



DECODING LINGUISTIC BLENDS:

A Semantic Analysis of Code Switching and Code Mixing by Arabic Speakers on LinkedIn

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Abstract: This review paper aims to provide a comprehensive analysis of code-switching and code-mixing practices among Arabic speakers on LinkedIn with an emphasis on their semantic ramifications. In the world of online social networking, code-switching and code-mixing are common occurrences that provide a special platform for people to traverse their many language and cultural identities. This paper also aims to identify the sociolinguistic and linguistic elements that underlie code-switching and code-mixing on this professional networking platform through an extensive literature review and analysis of Arabic-speaking LinkedIn users. Drawing on sociolinguistic theories and code switching models, the study investigates the reasons and patterns of code switching occurrences by Arabic speakers on LinkedIn. The study reveals that Arabic speakers LinkedIn communication involves code switching due to several factors which includes professional networking, cultural identity, language proficiency, authenticity and trust, local expertise, bridging the language gap and social networking norms.

IndexTerms - code switching, code mixing, Arabic speakers, LinkedIn, semantic analysis

I. INTRODUCTION

Language is a dynamic and ever-evolving system that adapts to the needs and contexts of its speakers. Social media platforms have grown to be important venues for engagement and communication in today's interconnected world. LinkedIn stands out as a professional networking site where people from various language and cultural backgrounds come together to interact, share information, and broaden their professional networks. This study explores the remarkable phenomena of code switching and code mixing by Arabic speakers on LinkedIn, with an emphasis on its semantic implications and underlying motives behind these linguistic blends. Focusing on language choice and communication impact, it also aims to explore the semantic implications and functions of code switching and code mixing between English and Arabic by Arabic speakers on LinkedIn to gain insights into the linguistic and social dynamics of multilingual interactions on LinkedIn.

In multilingual societies, code switching and code mixing—the alternation or blending of two or more languages or language varieties within a single discourse—have been extensively documented. Due to the sociolinguistic complexity of their linguistic background, Arabic speakers in particular exhibit a diverse repertoire of language mixing practises. The emergence of LinkedIn as a platform for professional communication provides a unique context to investigate how Arabic speakers negotiate language norms in their digital communication.

1.1. Significance of the Study:

The study deepens our understanding of how individuals use language in online platforms. It will contribute to the existing literature on code switching and code mixing by providing insights specific to the Arabic-speaking LinkedIn community. It enhances the understanding of linguistic diversity and language use in online communication particularly in professional networking setting. With a focus on Arabic speakers on LinkedIn, it lays the foundation for future study on code switching and code mixing in online professional networks

1.2. Objectives of the Study:

Main objectives of this study are:

1. to conduct a semantic analysis of code switching and code mixing by Arabic speakers on LinkedIn.
2. to unravel the semantic motivations behind these language fusions.
3. to offer insight on the social and cultural aspects that affect the choice of language blending strategies in this particular professional setting.
4. to examine the sociolinguistic implications of code switching and code mixing on LinkedIn, including the function of linguistic identity and adaptability in online professional settings.

1.3. Research Questions:

Following research questions serve as guiding rudiment for the present exploration:

- What are the primary reasons and motivations behind Arabic speakers on LinkedIn engaging in code switching and code mixing? Are there specific social, cultural, or professional factors that influence their language choices?
- How do Arabic speakers on LinkedIn perceive code switching and code mixing in their professional communication? Do they consider it advantageous or detrimental to their networking and career prospects?
- How do linguistic blends in code switching and code mixing by Arabic speakers on LinkedIn affect the meaning and semantic nuances of their messages? Do these linguistic practices introduce cultural elements or carry specific connotations?
- What are the potential pedagogical implications of studying code switching and code mixing by Arabic speakers on LinkedIn? How can this knowledge inform language education and curriculum development in Arabic-speaking regions?

II. LITERATURE REVIEW

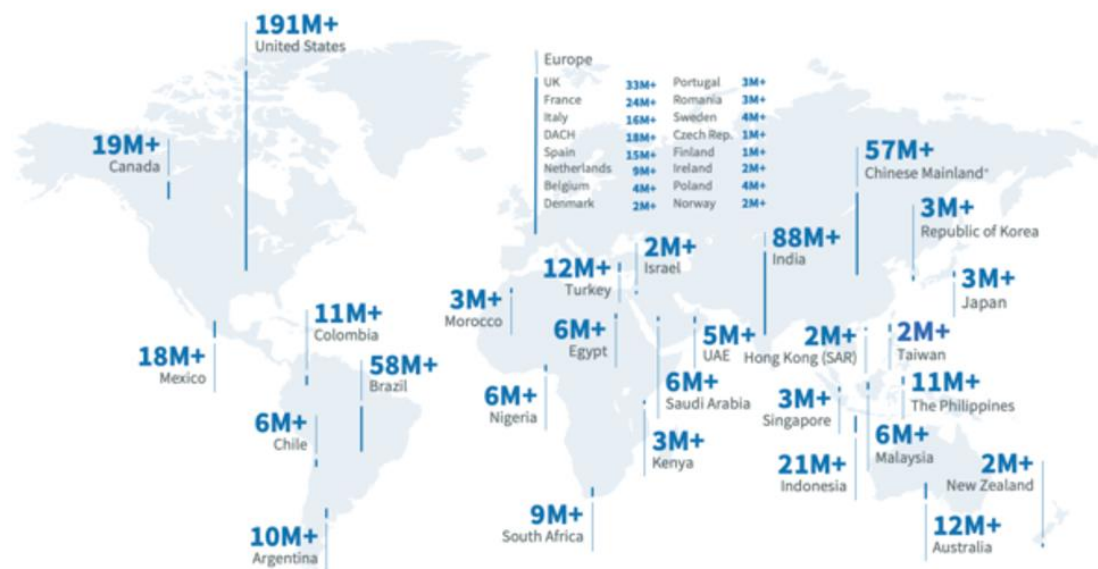
In 2002, LinkedIn was established as a social network for business professionals. LinkedIn emphasizes a user's professional relationships in contrast to other social networks like Facebook and Myspace, which are frequently used for solely recreational purposes. As a result, it has developed into a profitable public corporation with more than 225 million users and around \$325 million in quarterly sales. What started out as a simple business networking website developed into a useful tool and a valuable resource for job hunters. Online networking was an option for those wishing to network, and LinkedIn would maintain track of the relationship for them.

Despite the professional focus, LinkedIn is quite similar to social networking sites like Facebook. It's based on principles like connecting to friends (or, in the case of LinkedIn, "connections,") posting updates, sharing and liking content, and instant messaging other users. The website is frequently used by users to expand their network and discover professional prospects, and the employment section of the website is an effective resource for locating and applying for jobs. On LinkedIn, there are options that allow you to notify employers that you are actively looking for work. By publishing news feed updates and leaving comments on other people's postings, some LinkedIn users utilise the platform to improve their professional reputation.

LinkedIn is one of the most popular social media sites in the world today and it calls itself "the world's largest professional network." Below is the data for LinkedIn users in 2022 by LinkedIn Facts and Statistics 2022 Edition:

Figure-1

More than 850 million members in 200 countries and regions worldwide*



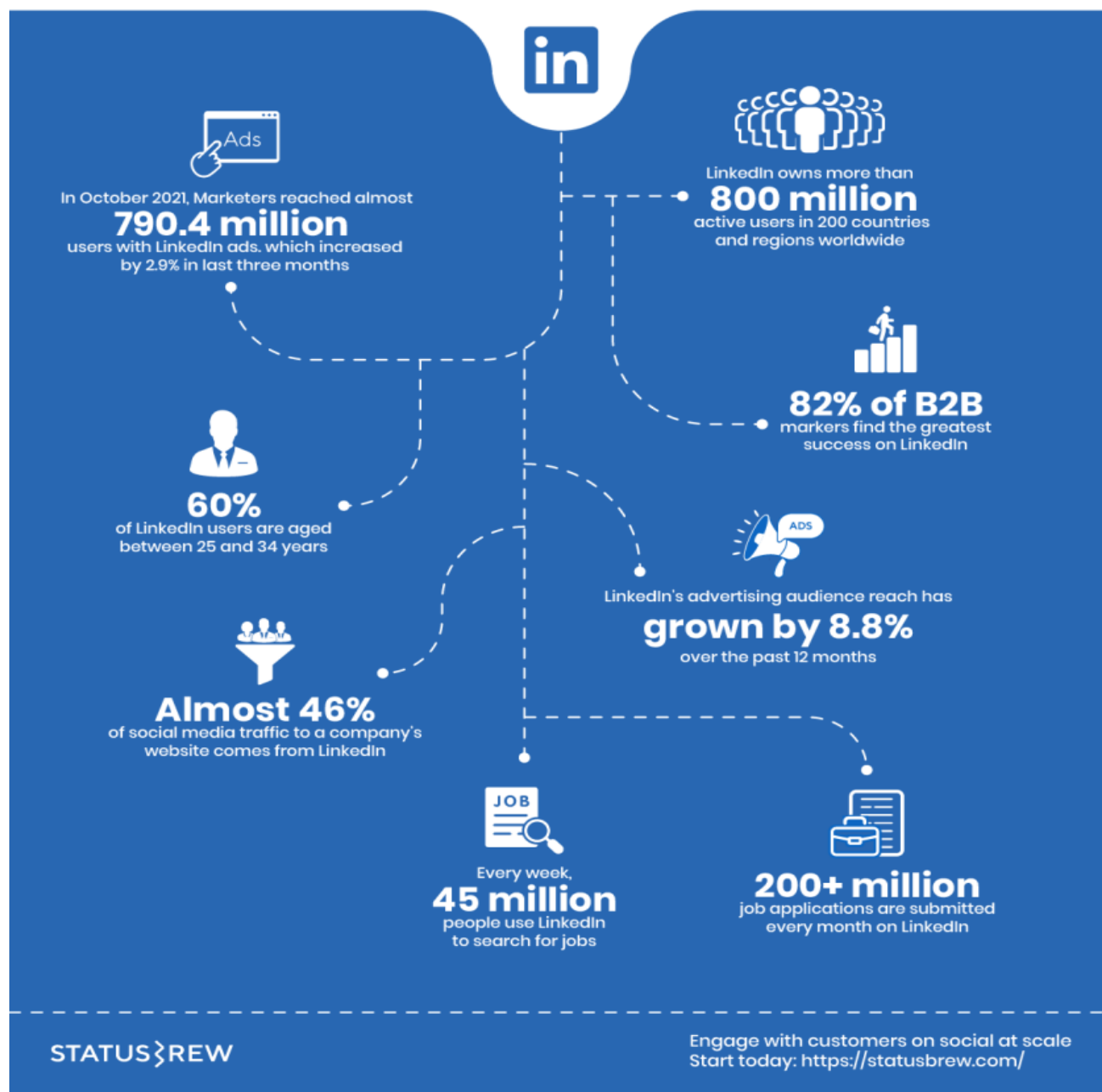
*Membership numbers are updated quarterly after Microsoft Earnings. *Numbers reflect InCareer app membership as of December 2021.

(online data for LinkedIn users)

Below mentioned statistics shows LinkedIn statistics for the year 2022.

Figure-2

LinkedIn Statistics 2022



(Worldwide use of LinkedIn)

LinkedIn has more than 800 active users in 200 countries worldwide. LinkedIn is 277% more effective for lead gen compared to Twitter and Facebook .(Hubspot). About 39% of users pay for LinkedIn Premium. (Secretsushi). LinkedIn Ads conversion rates are 3X higher than other major platforms . (LinkedIn Marketing Solutions). There are over 39 thousand skills listed on LinkedIn. (CSNA). Over 90% of Fortune 500 companies use LinkedIn .(Statista). LinkedIn users have twice the buying power compared to the average web audience. (LinkedIn)

LinkedIn, being an international digital platform, provides users with the opportunity to reach a global audience and search for job opportunities abroad. This global connectivity often leads to the need for code switching on the platform. It allows users to navigate the global nature of the platform, present themselves in a way that resonates with their intended audience, and maximize their opportunities for job search, collaboration, and professional growth on an international scale.

Code Switching and Code Mixing

Code switching and code mixing is a widespread phenomenon in bilingual communities and since its inception, code switching has profoundly influenced and sparked the growth of several research fields that are essential to the study of bilingualism. Khmert, Yim, Nett, Kan, and Duran (2005) note that code-switching is an effective communication mode available to proficient bilingual

speakers for interactions with other individuals who share both languages. Researchers and educators have extensively investigated many different facets of code switching, revealing insight on its social function, the distinctive patterns seen in people, and the underlying motives that drive code switching in speech. Code switching, the use of more than one language in the course of a single communicative episode, has attracted a great deal of attention over the years (Monica Heller) "Code-switching refers to the practice of alternating between two or more languages or language varieties within a single conversation or discourse. It involves the use of different linguistic codes for various communicative purposes or social contexts." Auer, P. (1998) describes code switching as "the alternation between two or more languages or language varieties within a single conversation or interaction, serving as a communicative resource for individuals to negotiate their identities, express social relationships, and achieve specific communicative goals." Code mixing like code switching is a linguistic phenomenon that involves the "integration of lexical, phonological, or syntactic elements from two or more languages within a single utterance" (Poplack, 1980, p. 585). Both terms are sometimes used interchangeably. However, according to Romaine (1995), code-switching refers to the "alternation of two or more languages within a single stretch of discourse". It typically occurs at the sentence or clause level, where speakers switch back and forth between languages based on various social, cultural, and pragmatic factors. Code-mixing, on the other hand, as noted by Auer and Wei (2007), code-mixing can occur at different linguistic levels, including word, phrase, and sentence levels. Code-mixing transfers elements of all linguistic levels and units ranging from a lexical item to a sentence, so that it is not always easy to distinguish code-switching from code-mixing (Grosjean, . Code switching is intersentential and may be subject to discourse principles while code mixing is intrasentential and is constrained by grammatical principles. (Ritchie and Bhatia 2004) however, we will use code switching as an umbrella term here to refer to both phenomena.

Code Switching is not a mere linguistic phenomenon

Much of the work on "code switching" is directed to knowing syntactic or morphosyntactic constraints on language alternation (e.g. Poplack 1980; Sankoff and Poplack 1981; Joshi 1985; Di Sciullo and Williams 1987; Belazi et al. 1994; Halmari 1997 inter alia). However, "a universal theory on code switching would need to look beyond mere linguistic behaviour" as suggested by Jonas Nartey. (Nartey 1982). Language is a social notion; it cannot be defined without reference to its speakers and the context of its use.... Language also has a social function, both as means of communication and as a way of identifying social groups. (Li Wei- The Bilingual Reader) By ignoring questions of function and meaning, this structural focus remains insufficient to answer basic questions of motives and drives behind code switching. Auer (1984) warns, "Grammatical restrictions on codeswitching are but necessary conditions" (2); they are not sufficient to describe the reason for or effect of a particular switch. This need for involving other fields of knowledge in linguistic inquiry was first raised by Sapir (1929). In recent years code-switching is investigated via three different perspectives: sociolinguistic, psycholinguistic and structural. Sociolinguistic theories explore code-switching in terms of conversation analysis and view it as a social practice of communication to perform certain socio-cultural functions. Myers-Scotton (1993a) referred to code switching as a social dynamic in a bilingual or multilingual discourse. The psychoanalytical approach investigates the phenomenon of code-switching from psychological, neurological, structural and socio-cultural perspectives. It explains the mechanism of cognition and knowledge basis of language creation, meaning-making, and adoption (Kootstra, 2015). Vogt (1954) explains code-switching as a psychological phenomenon rather than a linguistic one. The structural approach measures and explains syntactic and morphological constraints which restrict the degree of integration of L2 into L1 or vice versa. According to structuralists, codeswitching is the "juxtaposition of sentences or sentence's fragments, each of which are internally consistent with the morphological and syntactic (and optionally, phonological) rules of its lexifier language" (Poplack and Meechan, 1995, p. 200)

Furthermore, Poplack (1980) while focusing on the linguistic proficiency of the code switcher and the level of language integration involved defines three types of code-switching: intra-sentential, inter-sentential, and tag-sentential. Tag switching is the simplest type of code switching since it involves inserting tags and pre-determined phrases or words from one language into an otherwise foreign utterance. Tag switching often occurs due to paucity of vocabulary. Intrasentential switching occurs within a clause or sentence boundary. It can take the form such as, code changing, code mixing, insertion and congruent lexicalizations. In Intersentential switching a change of language occurs at sentence levels, where each clause or sentence is in one language or the other.

People need to choose a certain code whenever they want to communicate and they may decide to switch to one or mix codes even within very brief utterances. (Wardugh, 2015). Findings of a study by Bloom and Gumperz (1972) on codeswitching of standard dialect Bokmål and local dialect Ranamål in context of Norway suggest that although there exist great similarities between both dialects, they are used in different contexts depending on the functions of interaction. Blom and Gumperz (1972) have divided these functions into two broad categories: situational code-switching and metaphorical code-switching. Situational code-switching is a linear relationship between use of language and social milieu; and the speaker determines the situation, the interlocutor and the topic, and uses the most appropriate code to gain the maximum interactional functions (Gumperz, 1982, p. 61) The second type of code-switching is Metaphorical code-switching that occurs when change does not occur in the situation rather the change in the language is intentional and it has an oblique or symbolical message or symbolic connotation depending on the speaker's "decision to use a different code where normally another language is operated." (Gumperz, 1982).

Code Switching and Code Mixing on Social Media; A Systematic Review

Social media has undoubtedly revolutionized the way people interact and engage with one another in the virtual world. Social media has enabled people to connect from all corners of the world. Regardless of geographical boundaries, individuals can now communicate, collaborate and share experiences with ease. Heinrichs, Lim and Lim (2011) asserted that social networking sites have emerged as essential communication channels used by individual consumers to create content, distribute materials, share ideas, express opinions, and use information and knowledge. This has resulted in the formation of diverse virtual communities where individuals with similar interests and beliefs come together to interact and engage. The formation of this diverse virtual

community has intrigued a lot research to observe the usage of language by most users on different online platforms particularly in switching or mixing codes they share.

My research intends to undertake a thorough analysis of the body of literature that focuses on the implications and motivations of code switching. By conducting a systematic review, I intend to comprehensively collect and analyze past research on this subject, , analyzing how code switching manifests among social media users. In order to pinpoint common themes, patterns, and elements influencing code switching behavior in this professional arena, the review will synthesis and analyze a number of studies which are given below:

Table-1

Author	Title	Place of Publication	Main Findings
Janatun Isnaini, W. K. Anindita	Analysis Of Code Switching On Sunny Dahye Instagram Account	JELLE : Journal Of English Literature, Linguistics, and Education 2022	The research findings show that the utterances of code switching on Sunny Dahye instagram account varied among intersentential, intrasentential and tag switching with intersentential switching being the dominant one. The reasons governing the intersentential switching were talking about a particular topic, expressing group identity, being emphatic about something, and to soften or strengthen request or command.
Ahmad Abdel Tawwab Sharaf Eldin	Socio Linguistic Study of Code Switching of the Arabic Language Speakers on Social Networking	International Journal of English Linguistics; Vol. 4, No. 6; 2014 Published by Canadian Center of Science and Education	Findings suggest that code switching takes place during online interactions to fulfil the following purposes: addressee specification, reiteration, message qualification, clarification, emphasis, checking, indicating emotions, availability, principle of economy and free switching .
Alaa Hussein Samhan	Social Aspects in Social Media: Code Switching and Code Mixing In Twitter	Research on Humanities and Social Sciences www.iiste.org ISSN 2224-5766 (Paper) ISSN 2225-0484 (Online) Vol.7, No.18, 2017	According to their age, gender, and educational level, the participants in this study were separated into three groups and their tweets were analyzed referring to the existance of code switching or code mixing. The study revealed that age and education could firmly affect the participant language while gender couldn't .
K. Kamariah, Ambalegin Ambalegin	AN ANALYSIS OF USING CODE SWITCHING IN INSTAGRAM	JURNAL BASIS Vol 6, 2019	This research aims at finding forms and factors of using code switching on Instagram. After after the analysis based on of that of types of code switching , the researcher finds the reasons of using code switching. It brings out the four points regarding this : changing topic, lack of vocabulary, bilingual/multilingualism, Prestige and trend.
Ravnil Narayan	Computational Linguistic Features of Code-switching Amongst Native Fiji-Hindi Speakers on Facebook	Journal of Applied Linguistics and Language Research Volume 7, Issue 1, 2020, pp. 19-45	The study explores the codeswitching features amongst native Fiji-Hindi speakers on social networking site, Facebook.The results show that codeswitching amongst native Fiji-Hindi speakers during online Facebook interactions takes place due to the following reason:, addressee specification, message qualification, emotion indications, reiteration, clarification, emphasis and availability
□Ahmed Ibrahim Alsalami □	Arabic English Code Switching among Saudi Speakers	Arab World English Journal (AWEJ) Volume 12. Number4 December 2021	This study focuses on identifying the reasons of code switching by Saudis who speak both English and Arabic. Findings showed that those with high-level proficiency combined Arabic and English languages more due to their awareness of English language expressions through TV shows, social media platforms, or perhaps befriending foreigners and found English vocabulary more expressive and delivered their ideas better in English.
Eglė Jakelienė	Code-switching on Facebook in Denmark and Lithuania	Jakelienė, E. 2018. Code-switching on Facebook in Denmark and Lithuania. Taikomoji kalbotyra 10: 1–25, www.taikomojikalbotyra.lt	Based on the quantitative and qualitative analyses, the study brings out that both Danes and Lithuanians switched between their respective native and foreign languages in order to mark discourse, emphasize a point, attract reader's attention, show identity and refer to a different context.

Wilaiporn Kongkerd	Code Switching and Code Mixing in Facebook Conversations in English among Thai Users	วารสารนักบริหาร Executive Journal 2015	This paper explores the phenomenon of code switching and code mixing by Thai speakers on Facebook. Findings suggest that there are three main reasons for the use of code switching and code mixing on Facebook namely expressing politeness and respect, conveying clear meanings and feelings, and presenting their identities or group membership.
Pilar Caparas and Leah Gustilo	Communicative Aspects of Multilingual Code Switching in Computer-Mediated Communication	Indonesian Journal of Applied Linguistics, Vol. 7 No. 2, September 2017, pp. 349-359	The study investigates the functions and motives of using code switching in CMC. Findings indicate that primary reason for CS is real lexical need. Besides this, the study determined four other reasons for CS, which includes to express ideas spontaneously, to retain native terminology, to express disappointment, and to promote relationship.
Lyzyl Lopez-Banuag	Episodes of Forms and Reasons of Code-switching in Facebook Posts	Asia Pacific Higher Education Research Journal, Vol 7, Issue No 1.	This study investigates the phenomenon of code-switching in 51 instances of Facebook posts and comments of Filipino multilingual users. Results show that the reasons behind this linguistic phenomenon are to talk on a particular topic, provide emphasis about a message, express group identity, clarify speech content, meet a real lexical need, exclude others, indicate emotion, express their emotions, and keep up with linguistic trend.
Emma Asyrotul Umami, Betari Irma Ghasani	Code-switching and Code Mixing on Vlog: A Sociolinguistics Study	ISLAH: Journal of Islamic Literature and History Vol. 2, No. 1, June 2021	This paper aims to identify the type of codeswitching and codemixing found on the vlog and understand factors causing it. Findings show that some factors for code switching are speakers, interlocutors, the presence of a third person and changes in the topic of discussion. The cause of codemixing is the speaker's desire to get the "right" expression.
Ovella Melvia ¹ , Yuliyanti ² , Lilis Suryan	AN ANALYSIS OF CODE SWITCHING USED IN PHOTO CAPTION BY FACEBOOK USER	Project Volume 2, No. 5, September 2019 pp 706-713	This research was conducted to investigate the reasons that affect the occurrence of code switching in Facebook. Findings showed there are five reasons which influence the use of code switching on Facebook, namely talking about particular topic with 39 cases found, quoting somebody else with 13 cases found, being emphatic about something (express solidarity) with 45 cases found, Interjection (inserting sentence fillers or sentence connectors) with 10 cases found, and real lexical need with 13 cases found.
Khawla KHOUMSSI	Functions of Code-switching in Young Moroccans' Facebook Comments	JELTL (Journal of English Language Teaching and Linguistics) e-ISSN: 2502-6062, p-ISSN: 2503-1848 2020, Vol. 5(1)	This is a qualitative research on code-switching practices of young Moroccans in their Facebook interactions. Findings show that their Facebook comments revealed code-switching appeared, mainly, to serve functions of quotation, addressee specification, availability, principle of economy, indicating emotions, clarification, emphasis, habitual expressions, creativity and euphemism.
Andry Sophocleous	Switching code and changing social identities in face-to-face interaction	Sociolinguistic Studies 5(2), July 2012	This study investigates the phenomenon of code-switching and identity construction in the bidialectal context of Cyprus. The main findings indicate that code-switching is used to 'voice' the 'other', express power or solidarity, or even transmit a 'hidden' message to in group members during interaction.
Jia Zhang	Code Switching Between English and Chinese in Online Communication from the Sociolinguistic Perspective	Learning & Education Volume 10 Issue 8 2021	This study analyzes code switching from the sociolinguistic perspective in Chinese online communication, the factors forming it and its social functions. The main findings show that participants code switched for convenience, conformity to social rule and to stress information.

Findings and Conclusion

It is evident that Arab countries are witnessing a fast growth of LinkedIn users every year. A close observation of Arab users LinkedIn posts revealed that Arab speakers involve in code switching very often. There were 6 531 000 LinkedIn users in Saudi Arabia in May 2022, which accounted for 17.7% of its entire population. (Napoleancat.com) United Arab Emirates witnessed 6 010 000 LinkedIn users by May 2022, which accounted for 58.2% of its entire population (Napoleancat.com) and there were 1 287 000 LinkedIn users in Jordan in May 2022, which accounted for 11.9% of its entire population. (Napoleancat.com)

The systematic review of previous studies on the topic of semantic analysis of code switching and code mixing in Arabic speakers on LinkedIn offered valuable insights into the linguistic behavior of Arabic-speaking professionals on the platform. A close observation of Arabic speaking LinkedIn users' posts and comments revealed that code switching and code mixing were extremely common among Arabic speakers, illustrating their flexibility in switching between English (the supposed language of the platform) and Arabic (their native language). Furthermore, the study identified common linguistic patterns and contexts where code switching and code mixing occurrences were found, shedding light on the underlying motives and functions of these language practices by Arabic speakers. 1) A semantic analysis of Arabic speaking LinkedIn users language patterns revealed that most of their sentences were intersentential. This code switching occurred in various forms i-e including the use of two languages namely English and Arabic, incorporating professional terms and jargons and presenting their professional achievements and experiences in a mixed linguistic manner.

Malik (1994) stresses that switching at a particular moment conveys semantically significant information. 2) The motivations and reasons behind their code switching were found as below:

Professional Networking: Arabic speakers may use English as the primary language on LinkedIn to connect with a broader international professional network. However, code switching to Arabic can be beneficial when interacting with fellow Arabic speakers or when discussing topics relevant to the Arab world. It allows them to establish a sense of connection and familiarity within their professional community.

Cultural Identity: Code switching to Arabic on LinkedIn can serve as markers of cultural identity as shown by Di Pietro (1977) in a report on Italian immigrants. It can be a way for Arabic speakers to maintain their cultural identity and express their affiliation with the Arab world. It allows them to showcase their heritage or connection to multiple linguistic communities and to communicate more comfortably, particularly when discussing cultural nuances, regional developments, or industry-specific topics that are more relevant within an Arabic context.

Language Proficiency: Code switching to Arabic on LinkedIn can showcase the language proficiency of Arabic speakers. It displays their bilingual and multilingual competence. It serves as a demonstration of their ability to navigate both English and Arabic, which can be valuable in certain industries or when targeting specific Arabic-speaking audiences.

Authenticity and Trust: Code switching to Arabic can be helpful for Arabic speakers to establish authenticity and build trust with their fellow Arabic-speaking professionals. It fosters stronger ties and enables more meaningful talks in the work setting by creating a feeling of common linguistic and cultural heritage. As stated by Chen (2006), "when someone selects one or more languages, a person reveals his or her social relation with others and establishes individual identity."

Highlighting Local Expertise: By code-switching Arabic speakers may highlight their proficiency and familiarity with regional markets, sectors, and business practices in the Arab world. It presents them as useful sources for companies and professionals looking for information on certain Arabic-speaking regions.

Bridging the Language Gap: Code switching to Arabic on LinkedIn can help close the communication gap for Arabic speakers who are more at ease expressing themselves in Arabic. They can express their thoughts, opinions, and experiences clearly without the potential barrier that might arise from relying solely on English.

Cultural Context: When addressing culturally particular ideas or showing solidarity and identity, code-switching may take place. Users can switch to Arabic to employ idiomatic language or cultural references that the community's Arabic-speaking members would understand better. Greene and Walker (2004), state that code-switching is a strategy at negotiating power for the speaker and it reflects culture and identity and promotes solidarity

Social Networking: Arabic speakers on LinkedIn may code-switch or code-mix to fit the platform's linguistic standards and reach a larger audience. They can interact with professionals from various language backgrounds and increase their networking opportunities.

Communication Strategies: Code-switching and code-mixing can be deliberate communication techniques. Arabic speakers may purposefully switch between languages to emphasize points, explain subtleties, or close linguistic gaps.

To become Emphatic : Code-switching may occur to add emphasis or emotional weight to a message. Users may switch to Arabic while expressing strong emotions, such as excitement, annoyance, or delight, since certain Arabic expressions carry stronger emotional impact.

Showcasing Politeness and Intimacy: Depending on the context, code-switching might suggest civility or familiarity. When speaking with close friends or family, Arabic may be perceived as more intimate than English, whereas English may be utilized in more formal interactions or in professional contexts.

The linguistic blends on LinkedIn by Arabic speakers greatly impact the meaning and nuances of their messages since by incorporating these linguistic blends, speakers can achieve a high level of precision and clarity into their messages. Mixing languages can create and enhance a heightened sense of expressiveness to their message and help them bridge the language gaps.

The study of sociolinguistic implications of code switching by Arabic speakers on LinkedIn contributes in a variety of ways to the formation of their linguistic identity in professional contexts. It helps to emphasize certain aspects of their identity, such as their Arabic heritage, global exposure, or cross-cultural adaptation, thereby influencing how others perceive them. It also showcases their ability to adapt to various linguistic environments thereby influencing people's perceptions of their competence and credibility in a globalized professional environment.

Studying code switching and code mixing by Arabic speakers on LinkedIn can enrich language education and curriculum development in Arabic-speaking regions. This may lead to an understanding on part of educators and curriculum developer to view this ability as a valuable skill reflecting their sociolinguistic competence rather than a deviation from language norms. Examining these language practices broadens our understanding of the cultural dynamics that exist within the Arabic-speaking population. For the purpose of fostering intercultural competency, this knowledge can be incorporated into the curriculum.

This study contributes to the growing body of research on code switching, by giving new insight into the semantics of code switching patterns among Arabic speakers on LinkedIn. The study advances the fields of sociolinguistics and digital communication by providing ample knowledge of how language use affects business interactions on this platform.

Overall, code switching from English to Arabic on LinkedIn enables Arabic speakers to interact with a variety of audiences, preserve their cultural identity, highlight their language skills, and develop real professional connections within the Arab world. Language preference, communication patterns, and the social dynamics of online multilingual groups may all be learned through a semantic study of code-switching and code-mixing in social media interactions involving many languages on LinkedIn. Semantic analysis of code-switching and code-mixing in multilingual social media conversations on LinkedIn offers valuable insights into language choice, communication patterns, and the social dynamics of online multilingual communities. We can gain a better understanding of how people form their identities, convey preferences, manage social dynamics, and reflect linguistic and cultural influences inside these online spaces by examining these language practices.

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