phonetic equivalents are used when transliterated to another language. Moreover, English showed the combination with Urdu language in the form of code-mixing. Many words showed this aspect that words are in use made up from English and Urdu both languages' words. In this way new identity of a word rises and depict the amalgamation of two different language's words. Nativized and novel patterns of English does not highlight the absence of real English's signs. English signs were very much there in which the whole content was written in English language to convey the message which people use to retain the impression and to attract customers.

Many signs showed the code-mixing in them of English and Urdu language. Food items' names displayed at different places also showed code-mixing in which Urdu's word belong to cultural or desi dishes while English word adds the spice in the form of adjective. Road signs displayed for directions or instructions for travelers or drivers were in bilingual form and dual script was used of English and Urdu at the same time. But there were instances which showed the monolingual road signs but the ration of monolingual signs was too low in this case.

Recommendations

The study highlights English's deep integration into Pakistan's linguistic landscape, notably in cities like Lahore, where it blends with Urdu and Punjabi through code-mixing in signage and daily communication. English serves as a symbol of education and a bridge across diverse language backgrounds. Promoting bilingualism, enhancing English education, and standardizing code-mixed practices are crucial for clear and culturally sensitive public discourse. Community engagement is vital to raising awareness about Lahore's evolving linguistic dynamics, celebrating local languages alongside proficiency in English. Policymakers should develop inclusive language policies that accommodate these integrations in education, signage, and official communications. Technological innovations can support effective language integration and preservation, fostering a cohesive linguistic environment that respects cultural diversity and global connectivity. Continued research will inform sustainable language policies that enhance societal inclusivity and development.

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