

Investigating Codeswitching in YouTube Influencer's Speech

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Abstract

Many people worldwide, use more than one language in their daily speech whether, intentionally or unintentionally. In Sociolinguistics, this phenomenon is called codeswitching. People who use this linguistic practice are called bilinguals or multilinguals. This study aims to identify and analyze the various types of codeswitching employed by YouTube's influencers in their channels, as well as the factors that affect its usage. To achieve the aims the study hypothesizes that intra-sentential codeswitching is the most frequently used type by YouTube's influencers. Females use codeswitching more than males. It is found that intra-sentential codeswitching is the most commonly used among the other types. Codeswitching can occur at any syntactic level. Females YouTube's influencers use codeswitching more than males. It is concluded that the highest percentage of codeswitching used by YouTube's influencers relies on their need to be trendy, habitual use, show off, and attract attention, on the one hand, and for lexical needs on the other. such as mostly the absence of lexical equivalence.

Keywords: codeswitching, sociolinguistics, intra-sentential, YouTube's influencers.

استقصاء المناوبة اللغوية في كلا مؤثري اليوتيوب

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ملخص البحث

كثير من الناس في جميع أنحاء العالم يستخدمون أكثر من لغة واحدة في حديثهم اليومي، سواء عن قصد أو غير قصد. في علم اللغة الاجتماعي، تسمى هذه الظاهرة المناوبة اللغوية. يطلق على الأشخاص الذين يستخدمون هذه الممارسة اللغوية ثنائيي اللغة أو متعددي اللغات. تهدف هذه الدراسة إلى تحديد وتحليل الأنواع المختلفة من المناوبة اللغوية التي يستخدمها مؤثرو اليوتيوب في قنواتهم، بالإضافة إلى تحديد العوامل التي تؤثر على استخدامها. لتحقيق الأهداف، تفترض الدراسة أن المناوبة اللغوية داخل الجمل هي النوع الأكثر استخدامًا من قبل مؤثري اليوتيوب. تستخدم الإناث المناوبة اللغوية أكثر من الذكور. لقد وجد أن المناوبة اللغوية داخل الجمل هي الأكثر استخدامًا من بين الأنواع الأخرى. إن المناوبة اللغوية يمكن أن تحدث على أي مستوى بنيوي. مؤثري اليوتيوب الإناث يستخدمون المناوبة اللغوية أكثر من الذكور. خلصت هذه الدراسة إلى أن أعلى نسبة من المناوبة اللغوية التي يستخدمها المؤثرون في اليوتيوب تعتمد على حاجتهم إلى أن يكونوا عصريين، كممارسة طبيعية وشائعة، للتباهي ولجذب الانتباه من ناحية والاحتياجات اللغوية كغياب المفردة المكافئة.

الكلمات المفتاحية: المناوبة اللغوية، علم اللغة الاجتماعي، المناوبة اللغوية داخل الجمل، مؤثري اليوتيوب.

1. Introduction

Sociolinguistics, in its broadest sense, is the branch of linguistics concerned with the relationship between language and society. In the narrowest sense, it is concerned with studying language in relation to community, variety, and users. People in a community who can speak two or three languages perform the codeswitching (henceforth CS) phenomenon; this phenomenon regards as one of the sociolinguists' main concerns. That is, bilingual people can switch between languages by actually talking. This ability varies depending on a person's gender and specialty. Due to globalization and technology, social media platforms such as (Facebook, Twitter, YouTube, WhatsApp, Viber,...etc.) are among the communication tools that facilitate communication between people from various societies and cultures. The CS phenomenon has become commonly observed and very trendy, particularly among Arabic speakers in their daily conversations and social media chatting, for example, with YouTube's influencers.

The study attempts to looking at this phenomenon in terms of the types of CS which occur while speaking, the linguistics aspects that can be affected by codeswitching, the factors that cause it to occur. All of these and other questions will be addressed in the study.

1.1. The Problem

Codeswitching is a linguistic practice; recently, it has become very trendy in Arab society, especially on social media. Hence this practice has been the subject of argument by many linguists, whether CS is used as a careless linguistic behavior or for smooth communication..

The study tries to find answers to the following questions:

1. What are the types of CS used by the YouTube's influencers?
2. What forms of CS dominate? and Why?
3. Who uses codeswitching the most? females of males?
4. What are the structural patterns which used at the morpheme level when codeswitching?
5. Why YouTube's influencers use CS?

1.2. The Aims of the Study

The study aims at:

1. Figuring out Arabic – English CS forms used by YouTube's influencers.

2. Investigating the linguistic aspects of CS among YouTube's influencers in their vlogs.
3. Determining whether female YouTube's influencers use CS more than males or vice versa.
4. Finding out the reasons behind the using of CS.

1.3. The Hypothesis

The study hypothesizes the following:

1. Intra-sentential CS is the most frequently used type by YouTube's influencers.
2. There are many violation at morpho-syntactic aspects when YouTube's influencers use CS.
3. CS can occur at any syntactic level.
4. Female YouTube's influencers use CS more than males.
5. YouTube's influencers use CS to show off and to be trendy.

1.4. The Procedures

The procedure consists of the following steps:

- 1- Data is randomly selected from four YouTube's influencers channels. Then, the videos are converted into transcription.
- 2- Choosing an appropriate model to analysis the data.
- 3- Classifying the types of CS.
- 4- Finding the most commonly used types of CS among females and males influences and why?

1.5. The Limits

This study is limited in scope to deal with the types of CS employed by four Iraqi vloggers (Youtubers) aged between 29-32 from both genders (two female and two male YouTube's influencers), in certain lifestyle.

1.6. The Model

The model adopted to analysis CS is based on Poplack's (1980:918). She classifies CS into the following three types:

- **Inter-sentential CS** it may consist of a full clause or major sentence constituent.
- **Intra-sentential CS** appears in the boundaries of a single sentence or constituent.
- **Tag switching** can typically be freely inserted anywhere in the sentence hardly without any syntactic refractions.

2. Globalization

Globalization has some roots in human history, specifically in earlier centuries; it is not a new phenomenon, but it has become widely rooted in significant fields of social life, primarily since the mid-twentieth century (Scholte, 2005:20).

According to Rantanen (2005:8), "Globalisation is a process in which worldwide economic, political, cultural and social relations have become increasingly mediated across time and space.". Giddens (1996) states that globalization is a collection of processes that do not all lead in the same direction. In other words, it's an entirely contradictory procedure.

Globalization has increased both homogenization and differentiation in terms of linguistics. In other words, the same things that can reduce variety can also promote it (Johnstone,2016:3).

In the Arab world, the impact of imperialism can be seen in the influence of the French colonization of Morocco on Moroccan speakers' Arabic language. This is evidenced by the widespread use of CS between Arabic and French among Moroccan Arab speakers (Ziamari,2007). Likewise, the invasion of USA- led collation has had an effect on the Iraqi society along with the revolutionary effect of social media leading to the wide spread of this phenomenon.

3. Gender

Gender is a main factor in sociolinguistic study, it serving as the primary variable. According to sociolinguistic approaches, women and men adopt distinct languages in different social situations. Eckert (1989: 245) states that, linguistic performance is not directly related to gender, but rather reflects complex social practice, and "sex-linguistic correlations are just a reflection of the impact of gender on linguistic behavior —the complex social construction of sex—" (Ibid.).

(Labov 1990: 206), summarizes to basic ideas. The first is “stable situations”, “women appear to be more conservative and favor variants with overt social prestige, whereas men do the reverse”. The second is the “in the unstable situations”, within it “[i]n the majority of linguistic changes, women use a higher frequency of the incoming forms than men”.

Poplack (1980) investigates gender and CS based on people's gender and language preferences. She argues that linguistic proficiency is a need for the type of CS, and that gender is one of the factors that determine CS preferences. Women, as the "vanguard of linguistic change," favor intra-sentential, the advanced type of CS, over men, according to her quantitative analysis.

4. Interference

Many scholar have sought to explain what "mother tongue interference" is, otherwise known as language transfer. Weinrich (1953:7) defines "linguistic overlap" as "when two systems are applied to a linguistic item at the same time." Hasselmo (1969: 122,123) defines it as the meeting of two languages. Odlin (1989:27) represents transfer as the influence that arises from similarities and differences between the target language and any acquired knowledge.

Berthold, Mangubhai, and Batorowicz (1997) describe interference as the transmission of lexical, grammatical, and phonological components from one language to another on many levels.

As long as the majority of Arab society is bilingual in Arabic and English, additionally the factor of globalization, a lot of English lexical items are become commonly used in our daily conversations, especially when they cannot recall a specific lexical item in the English language or because some lexical items are easier to express in English rather than Arabic.

5. Codeswitching

Codeswitching was coined by Vogt (1954) to describe a phenomenon as old as bilingualism itself, but it was only in the 1970s that it began to attract regular attention as a distinct subject of study. It has been the subject of scholarly arguments based on various theoretical perspectives and goals.

As a result, it's no surprise that CS has its own set of definitions; it's juxtaposed against another idea, code mixing (CM), which has its own set of definitions. According to Muysken (2000), CM denotes all situations in which lexical items and grammatical elements from two languages appear in a single sentence, whereas CS denotes the rapid succession of several languages in a single speech event,.

Blom and Gumperz's (1972) study the social reasons that trigger CS, marks the beginning of a social dimension of CS; they make a distinction between 'situational' and 'metaphorical' CS, and produce the first conversational typology of CS. Later Gumperz (1980, 1982) lays the groundwork for a descriptive framework of social motives that cause CS conduct to emerge organically in everyday talks. Bilingual speakers use a specific linguistic code to describe the type of relationship they want to have with others and to construct a particular picture of themselves in their interactions according to Myers-Markedness Scotton's Model (MM) (1993b). She lays an account of CS based on the notion of one-to-one relationships between specific social meanings and specific languages.

6. Types of Codeswitching

In what follows the views of the two well-known scholars will be explained in detail:

6.1. Poplack's (1980)

a. **Inter-sentential CS:** This type of CS happens at the clause or sentence level. When producing this type, one ought to be fluent in both languages to construct grammatical sentences that follow syntactic norms.

When producing this type, one ought to be fluent in both languages to construct grammatical sentences that follow syntactic norms.

b. **Intra-sentential CS:** it happens in the middle of a sentence, clause, or phrase. Intra-sentential CS is the most sophisticated than others types. It might happen at a sentence, a clause, a phrase, or a morpheme. It usually happens without stops or delay, whether intentionally or unintentionally. Speakers who use this kind should be fluent in both languages' grammar.

c. **Tag switching:** Among the other types, it is the easiest one, because it occurs without breaking the syntactic norm. In other words, it is the free insertion of tag components, phrases, briefly fixed clauses, or sentences in a different language as an ethnic identity identifier with few syntactic limits. This kind includes a discourse marker, such as (OMG, already, so, you know, I mean,...etc.).

6.2. Meyris Scotton's (1993)

Scotton's classification included two types of CS:

a. **Inter-sentential switching:** This switching takes place outside the clause or sentence levels.

- b. Intra-sentential switching: This switching occurs within the same sentence or clause. In this type, she claims that, when a speaker is switching the language, the dominant language will set the grammar and morphosyntactic frame of CS.

This study focused on three prime types of switches identified by Poplack (1980), and her classification has been agreed upon by many researchers.

7. Reasons of Codeswitching

There are many of possible reasons that trigger the process of CS and many linguists examine the functions and reasons behind it. According to Kim (2006) the essential factor behind the using of CS are: situations, attitudes, and interlocutors. Whereas by Hoffman (1991) suggests seven reasons for CS: talking about a particular topic, quoting from somebody else, being emphatic about something, interjection, repletion for clarification, expressing group identity, and intention of clarifying the speech content for interlocutor. Malik (1994) explains several reasons behind the using of CS such as: lack of register, lack of facility, semantic significance, the mood of speaker, habitual expression, to emphasize a point, to address the different audience, to show identity with a group, to attract attention, pragmatic reasons. (Sabti et al,2019) claims, in his study, the factors behind the CS phenomena are: the linguistic, technology, and political factors.

8. Matrix Language Frame (MLF)

There are some prevailing theories directorial modern researches on the subject of CS. The MLF is a production-based theory used to explain the grammatical, syntactic, and morphological coordination of multiple language units in CS discourse. Myers-Scotton (2002) did extensive research in identifying the roles of participants' languages in the formation of "matrix" and "embedded" languages in bilingual communication acts.

Myers-Scotton (1993) created MLF, which gained a lot of followers and support. The matrix language, which regards as base language, exists as a dominating language frame into which the code switches are injected as embedded language items which regards as guest language, according to the premise of this theoretical frame. She defines classical CS as the grammatically correct usage of one language as the matrix language.

MLF deals with constraints of CS, the occurrence of this constraints is due to the fact that CS has been demonstrated to be rule governed (Poplack, 1980). There are founded on grammatical, and pragmatic principles.

9. Methodology

Sample

The data consists of four randomly selected vlogs taken from YouTube platform. It was collected from four Youtube channels belonging to Iraqi YouTube's influencers namely; Mina al-Sheikhly, Zainab al-Eqapi, Ali Najm and Lowi Sahi. One vlogs from each influencer to achieve an objective comparison between females and males. The YouTube's influencers ranged in age from twenty eight to thirty years and their specializations namely, lifestyle.

Data Analysis

Codeswitching is used to examine the actual speech of YouTube's influencers through their vlogs in YouTube channels. The analytical method of CS helps to categorize patterns of CS according to syntactic categories. This study is quantitative and qualitative in nature. The frequency distribution is used in quantitative analysis to transform a disorderly set of figures into a set of systematized and categorized data. As (Gravetter & Wallnau, 2008:36) state "an organized tabulation of the number of individuals located in each category on the scale of measurement". The qualitative methods is used to explore the constraints that governed CS in ML and the reasons for CS.

The data analysis employed both inductive and deductive techniques. In this study, both quantitative and qualitative methods depend on inductive forms of analysis to provide extensive explanations of CS. The deductive technique ; however, is used to test the rightness of previous theories regarding the constraints that restrict CS in different contexts. To categorize the types of CS poplacks' (1980) approach is employed. And to explain the morpho-syntactic aspects, Myers-Scotton's approach (1993) which is the MLF is employed.

Discussions and Findings

This study focuses exclusively on types of CS and morpho-syntactic changes. The examples below elicited from the samples in this study, illustrate the types of CS.

Based on all observations in data analysis, it is found that CS has been used in four vlogs by four YouTube's influencers al-Sheikhly, al-Eqapi, Sahi and Najm.

Table (1) shows the frequency and the percentage of each type of CS used by YouTube's influencers.

(Table 1: The Types of CS)

Youtubers	Inter-sentential CS		Intra-sentential CS		Tag switching		Total	
	Freq.	pct.	Freq.	pct.	Freq.	pct.	Freq.	pct.
alsheikhly	1	1	72	55	3	2%	76	58%
al-Eqapi	2	2	10	8	2	2%	14	11%
Sahi	1	1	25	19	2	0	26	20%
Najm	0	0	15	11	0	0	15	11%
Total	4	3	122	93%	7	4%	131	100%

As evident, the data shows (131) of CS that involve inter-sentential CS, intra-sentential CS and tag switching. The table above compares the number of CS occurrences found in the speech of the samples in question. Intra-sentential CS is the most numerous of the others with a total of (122) of all data. This type is used by al-Sheikhly, al-Eqapi, Sahi, and Ali and frequent 72, 10, 25, and 15 times respectively.

Intra-sentential CS are divided into categories: multi-word, single-word and even within word. It can be occurs within clause, phrase, or word boundaries. The following example will illustrate this type of CS:

At phrase level

Ex: **Mina al-Sheikhly**

- هذا الكعب من اكثر ال هاي هيلز الي عندي والبسهم باستمرار.

- This heel is one of the most high hills I have and I always wear them.

In above example, phrase from EL (high hills), inserts in the ML.

At lexical level:

Ex: **Lowi Sahi**

- حتى ما تصوير ستريس بعد ٣ ايام, لازم تنزل ومتعرف شتنزل.

- If you don't want to get stress after 3 days, you need to post one that attracts the audience and you do not know what to post.

Sahi, in his speech insert one lexical item from English (EL) within Arabic sentence (ML).

At morpheme level:

Ex: Ali Najm

- اني اريد بل فلوكات الجايه اريدكم تكتشفون دبي اكثر.

- What I want from you in the next vlogs is to discover Dubai more.

Here, CS occurs between English noun (free morpheme) and Arabic plural marker.

According to inter sentential, this switching is used only (4) times and consist 3% of all data. It occurs outside clause or sentence boundaries.

Ex: **Mina al-Sheikhly**

- محضر تلکم فيديو بيه وصفه خورافية، ستي تيوند فور ات، اشوفکم، باي باي .

- I prepared for you a video with an unbelievable recipe, stay tuned for it; see you, bye bye.

The switching occurs between two sentences, each sentence has its own grammar. It means there is no overlapping between L1 and L2 grammar.

Tag switching is used as an ethnic marker in another language, it can be used as sentence filler or a short fixed phrase. The number and percentage of this type are (7,6%). Al-Sheikhly (3), al-Eqabi (2), Sahi (2) times.

Ex: **Mina al-Sheikhly**

- سو الي حضر تلکم اياه انه لوكات مختلفة.

- So what I have prepared for you is different looks.

The present example has a tag switching because al-Sheikhly inserts the English tag (ok) into an Arabic sentence. There is an insertion of sentence filler from the English language (EL) into Arabic (ML).

Morpho-Syntactic Aspects

English and Arabic are typologically distinct in many aspects; for example, Arabic is an (Asian) language, whereas English is a Germanic (European) language (Alduais, 2012). Regardless of these distinctions, they have been used heavily in sociolinguistic contexts. The following sections discuss the morpho-syntactic aspects that may be affected in CS process in YouTube influencers' speech.

a. The Genitive

In Arabic as the English language, there are several gender-based grammar. In Arabic, the present tense verb is indicated to it by adding the feminine marker (t), or the masculine marker (y), while in English, gender is relevant to pronouns. As the following:

Ex: Zainab al-Eqapi

- السيارة كلش حلوة وعملية و**سستم** ال**ايكونومي** اللي هي بس توكون بمكان تطفى, **تسيف** باترول.
- The car is very nice and practical and it has the **economic system** that turns it off, when you stop in a place it **saves** petrol..

Here, the Arabic prefix (t) is added to English word (save), because the ML is Arabic while the EL is English. Hence, the ML is governed the EL.

According to the possessive case, in Arabic, the pronoun suffixes are (km, h, y/ كم, ه, ي), whereas English has (your, his. My, ...etc.) to express possession.

Ex: Mina al-Sheikhly

- عدهم خدمة استرجاع اذا ال **ساييز** مو **ساييزكم** او اكو مشكلة بالقطعة.
- They have a return service if the **size** is not your **size** or there is a problem with the piece.

The ML is governed the EL. hence, the Arabic possessive pronoun of the 2nd person (km) is added to the English word (size).

According to the possessive pronoun of the 1st person, the following example illustrate it.

Ex: Ali Najm

- احب الايقاع اللي عايشه ببغداد چنتو انتو تشوفون من خلال **فلوكاتي**.
- I love the way lived in Baghdad that you were watching through **my vlogs** ..

The Arabic possessive pronoun (-اتي) is added to English noun (vlog).

Another essential difference between Arabic and English can be noted obviously in possessive constructions. In Arabic, the possessor comes after the possessed, while in English, the nominal possessor comes before the possessed.

Regarding to the prepositions pronoun, the researcher notes that prepositions pronoun are attached to the nouns. As the following example:

Ex. Ali Najm

- اني اريد بل **فلوكات** الجايه اريدكم تكتشفون دبي اكثر
- What I want from you in the next **vlogs** is to discover Dubai more.

The inseparable Arabic prepositions (b/ـ)with (ال) are combine with the English word (**vlog**). The Arabic bound morphemes are added to the English free morpheme.

Another Arabic prepositional pronoun is (ـل), it is also combine with English word, as the example bellow:

Ex. Ali Najm

- اني گاعد اتحضر حتى اروح لل **جيم**. ال **جيم** الي اني اتمرن بيه هو ال يو اف سي

- Now I'm preparing to go to the **gym**. The **gym** in which I'm practicing in is called the UFC..

The Arabic bound morpheme (لل) is compose of the Arabic prepositional pronoun (ل) and the definite article (ال), they combine with English free morpheme (gym).

b. Duality and Plurality

In Arabic, the duality system is usually employed by adding (ان) or (ين). In the data examined the duality case is found in al-Sheikhly's vlog, as the following.

Ex: Mina al-Sheikhly

- نجى هسه على اخر **لوك** الصراحة انى جنت مختارة **لوكين**.

- Now, we come to the last **look**; frankly, I had chosen two **looks**.

Here, the dual marker of Arabic (ين) is annexed to the English noun (look). While the plurality system, in Arabic, is classified into two types: the sound and the broken. The sound feminine plural case has been found in the data collected. It has been formed by adding the Arabic feminine plural marker (ات).

Ex. Ali Najm

- طبعا هنانه ال **جيم** بلعاده بيه اكثر من **كلاس**, هوايه **كلاسات**, **كروس فت**, **بوكسينك**.

- Of course, the gym here usually has more than one **class**, many **classes**, **Cross Fit**, **Boxing**.

Najm, in above example, pluralizes the English nouns by adding the Arabic feminine plural suffix (ات).

c. Definiteness:

English and Arabic have definiteness and indefiniteness categories. In English the indefinite articles are (a) and (an) as, while the definite article is (the). In Arabic, the definite article is (ال).

Ex: Mina al-Sheikhly

- كلش كلش حبيت ال **برنت**.

- I loved the **print** very much.

The Arabic bound morpheme (ال) of ML is added to the free morpheme (noun) of EL.

The Arabic definite article (ال) is used a lot in Arabic language, as a contrary in English. As a result to interference, the definite article (ال) is integrated to a large extend with English nouns. As the example bellow:

Ex: **Mina al-Sheikhly**

- هذا اللوك او البرنت الي يسموه كاموفلاج .
- This look or print that is called camouflage.

d. Sentence Structure

In English, an NP is an essential and first element in any simple sentence unless it is changed to another structure such as the imperative or question. Whereas, in Arabic, there are two basic types of sentences: verbal and nominal sentences.

Ex: **Mina al-Sheikhly**

- هذا اللوك كلش كلاسيك .
- This look is very classic.

According to word order, English has fixed word order (S-V- O), whereas in Arabic, either (S-V-O) or (V-S-O), the verb may precede the subject, it has a free word order.

Ex: **Mina al-Sheikhly**

- تسيف باترول .
- It saves Patrol.

With adjective structure, in Arabic, adjective follow the nouns. While in English, the opposite is true, they come before the nouns they modify.

Ex: **Mina al-Sheikhly**

- يحطلكم شنو هي النيو كولكشن و شنو الاشياء الي عليها دسكاونت .
- In the website they put the new collection and what are the things that have a discount.

Reasons of CS

As far as the data analysis is concerned, the researcher found (9) reasons behind using CS. Table (2) shows the reasons for using CS by Iraqi influencers.

(Table 2: Reasons of CS)

Seq.	Reasons of CS	Najm	Sahi	Al-Sheikhly	Al-Eqapi	Total
1.	Media effect	15 9%	2 1.2%	31 18.6%	3 1.8%	51 30.5%
2.	Habitual use	5 3.0%	3 1.8%	23 13.8%	4 2.4%	35 21%
3.	Prestige	-	3 1.8%	27 16.2%	-	30 18%
4.	Attract attention	-	4 2.4%	16 9.6%	-	20 12%
5.	Lexical need	-	5 3.0%	7 4.2%	1 0.6%	13 7.8%
6.	Register need	4 2.8%	1 0.6%	-	1 0.6%	6 3.6%
7.	Clarification	-	-	1 0.6%	5 3%	6 3.6%
8.	Mood of speaker	-	2 1.2%	1 0.6%	1 0.6%	4 2.4%
9.	Making a point	-	1 0.6%	-	1 0.6%	2 1.2%
	Total	24 14.4%	21 12.6%	106 63.5%	16 6.9%	167 100%

As seen from table No.(2), the reasons for the use of CS, which is heavily attributed to the **media effect** is 30.5% of data. The function of this reason is to follow the trend and be trendy.

Ex: **Mina al-Sheikhly**

- بنهاية الفيديو تصوتون يا اكثر **لوك** حبيبتوه .

- At the end of the video, you vote for which **look** you liked the most.

The **habitual use** it is the second highest one among the others and represents (35,21%). Some expressions are very commonly used in our daily life, hence it become produce spontaneously, and are not restricted to a specific setting.

Ex: **Ali Najm**

-تسوي حجز وتدخل فري ضمن الاشتراك مالتك .

- You make a reservation and enter for **free** with your participation..

The **Prestige** consists of (30,18%). The function of this reason is to show off. So it is not surprising to see this reason as the third among the others because influencers tend to give their audience the impression that they are from a well-educated social class by using CS.

Ex: **Mina al-Sheikhly**

- تكدرين ترهميه على اكثر من لبسة, هاي نمبر ون.

- You can make it fit more than one dress, this is **number one**.

The **attract attention** frequents (20) times and consists 12% of the data. The influencers tend to use CS when they wants to attract the audience's attention.

Ex: **Lowi Sahi**

- نوع من التوتر من قبل التالنت, لان احنة جاي نقترح عليهم مشروع كلش جيير.

- There is a kind of stress from the **talent**, because we are suggesting a very big project for them.

The **lexical need** is (13,7.8%). The current reason happen due the lack of facility to express a lexical term in their tongue language or they cannot recall it at the moment of speech.

Ex: **Lowi Sahi**

- ماكو شركة ميديا بالعراق تشتغل على المستوى العالمي.

- There is no **media** company in Iraq working at the international level.

The **register need**, appears in (3.6%) of data and frequents (6) times. This reason occurs as a result to the lack of knowledge of appropriate words in first language in a particular topic such as career, technology, ...etc.

Ex: **Ali Najm**

- راح اشوفكم شلون اكل, شلون اتسوق, راح اسويلكم فلوك شلون اقضي يومي بمبلغ جدا بسيط.

- I will show you how to eat, how to shop, I will make a **vlog** for you, and how do I spend my day with a very small amount of money.

The **clarification** also consists (3,3.6%). Here, the YouTube's influencers use CS to clarify specific word or even idea to their audience.

Ex: **Zainab al-Eqapi**

- ماكو عندي مواقف مجانية قريب سكني لازم ادفع مال ٥ ايام اللي هي ١٦ يورو يعني اتس اوكي
- I don't have free parking near my residence, so I have to pay money for 5 days, which is 16 euros. **It's ok.**

Whereas the **mood of speaker** is (4,2.4%). YouTube's influencers tend to use CS to express their emotional feeling or when they are in specific mood such as surprise, the following example illustrate this:

Ex: **Zainab al-Eqapi**

- هو از نس! منو اني تخيلو انو صورتني معلقة ب Ottobock!!!
- **Who is this?** Is it me? Imagine that my picture is hanging on the Ottobock!!!

The **making a point** is (2,1.2%). The current reason happens to explain an opinion or concept. So, it usually occurs in a complete clause or sentence.

Ex: **Lowi Sahi**

- حجيت وياكم باندفاع عالي لان واثق اكو زوايا بالشغل اقدر افيدكم بيها واذا افيدكم بيها اني هم بالنهايه, اتس كونابي اكسبوجر فور مي فور ساهي ميديا , فكلش اكسايتد .
- I spoke with you with a big rush because I am sure that there are some perspectives in the work that I can help you with and help me in return at the end, **it's gonna be exposure for me , for Sahi Media** , so I am very **excited.**

Findings

As far as the data is concerned, (119) CSs have been found. The table below shows the frequency and percentage for each type of CS.

(Table 3: types of CS)

	Inter-sentential CS	Intra-sentential CS	Tag switching	Total
Total	4-3%	108-91%	7-6%	119-100%

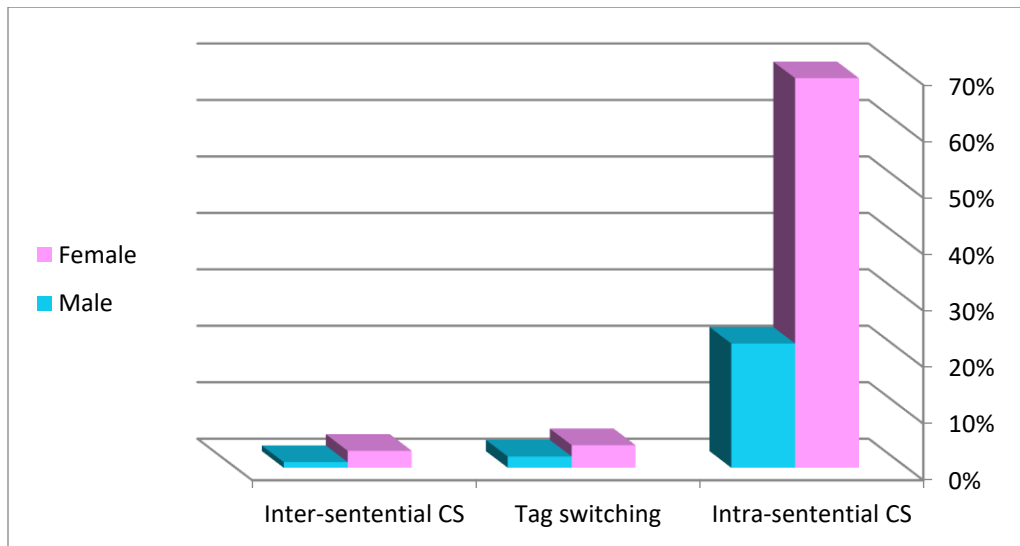
It has been found that that intra-sentential CS is the most common among the other types of CS; it frequents (108) times and consists (91%) of the data. This percentage of this type confirms Scheu's (2000) assumption that intra-sentential CS is the most frequently used among all the types of CS.

while tag switching is frequent (7) times and represent (6%) of the data. Inter-sentential CS frequents (4) times and consists (3%) of the data. It is the less frequent among the other types.

According to CS at gender differences, The table below explain the frequency and percentage for each type of CS at gender differences addition to the figure to give clearer picture :

(Table 4: Types of CS at Gender Differences)

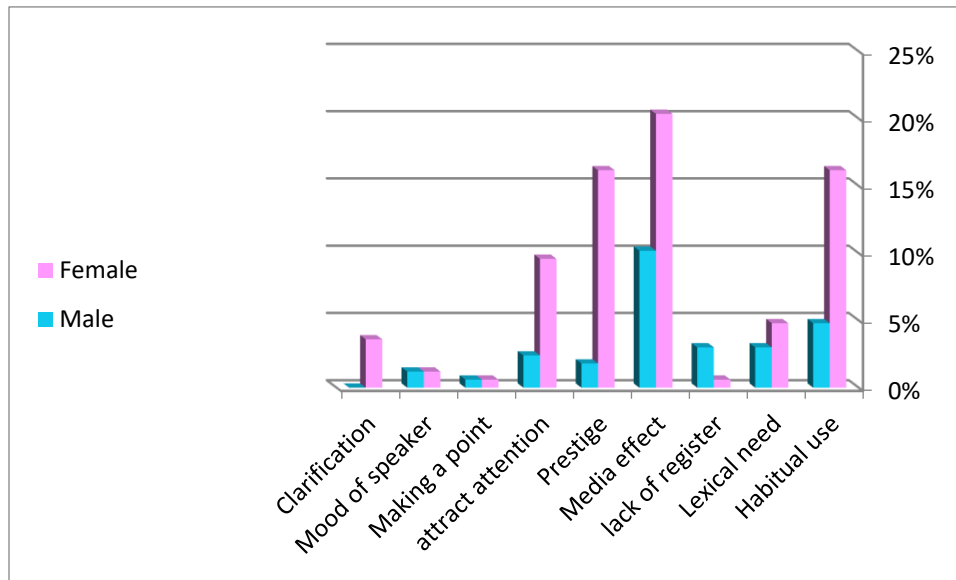
	Inter-sentential CS	Intra-sentential CS	Tag switching	Total
Female	3-3%	82-69%	5-4%	90-76%
Male	1-1%	26-22%	2-2%	29-24%



(figure 1: Types of CS at Gender Differences)

As shown in table (4) and figure (1), females used CS almost three times more than males. The former use it (76%), and the latter use it (24%). In an intra-sentential CS. Females use this type (82) times; they use it four times as much as males, while males use it (26) times. In an inter-sentential CS, Females use it more than males; the former use it (3) times while the latter use it only once. With tag switching, females use this type (5) times, whereas males use it only twice.

Gender-based reasons have been investigated. The following figure illustrate this difference.



(Figure 2: Reasons of CS at gender differences)

As seen in figure (2), females use CS more than males with all reasons except the reason of lexical need. The media effect, habitual use, and prestige are the most prominent reasons among the others; they consist (30.5%, 21%, and 18%) respectively. Attract attention, lexical need, lack of register, and clarification are consist (12%, 7.8%, 5.6%, and 3.6%) While the mood of speaker and making a point are the lowest among other reasons, they consist (1.2% and 2.4%).

Conclusion

The study has arrived at the following conclusions:

1. Inter-sentential CS occurs at clause or sentence levels without violating either semantic meaning or sentence's syntactic.
2. Intra-sentential CS occurs within a clause or sentence level. So, this type happens in small linguistics units. Although this type is the most complex structurally and requires knowledge in both Arabic and English, it is used most among other types because the insertion of small linguistic units from one language to another is easier than a complete sentence.
3. Tag switching is used less than intra-sentential CS. This type appears in greeting expressions or fixed phrases belonging to another language. It occurs freely without any syntactically risky.

4. There are many morpho-syntactic violations in the CS process due to the interference between Arabic and English. Additionally, ML has governed the EL.
5. CS is possible and acceptable despite the typological differences between Arabic and English at various syntactic levels, sentence, clause, phrase, word, and even morpheme. This defeats the claim made by Poblack (1980) that CS may not occur between a free morpheme and a bound morpheme except in borrowing cases.
6. YouTube's influencers don't use CS randomly, but they use it as a strategy for a specific purpose, such as: follow the trend, habitual practice, or prestigious purpose.

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Appendices

Appendix (A)

Mina al-Sheikhly

	شئو صار بيه بتسوق العيد؟ / šnw šār byh btswq āl'yd? What happened to me on Eid shopping? (4)
Seq.	Data
1.	<u>سوري</u> تاخرت عليكم بفيديو تحضيرات العيد.

	<p>sorry tāhrt 'lykm bfydyw thdyrāt āl'yd. Sorry for being late, I was busy with the preparations of Eid's video.</p>
2.	<p>سوينا كونتنت محتوى عن بغداد. swynā content mhtwā 'n bgdād. We make a content about Baghdad.</p>
3.	<p>كلش فرحت بهذا التعاون لان فارفيتج بيه براندات كلش عالمية. klš frht bhdā ālt'āwn lān fārfytg byh brandāt klš 'ālmih. I was so happy about this cooperation because Farfetch has very famous international brands.</p>
4.	<p>اكو ال براندات الي هي نغدر نغول افوردبل بس ال كواليتي مالتها تخبل. ākw brandāt āly hy ngdr ngwl affordable bs āl quality mālthā thbl. There are brands that we can say are affordable, but their quality is wonderful.</p>
5.	<p>سو الي حضر تلکم اياه انه لوکات مختلفة. so āly hḍrtlkm āyāh ānh lwkāt mhtlfh. So what I have prepared for you is different looks.</p>
6.	<p>اني عادة بالعيد ما اشتري هاي ال لوکات الكلش غريبة او تكون تريندي. āny 'ādī bāl'yd mā āstry hāy āllookāt ālklš grybh āw tkwn tryndy. In Eid ,I usually do not buy these looks, which are very strange or trendy.</p>
7.	<p>الاشياء الي اختاريناها ميكس اند ماتچ يعني اكو اشياء شوية فورمال واكو اشياء شوية غريبة واشياء كلاسيك. ālāšyā' āly āhtārynāhā mix and match y'ny ākw āšyā' šwyh formal wākw āšyā' šwyh grybh wāšyā' classic. The things we chose, mix and match. That is, things are little formal and things are little weird as well as classic things.</p>
8.	<p>كلش متحمسة اشوفکم ال كولكشن الي سويناه . klš mthmsh āšwfk m ālcollection āly swynāh. I am so excited to show you the collection we made.</p>
9.	<p>الحو انه عدهم ساييزات مختلفة على الموقع. ālh lw ānh 'dhm sizāt mhtlfh 'lā ālmwq'. The nice thing is they have different sizes on the site.</p>
10.	<p>قبل ما نبلش الفيديو سبسكرايب وشغلو جرس التنبيه. qbl mānblš ālvydyw subscribe wšglw ḡrs āltnbyh. Before we start the video, subscribe and turn on the alarm bell.</p>
11.	<p>اول لوک اختاريتها هي من براند اسمها تويلف ستوريز. āwl look āhtārythā hy mn brand āsmhā twylf stwryz. The first look I chose is from a brand called "Twelve Stories."</p>
12.	<p>فارفيتج, بيه ال براندات العالمية اللي هي تعتبر غالية. Fārfytg, byh ālbrandāt āl'ālmih āly hy t'tbr ḡālyh.</p>

	Farfetch contains international brands that are considered expensive.
13.	راح اعلمكم اني شلون اسوي شوبيينك بهاي المواقع. rāḥ ā`lkm āny šlwn āswy shopping bhāy ālmwāq`. I will teach you how to do shopping on these sites.
14.	بالموقع يحطون شنو هي ال نيو كولكشن و شنو الاشياء الي عليها دسكاونت . bālmwq` yḥṭwn šnw hy ā new collection w šnw ālāšyā` āly `lyhā discount . In the website they put the new collection and what are the things that have a discount .
15.	تقدرين ترهميه على اكثر من لبسة، هاي نمبر ون . tgdryn trhmyh `lā ākṭr mn lbsh hāy number one . You can make it fit more than one dress, this is number one .
16.	نمبر توي الجنطة لازم تكون فد شي عملي. number two ālchnṭh lāzm tkwn fd šy `mly. Number two , the bag must be a practical one.
17.	شنو رايمك بهذا ال لوك ؟ هذا ال لوك رقم واحد. šnw rāykm bhḏā ā look ? ḥḏā āl look rqm wāḥd. What do you think of this look ? This look is number one.
18.	بنهاية الفيديو تصوتون يا اكثر لوك حبيتوه . bnhāyṭ ālvdydw ṭswṭwn yā ākṭr look ḥbyṭwh. At the end of the video, you vote for which look you liked the most.
19.	شنو رايمك بهاي ال لوك ؟ ادري هذا اللوك كلش كلاسيك . šnw rāykm bhāy ā look ? ādry ḥḏā āllwk klš classic . What do you think of this look ? I know this is very classic one.
20.	راح ار اويكم ال اوبشن الاول الي متت عليه . rāḥ ārāwykm ā option ālāwl āly mtt `lyh. I will show you the first option that I loved.
21.	عدهم خدمة استرجاع اذا ال ساييز مو سايزكم او اكو مشكلة بالقطعة. 'dhm ḥdmh āstrġā` āḏā ā size mw size km āw ākw mšklh bālqṭ`h. They have a return service if the size is not your size or there is a problem with the piece.
22.	الحلو بيهم انو همه عدهم ساييزات كلش جبيرة وتفيد الكل. ālḥlw byhm ānw hmh `dhm size āt klš chbyrh wṭfyd ākl. The nice thing about them is that they have very larg sizes for everyone.
23.	راح اسويكم فيديو بال ريلز على الانستكرام .

	<p>rāḥ āswylkm vdyw bāl<u>reels</u> 'lā ālānstgrām. I will make a reels video for you on Instagram.</p>
24.	<p>نوعيته كلش حلوة وتگدرون تلبسوه ويه صندل الي هي ال<u>سنيكرز</u> هم تطلع كلش حلوة. nw'yth klš ḥlwh wtgdrwn tlbshw wyh ṣndl āly hy āl<u>sneakers</u> hm tṭl' klš ḥlwh. Its quality is very beautiful, and you can wear it with sandals, which is called sneakers, it also looks very beautiful.</p>
25.	<p>تصير بيه هوايه <u>لوكات</u> هذا الفستان. tṣyr byh hwāyh lookāt ḥdā ālfstān. Many looks can be made from this dress.</p>
26.	<p>راح اصوركم فد شي اكيد على ال<u>ريل</u> تشوفوها. rāḥ āṣwrlkm fd šy ākyd 'lā āl reel tšwfwḥā. I am going to record something for you which I am sure you will see it on the reel.</p>
27.	<p>هذا الكعب من اكثر ال<u>هاي هيلز</u> الي عندي والبسهم باستمرار. ḥdā ālk'b mn āktr āl high heels āly 'ndy wālbshm bāstmrār. This heel is one of the most high hills I have and I always wear them.</p>
28.	<p>البسها طول اليوم، <u>ايفينتات</u>، عندي گعدة، عندي اجتماع . ālbshā ṭwl ālywm, eventāt, 'ndy g'dh, 'ndy āḡtmā'. I wear it all day, when I attend social events and when I have a meeting.</p>
29.	<p>نگدر نسوي بيه <u>لوكات</u> مختلفة مثل چاكيث چينز ويه <u>سنيكرز</u> او صندل . nkdr nswy byh lookāt mḥṭlfh mṭl chākyt chynz wyh snickers āw ṣndl. We can make different looks with it, such as a jeans jacket with sneakers or sandal.</p>
30.	<p>هذا چان عليه <u>دسكاونت</u> فجبته ويه ال<u>دسكاونت</u> . ḥdā chān 'lyh discount fḡbth wyh āl discount. This has had a discount, so I added it to other discount.</p>
31.	<p>هسه نروح ل<u>لوك</u> الخامس. شنو راكيم بال<u>لوك</u> العسكري . hsh nrwḥ look ālhāms. šnw rāykm bāl look āl'skry. Now, we go to the fifth look. What is your opinion about the military look?</p>
32.	<p>هذا ال<u>لوك</u> او ال<u>پرنت</u> الي يسموه <u>كاموفلاج</u> . ḥdā āllook āw āl<u>print</u> āly ysmwh camouflage. This look or print that is called camouflage.</p>
33.	<p>كلش كلش حبيت ال<u>پرنت</u> . klš klš ḥbyṭ āl<u>print</u>. I loved the print very much.</p>

34.	<p>اگدر البس البنطرون وحد والتوب وحد. āgdr ālbs ālbnṭrwn wḥd w āl top wḥd. I can wear trouser alone and top alone.</p>
35.	<p>اني عادة احب اسوي ميكس اند ماتج بس طبعاً، بت ان مايند انه ساييز البنطرون كلش كبير. āny ‘ādī āḥb āswy mix and match bs ṭb‘ā, bt ān māynd put in mind ānh sāyz ālbnṭrwn klš kbyr. Usually, I like to mix and match, but of course, put in mind that the size of the trouser is very large.</p>
36.	<p>اني كلش احب براند اسمها باي فار. āny klš āḥb brand āsmhā bāy fār. I really like a brand called ByFar.</p>
37.	<p>براند باي فار حتى اسعارها حلوة للبنوتات الي يحبون يسوون انفست باللوك مالهم . brand bāy fār ḥtā ās‘ārḥā ḥlwh llbnwtāt āly yḥbwn yswwn invest bāllook mālhm. Brand By Far’s prices are even good for girls who like to invest in their look.</p>
38.	<p>هسه غيرنا التوب لبست وياه قميص ابيض اوفر ساييز وصار عدنا هذا اللوك. hsh ḡyrnā āltop lbst wyāḥ qmyš ābyḍ over size wṣār ‘dnā ḥdā āllook. Now, we changed the top, I wore a white oversize shirt with it, to get this look.</p>
39.	<p>سوو هسه كتبولي بالتعليقات يا لوك اكثر حبيته. so hsh ktbwly bālṭalyqāt yā lwk āktr ḥbytwḥ. So, now you have to write to me in the comments about which look you liked most?</p>
40.	<p>نجي هسه على اخر لوك الصراحة اني چنت مختارة لوكين. nḡy hsh ‘lā āḥr look ālṣrāḥḥ āny chnt mḥtārḥ lookyn. Now, we come to the last look; frankly, I had chosen two looks.</p>
41.	<p>حلو اذا يكون عدكم فد شي كلش فورمال . ḥlw ādā ykwn ‘dkm fd šy klš formal. It's a nice thing if you have something very formal.</p>
42.	<p>اگدر البسه وياه توب وكعب، كلش فورمال . āgdr ālbsh wyḥ twb wk‘b, klš formal. I can wear it with a top and heels, very formal</p>
43.	<p>ويه التوب وجاكيت جينز او مثلاً سنيكرز . wyḥ āltop wḡākyt ḡynz āw mtlā snickers. With a top and a jeans jacket or, for example, sneakers.</p>
44.	<p>راح ار اويمك اياه بالريلز . rāḥ ārāwykm āyāḥ bāl reels. I will show it to you in the reels.</p>

45.	اتمنى انه حبيتو ال لوكات كتبولي شنو هي ال لوك المفضلة عدكم. ātmnā ānh ḥbytw ā llook āt ktbwly šnw hy ā llook ālmfđlh ‘dkm. I hope you like the looks . Write to me what is your favorite look .
46.	تگدرون تستفادون من هذا ال كود . tkdrwn tstfādwn mn hđā ā lcode . You can get benefit from this code .
47.	راووني ال لوكات مالكم ع الانستكرام وشاركوني بيها. rāwwny ā llook āt mālk m ‘ ālānstrām wšārkwny byhā. Show me your looks on Instagram and share them with me.
48.	وتضغطون على سبسكرايب وتفلون جرس التنبيه. باي باي wtđgṭwn ‘lā subscribe wtf‘lwn ġrs āltnbyh. Baybay Click on subscribe and activate the alarm bell. Bye bye

Appendix (B)

Zainab Al-Eqapi

Seq.	Data
	جاهزين تشوفون شكلي الجديد ؟ / gāhzyn tšwfw n škly ālğdyd/ Are you ready to see my new look? (1)
1.	هاي اهلا بكم في سيارتي. شلونكم. Hi āhlā bkm fy syārty, šlwnkm? Hi. Welcome to my car, how are you?
2.	هذا الفيديو راح يحمل بعض المقتطفات اليومية من حياتي هنا بهاي الفترة. دا احاول بل ويك ايند انو ارواح لمدينة ثانية. hđā ālvydyw rāḥ yḥml b ‘đ ālmqṭṭfāt ālywmyh mn ḥyāty hnā bhāy ālftrh. dā āḥāwl bl weekend ānw ārwḥ lmdynh tānyh. This video will contain some daily excerpts from my life here at present. At the weekend , I am trying to go to another city.
3.	عدهم شارع اسمه (الوتو بان) اللي هو السرعة الغير محدودة بس نهدي نهدي ايزي ما اسوق بسرعة متهورة. ‘dhm šār ‘ āsmh (ālāwtw bān) ālly hw ālsr ‘h ālğyr mḥdwdh bs nhdy nhdy easy mā āswq bsr ‘h mthwrh. They have a street called (Auto Ban), in which the speed is unlimited , but easy easy I don't drive at a reckless speed.
4.	راح اخذكم وحدة من هذه المغامرات بس اسافر بل ويك ايند . هي دائما مغامرة لان احيانا اضيع. rāḥ āḥdkm wḥdh mn hđh ālmğāmrat bs āsāfr bl weekend . hy dā ‘mā

	<p>mgāmri lān āḥyānā ādy' . I'm going to take one of these adventures with you when I travel on the weekend. It's always an adventure because sometimes I get lost.</p>
5.	<p>صحيح ، ما انطيتكم ابديت عن رجلي. حاليا القالب الاصطناعي التجريبي صغرولي ياه. shyh 'mā āntytkm update 'n rgly. ḥālyā ālqālb ālāṣṭnā'y āltgryby sgrwly yāh. By the way, I didn't give you an update on my leg. Currently I have get my experimental synthetic mold downsized .</p>
6.	<p>السيارة كلش حلوة وعملية وسستم ال ايكونومي اللي هي بس توگفون بمكان تطفى هي تسيف باترول. ālsyārḥ klš ḥlwh w'mlyh w system āleconomy ālly hy bs twgfw n bmkān ttfā hy tsave petrol. The car is very nice and practical and it has the economic system that turns it off, when you stop in a place it saves petrol.</p>
7.	<p>ماكو عندي مواقف مجانية قريب سكني لازم ادفع مال ٥ ايام اللي هي ١٦ يورو يعني ايس اوكي mākw 'ndy mwāqf mḡānyh qryb skny lāzm ādf' māl 5 āyām ālly hy 16 ywrw y'ny its ok. I don't have free parking near my residence, so I have to pay money for 5 days, which is 16 euros. It's ok.</p>
8.	<p>هو از نس؟ منو اني تخيلو انو صورتني معلگة ب Ottobock Who is this! mnw āny ṭhylw ānw ṣwrty m'lgh b ottobock. Who is this? Is it me? Imagine that my picture is hanging on the Ottobock!!!</p>
9.	<p>هاي التفاصيل كلش مهمه انو واحد يسوي براكتس ومهمتهم همه اللي يعلمونا, بعد هذا ال كلاس خلصت. hāy āltfāsy l klš mhmh ānw wāḥd yswy practise w mhmthm hmh ālly y'lmwnā ṭhṣ b'd ḥdā ālclass ḥlṣt. These details are very important that one does a practise and their job is to teach us. By the end of this class, I have finished.</p>
10.	<p>اريد اختم هذا الفيديو او ال فلوك واكول يارب الله يرزق كل شخص يحتاج اطراف صناعية. āryd āḥtm ḥdā ālvdydw āw ālvlog wāgw l yārb āllh yrzq kl šḥs yḥtāḡ āṭrāf ṣnā'yh. I want to end this video or the vlog by asking God to provide sustenance to everyone who needs prosthetic limbs.</p>

11.	<p>الموضوع مو صعب بس احتاج ايام بس ان شاء اني گدھا .<u>سوو</u> اي ويل كيب يو كايز ابديتيد . ālmwḍwʻ mw ṣʻb bs āḥtāg āyām bs ān šāʻ āny gdhā.<u>so, I will keep you guys updated.</u> The issue is not difficult, but I need days to do it. <u>So, I will keep you guys updated.</u></p>
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Appendix (C)

Ali Najm

Seq.	Data
	<p>ليش تركت بلدي؟ وتعرفوا على تكاليف المعيشة في دبي lyš trkt bldy wtʻ rfwā ʻlā tkālyf ālm ʻyšt fy dby! Why did I leave my country? And also you will be told about the costs of living in Dubai. (1)</p>
1.	<p>اني گاعد اتحضر حتى اروح لل <u>جيم</u>. ال <u>جيم</u> الي اني اتمرن بيه هو ال <u>ufc</u> āny gāʻd āḥḍr ḥtā ārwḥ ll<u>gym</u>. ā<u>gym</u> āly āny ātmrn byh hw āl ufc. Now I'm preparing to go to the <u>gym</u>. The <u>gym</u> in which I'm practicing in is called the UFC.</p>
2.	<p>هو ايه سالتوني بخصوص تكاليف المعيشة بدبي، راح اجزاء لكم هاي المواضيع بس بهذا ال <u>فلوك</u> تگضون يومكم ويايه ونسولف بهاي المواضيع. hwāyh sāltwny bḥṣwṣ tkālyf ālm ʻyšh bdbby, rāḥ āgḏzʻ lkm hāy ālmwāḍyʻ bs bhḍā āl<u>vlog</u> tgḍwn ywmkm wyāyh wnsulf bhāy ālmwāḍyʻ . You asked me a lot about the cost of living in Dubai. I will divide these topics for you, but in this <u>vlog</u>, you are going to spend your day with me and chatting about these topics.</p>
3.	<p>طبعا هنانه ال <u>جيم</u> بلعاده بيه اكثر من <u>كلاس</u>، هو ايه <u>كلاسات</u>، <u>كروس فيت</u>، <u>بوكسينك</u>. ṭb ʻā hnānh āl<u>gym</u> bl ʻādh byh āktr mn <u>class</u>, hwāyh <u>classāt</u>, <u>crossfit</u> ، <u>boxing</u>. Of course, the gym here usually has more than one <u>class</u>, many <u>classes</u>, <u>Cross Fit</u>, <u>Boxing</u>.</p>
4.	<p>اكو <u>ابلكيشن</u> لكل مشترك بداخل ال <u>جيم</u>. هذا ال <u>ابلكيشن</u> بيه ال <u>كلاسات</u> الي راح تكون موجوده خلال الاسبوع. تسوي حجز وتدخل <u>فري</u> ضمن الاشتراك مالتك .</p>

	<p>āk^w application lkl mštrk bdāhl ālgym, hdā āl application byh āl classāt āly rāḥ tkwn mwğwdh ḥlāl ālās^w, tswy ḥğz wtdhl free ḍmn ālāštrāk māltk.</p> <p>There is an application for each participant inside the gym. This application contains the classes that will be available during the week. You make a reservation and enter for free with your participation.</p>
5.	<p>احب الايفاع اللي عايشه بيغداد جنتو انتو تشوفون من خلال فلوكاتي.</p> <p>āḥb ālāyqā' ally 'āyšh bbğdād ġntw āntw tšwfwⁿ mn ḥlāl vlogāty.</p> <p>I love the way lived in Baghdad that you were watching through my vlogs.</p>
6.	<p>اني اريد بل فلوكات الجايه اريدكم تكتشفون دبي اكثر</p> <p>āny āryd blyvlogāt ālgāyh ārydkm tktšfwⁿ dby āktr.</p> <p>What I want from you in the next vlogs is to discover Dubai more.</p>
7.	<p>راح اشوفكم شلون اكل, شلون اتسوق, راح اسويكم فلوك شلون اقضي يومي بمبلغ جدا بسيط.</p> <p>rāḥ āšwfk^m šlwn ākl, šlwn ātswq, rāḥ āswylk^m vlog šlwn āqdy ywmy bmbłg ġdā bsyt.</p> <p>I will show you how to eat, how to shop, I will make a vlog for you, and how do I spend my day with a very small amount of money.</p>

Appendix (D)

Lowi Sahi

	<p>الى القمه - حلقة توقيع المشاهير</p> <p>ālā ālqm^h - ḥlqt twqy' ālmšāhyr</p> <p>To the Top - Celebrity Signature Episode</p> <p>(1)</p>
Seq.	Data
1.	<p>قبل چان الواحد سهل يبيلش يوتيوب بيوم وليلة عادي بدون ستركچر.</p> <p>qbl chān ālwāḥd shl yblš ywtywb bywm wlylh 'ādy bdwn structure.</p> <p>In the past, it was always easy for anyone to start YouTube over a night without a structure.</p>

2.	<p>هسه يوتيوب صار عليه ازدحام, فلازم تدخل بـ ستراتيجي. لازم تدخل بـ اولردي العشر حلقات الجاية, شراح تقدم.</p> <p>hsh ywtywb şār ‘lyh āzdḥām, flāzm tdhl b strategy. lāzm tdhl b already āl‘šr ḥlqāt ālgāyh, šrāḥ tqdm.</p> <p>Nowadays, YouTube is overcrowded. So you have to enter with a strategy.so, you already need to know what will you present in the next ten episodes ?</p>
3.	<p>حتى ما تصير ستريس بعد ٣ ايام, لازم تنزل ومتعرف شتنزل.</p> <p>.ḥtā mā tşyr stress b‘d 3 āyām, lāzm tnzl wmt‘rf štnzl.</p> <p>If you don't want to get stress after 3 days, you need to post one that attracts the audience and you do not know what to post.</p>
4.	<p>اكو نوع من التوتر من قبل الـ تالنت, لان احنه جاي نفترح عليهم مشروع كلش جبير.</p> <p>ākw nw‘mn āltwtr mn qbl āl talent, lān āḥnā ḡāy nqtrḥ ‘lyhm mşrw‘ klš chbyr.</p> <p>There is a kind of stress from the talent, because we are suggesting a very big project for them.</p>
5.	<p>راح يفيد الـ كارير مالتهم انو ينطلقون بطريقة جديدة.</p> <p>rāḥ yfyd āl career mālthm ānw yntlqwn btryqh ḡdydh.</p> <p>It will be useful for their career when starting in a new way</p>
6.	<p>احنه جاي طور جاي نتقف جاي نزرع كل الثقافة والـ اكسبيرينس الي كسبناها بعالم الـ ديجيتال و السوشال ميديا بدبي والعالم جايين تقدمها بالعراق.</p> <p>āḥnh ḡāy ntwr ḡāy ntqf ḡāy nzr‘kl āltqāfh w āl experience āly ksbnāhā b‘ālm āl digital w āl social media bdby wāl‘ālm ḡāyyn nqdmhā bāl‘raq.</p> <p>We are developing, educating, and instilling all the culture and the experience we gained in the digital world and social media in Dubai and the world to be given in Iraq</p>

7.	<p>حجيت وياكم باندفاع عالي لان واثق اكو زوايا بالشغل اقدر افيدكم بيها واذا افيدكم بيها اني هم بالنهايه, <u>اتس كونابي اكسبوجر فور مي فور ساهي ميديا</u>, فكلش <u>اكسايتد</u> .</p> <p>ḥchyt wyākm bāndfā ‘ āly lān wātq ākw zwāyā bālšgl āgdr āfydkm byhā wādā āfydkm byhā āny hm bālnhāyh, <u>it's gonna be exposure for me for, for Sahi Media, fklš excited.</u></p> <p>I spoke with you with a big rush because I am sure that there are some perspectives in the work that I can help you with and help me in return at the end, <u>it's gonna be exposure for me , for Sahi Media</u> , so I am very <u>excited.</u></p>
8.	<p>ماكو شركة <u>ميديا</u> بالعراق تشتغل على المستوى العالمي.</p> <p>mākw šrkṯ <u>media</u> bāl ‘rāq tštgl ‘lā ālmstwā āl ‘ālmī.</p> <p>There is no <u>media</u> company in Iraq working at the international level.</p>
9.	<p>هاي دينا, هاي شنو افتتاحية اليوم! مبدعة بل <u>ايفينتات</u> .</p> <p>hāy dynā hāy šnw āfttāhyH ālywm! mbd ‘ā bl <u>events.</u></p> <p>This is Dina, what an opening event today! you are creative with the <u>events.</u></p>