

## AN ANALYSIS OF LANGUAGE SHIFT AND LEXICAL BORROWINGS IN SARAIKI PRINT MEDIA

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### ABSTRACT

The study examines the processes of language shift and lexical borrowing in the context of Saraiki language which is a common language spoken in the south part of Punjab. The term lexical borrowing is a process of incorporation of words of other languages into Saraiki. This leads to increase in vocabulary of Saraiki, from other languages such as Urdu, Sindhi, Persian, Arabic and English. And this lexical borrowing enriches the language, but this also cause many challenges for its linguistic identity and purity. Language shift is a process in which a one speaking community shifts their language to other dominant languages, this also a great act among the Saraiki speaking community. There are many factors such as urbanization, migration and some social economic factors which cause a language shift to other dominant languages is like Urdu and English. This threatens the culture of Saraiki speaking community and their identity. This study explores these trends through questionnaire and analysis of newspaper written in Saraiki language which is basically a newspaper of Multan City named as Jhoke. The findings explored the reasons, behind this language shift and lexical borrowings and how they maintain their cultures originally and linguistic identity by some language policies and preservation efforts at the national level.

**Key Words:** Lexical Borrowing, Language Shift, Cultural Identity, Saraiki Language.

### INTRODUCTION

Language, as defined by Fromkin, Rodman, and Hyams (2017), is a structured system for communication that applies symbols, whether they are spoken, written, or signed, to convey some meanings. It comprises of the set rules for combining these symbols into meaningful expressions, a process that contains syntax, semantics, and phonology. This elaborated system allows humans to express thoughts, feelings, emotions, sentiments and ideas, distinguishing it as a vital aspect of human cognition and social interactions. Pakistan is a homeland of rich diversity with over 70 languages are spoken across the country. And Saraiki language which is majorly spoken in the south part of Punjab and its Indo Aryan language having a complex phonetic system with

some unique sounds such as retroflex consonants and implosive. Arabic alphabets are used to represent language unique sounds and there are number of diacritical symbols to show extra sounds. It has 15 vowels, 41 consonant sounds. It is renowned for its rich literary and oral tradition which may include: classical literature and poetry.

Now saraiki is facing its decline period as it also considered as an endangered language due many reasons, an endangered language is define as, is the one which at the edge of falling of its use, it mostly because of its less remaining speakers. This condition advisors when the new generation to not learn their native language and favoring the other dominant languages in their community and region

and loss of any endangered language may cause the disappearance of a unique culture and identity permanently (Crystal, 2000).

## 2.1 Evolution of Saraiki

This is one of the languages of an Indo-Aryan languages and widely spoken in the southern Punjab of Pakistan. It has a far-reaching history that indicates, the cultural and its linguistic influence of the region. There are some Prakrit languages those were spoken all over the Indian subcontinent in few centuries back, which is basically a starting point for Saraiki's fascinating evolutionary era. Throughout the long period of time, Saraiki has shaped into a particular language, formed by the bunch of different languages and societies that have initiated into contact with speakers of different language. Many historical events and organizations, migrations, and the various civilizations than have go over and settled in southern Punjab had a major influence on the development of the language. Some regional languages of different languages, including Saraiki, arisen from the ancient Prakrit languages. The linguistic features of these Prakrit languages severely affected the early forms of Saraiki, which set a groundwork for subsequent developments. The Persian and Mughal eras were among the most expressive in Saraiki's development and promotion. Arabic has had a significant effect on Saraiki, mainly in religious and cultural contexts. Arabic terms and phrases become the part of Saraiki, particularly in religious texts, rituals, and everyday jargons of faith, as Islam became the major religion in the area. The

synchronization of Arabic into Saraiki is found in the wording which connected with religion, training, and administration. Saraiki was introduced to new administrative terms, military vocabulary, and everyday expressions during this cultural exchange. A singular linguistic blend was created when Turkic elements were combined with the existing Indo-Aryan base, and it continued to develop over time. Notwithstanding Persian and Arabic, Saraiki has developed broadly from adjoining languages like Punjabi, Sindhi, and Urdu. Due to their geographical and cultural proximity, the linguistic exchange with Punjabi is particularly noteworthy. Saraiki shares many words and phrases with Punjabi or adapts them, making the two languages somewhat understandable. Sindhi, another adjoining language, has also impacted Saraiki, especially in locales near the Sindh-Punjab line. The trade among Saraiki and Sindhi speakers has presented shared jargon, particularly in regions like agribusiness, exchange, and social traditions. A linguistic tapestry that reflects the region's shared a cultural heritage that has emerged as a result of this interaction. Thus, Urdu the public or national language of Pakistan, in the present day, influences Saraiki. Due to this reason, many Urdu words and phrases have entered Saraiki, especially due to the dominance of Urdu as the official language of Pakistan in all the governmental, educational institutions and in the media. On the one hand, Urdu has helped Saraiki become less rigid and more diverse. The transmutable movements and evolutions of people such as are deemed of significant value in shaping Saraiki.

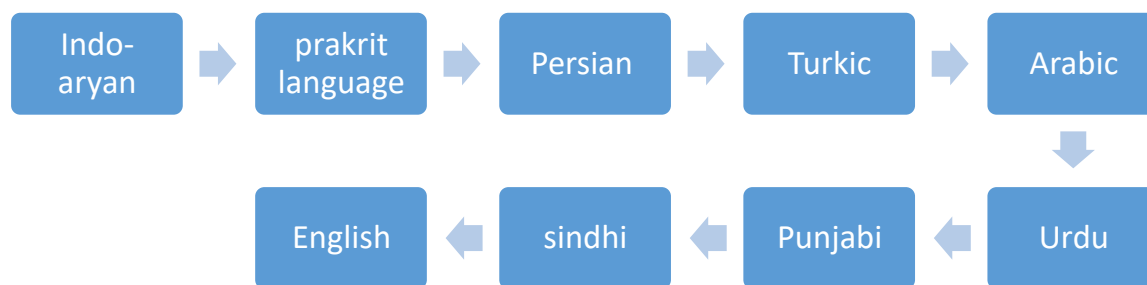


Figure: It shows the evolutionary era of saraiki that how many languages are emerged with Saraiki.

## 2.2 Social and Political context

Saraiki people, who lives in the Punjab's southern parts, use the Saraiki language as a major indicator of their culture and geographical identity. In addition to being a testimony to their extensive cultural heritage, this linguistic identity plays a crucial role in their ongoing efforts to be recognized and developed within the larger national context. Significant progress has been made to promote the Saraiki language and culture over the years, demonstrating the community's perseverance and dedication to preserving their distinctive identity. Endeavors to lift the situation with the Saraiki language have been diverse, including different parts of training and media. Incorporating it into the educational programs has been one of the essential means of advancing Saraiki. Saraiki education in schools, according to advocates, is pivotal to the conservation of the language among more youthful eras. This educator thrust is pointed toward ensuring that youths develop up with major zones of quality for an of them to begin with language, hence keeping a crucial interface to their social roots. Courses within the Saraiki language have started to be advertised by a number of territorial instructive foundations, and endeavors to advance coordinated the language into standard instruction frameworks are continuous. The upgrade and protection of the Saraiki language, its culture is urgently affected by the media. we have daily papers, radio stations, and tv appears within the Saraiki language all play a critical part within the dispersal of data and amusement. These media stages are not as it were for broadcasting the social programming, music, and shows that really reflects the Saraiki way of life, but they moreover broadcast news and current undertakings of nation and world as well. For occurrence, conventional music and presenting verse are for the most part broadcasted on Saraiki radio stations, helping within the conservation of the social legacy and making it more available to a more extensive gathering of people. TV programs in Saraiki, counting dramatizations and tv appears, contribute altogether to the language's perceivability and allure, particularly among more youthful watchers who could somehow float towards additional predominant languages. It is impossible to overstate the significance of the media in promoting Saraiki culture. These media platforms encouraged

the use of Saraiki out of the home and in local community settings by providing content in the language. This encourage and also to normalize the use of the language in everyday life. The people's sense of pride and unity are also bolstered by this huge media presence, to their cultural identity. Notwithstanding formal trainings and media, different social associations and abstract social orders are effectively trying to advance Saraiki language and writing. Literary festivals, poetry, and cultural events that honor of Saraiki heritage and are frequently organized by organizations and institutions. these poets, writers, and artists can show their work on these events, which adds to the rich tapestry of Saraiki cultural expressions. By Promoting the Saraiki language and culture is important for both preserving a linguistic tradition and also giving the Saraiki people more powers. By supporting for the consideration of Saraiki in instructive educational programs and extending its presence in media, these endeavors assist with guaranteeing that the Saraiki language flourishes in contemporary society. This, thus, upholds the more extensive objectives of social safeguarding and provincial character, permitting the Saraiki nation to keep up with their unmistakable social legacy in an undeniably globalized.

## 2.3 Lexical Borrowing and Language Shift

In addition to this, chapter is about the two aspects of the Saraiki language which are lexical borrowing and language shift and this follow an overview about a language. The interaction between this language's preservation and external linguistic influences that brought to light by these processes.

### 2.3.1 Language Shift

This term, which happens when a discourse or local area changes from utilizing one language to one more language after some time. "The process by which a community of speakers of one language becomes bilingual in another language, and gradually shifts allegiance to the second language, often resulting in the decline or complete loss of the original language within the community." (Fishman,1991). Most of the time, this happens because of different social, economical, political and due to cultural factors.

Migrations, educational policies, or integration into a big society in which the dominant language is abundantly and widely used and valued for instance, may cause minority languages community to gradually adopt the dominant languages.

### 2.3.2 Lexical Borrowing

The process by which one language incorporates words from another language into its own lexicon is known as lexical borrowing. This can occur in light of multiple factors, for example, the need to name new ideas, items, or practices that didn't already exist in the acquiring language, or because of social contact and impact.

Hock (1986) maintain that “the phrase borrowing concerns towards the adoptions of individual words or even large set of vocabulary items from another language or languages. The Saraiki language's energetic and versatile nature is additionally reflected in this handle, which includes to the vocabulary. In any case, wide lexical securing can here and there provoke stresses approximately language ethicalness and identity. The deluge of remote words may, within the conclusion of a few speakers, decrease Saraiki's social and phonetic quintessence. Then again, others contend that getting is a characteristic semantic cycle that empowers the language to develop and stay pertinent in an impacting world.

Here are a few instances of acquired words that show language shift in Saraiki:

1. Computer - Utilized in Saraiki rather than conventional terminology for technology-related items.
2. Mobile - Commonly used to refer to mobile phones in Saraiki, substituting for any indigenous terms.
3. Office - Taken on from Urdu or English, swapping customary Saraiki words for working environment.
4. Manager - Utilized in proficient settings, mirroring a shift towards utilizing English work titles.
5. School - The English word is much of the time utilized, supplanting conventional Saraiki phrasing.

A contemporary term derived from English that reflects technological advancements. These acquired

terms are characteristic of a more extensive language shift, where Saraiki speakers progressively embrace words from Urdu and English, especially in metropolitan and formal settings. When new ideas or technologies are introduced and dominant languages have greater prestige or utility, this borrowing frequently occurs.

### 2.3.4 Most Spoken Languages

In particular in the modern era, Urdu has had a significant impact on Saraiki. Urdu, Pakistan's national language, has a significant impact on all regional languages, including Saraiki. The use of Urdu vocabulary is evidence of this, especially in government, education, and the media. With the rise of mass media and urbanization, where Urdu is the lingua franca, the utilize of Urdu loanwords in Saraiki has expanded. Also, English has moreover made its nearness felt in Saraiki, particularly within the zones of science, advancement, and around the world correspondence. Saraiki employments a part of English words, frequently without much alter, which appears how much English is utilized around the world presently. The impact of English on other South Asian languages is comparable to this wonder. The Saraiki language has ended up a dynamic and energetic implies of communication as a result of the adjustment and integration of words from these different sources. Be that as it may, keeping Saraiki's purity and distinctiveness may be a challenge postured by this phonetic advancement. Advancing and protecting the language regularly places an accentuation on striking an adjustment between the utilize of outside words and the preservation of conventional Saraiki lexicon and expressions. Urdu and English are the foremost critical sources of borrowed words in Saraiki.

- Urdu and Punjabi: As predominant lingos in Pakistan, Urdu and Punjabi have enthusiastically affected Saraiki. Saraiki borrows a parcel of authoritative, instructive, and innovative terms from these languages. Bilingualism and the sociopolitical impact of Urdu and Punjabi speakers in Saraiki-speaking locales are regularly the causes of this borrowing.

- English: English has risen as a noteworthy source of lexical borrowing in later times. Words associated with science, advancement, current

tutoring, and way of life are each presently and once more procured from English. This trend demonstrates the global influence of English as a medium of instruction and communication in professional and higher education settings. The Saraiki language's development is evidence of the region's intricate history and cultural interactions. As evidence of its adaptability and resilience, the language has successfully incorporated elements from Persian, Arabic, Punjabi, Urdu, and other languages. Saraiki is a living language that strives to preserve its distinctive linguistic heritage while also evolving in response to ongoing social, cultural, and technological shifts.

### 3. LITERATURE REVIEW

A comprehensive understanding of how languages evolve and incorporate words and its terminologies from one language to another, is provided by the literature review on language shift and lexical borrowing. Sociolinguistics has a lot research history about language shift and lexical borrowings, especially for the minority languages like as Saraki language. The dynamics and implications of language contact, shift, and borrowing in the discourse of the Saraki language which basically highlighted in this review, which find outs the key contributions to the comprehension of these two phenomena. Shackle, C. (1976).

The Saraiki language of central Pakistan: A reference grammar. His work explains an extensive grammar description and discusses its linguistic features which made Saraiki distinguish from other languages in the region. The socio-political and economic pressures and other factors that lead minority communities to adopt and use dominant languages of the present time, this emphasized in Fishman's (1991) foundational framework for understanding language shifts. His work highlights the importance of intergenerational transmission in keeping up with semantic variety. Likewise, Dorian (1981) offers a top to bottom examination of language shift in minority networks, introducing contextual analyses that clarify the complicated transaction of social and etymological variables. These previous studies demonstrate that every minority language faces the threat of losing its

originality and linguistic purity, jeopardizing its linguistic identity.

Hussain, S. (2009). Language policy, multilingualism, and language vitality in Pakistan. This research work addresses language policies in Pakistan and their influence on minority languages such as Saraiki. The Saraiki language as subject of a number of studies, though not all of them have specifically focused on lexical borrowing and language shift as a whole. One of the earliest comprehensive descriptions of Saraiki, including its phonological and grammatical structure, was provided by Shackle (1976). Rahman (1996) investigated the sociopolitical dimensions of language use in Pakistan, including the marginalization of regional languages like Saraiki. Although this work laid the groundwork for understanding Saraiki linguistics, it did not delve into the contemporary issues of language shift or lexical borrowing. Rahman's work featured the strength of Urdu and English in official and instructive areas, noticing how this minimization adds to the decay of territorial languages. Be that as it may, it didn't explicitly address lexical getting. Zubair, A. (2018). Endangered languages in South Asia: A study of Saraiki language. This research explains some various factors which threatening the survival of Saraiki and suggests strategies for its preservation. This research is much similar to this that how saraiki is moving towards endangerment and what should be the approaches to protect language and its unique cultural identity. Jabeen, F. (2014). Saraiki: A language in transition. This study explores the factors contributing to the endangerment of Saraiki, and majorly focusing on language shift and sociolinguistic changes. This study is how language shift cause a transition to different languages. Some studies have begun to address the issues of language shift and borrowing in recent years. Akhtar and Rehman (2018) analyzed the lexical words in Saraiki from English and Urdu, giving typical case of acquired words and their combinations into Saraiki linguistic structures. They discovered that technology, education, and administration are all areas where lexical borrowing is common examples. However, the broader social implications of this borrowing were not focused because the scope and objectives of that study was limited. Mahmood and

Zafar's (2020) investigation of the effects of migration on Saraiki language use is another major contribution.

**Theory of Ethno linguistic Vitality** is proposed by social psychologist Howard Giles, Richard Y. Bourhis, and Donald M. Taylor in 1977. The factors that influence a language's survival and strength are referred to as ethno linguistic vitality. Because of Saraiki, its imperativeness can be evaluated by analyzing the status, segment strength, and institutional help for the language. By and large, Saraiki has frequently been viewed as a territorial or vernacular language with restricted eminence contrasted with Urdu, the public language of Pakistan, and English, which is frequently connected with advanced education and expert open doors.

The literature review's conclusion is that socio-political, educational, and economic influences are making the Saraiki language vulnerable to language shift and extensive lexical borrowing. Even though there is some research on these topics, but still there is a lot of gaps, especially in empirical studies that examining at how language shift and lexical borrowing interact in a language in a different social contexts. To fully comprehend these phenomena and develop strategies for the preservation and revitalization of Saraiki, additional research is required.

#### 2.2.4 RESEACH QUESTIONS:

The following are the research questions of the study:

1. What is the extent of language shift from Saraiki to Urdu and English?
2. Which language is a primary source of lexical borrowing in the saraiki language in different domains?

### 3.METHODOLOGY

This study utilizes a combination of both strategies and approaches, consolidating qualitative and quantitative, exploration and techniques to offer a complete examination and study. The primary research instrument for the quantitative approach is a questionnaire that is designed to collect information from respondents. A Likert scale, which is a psychometric scale that is used to measures the level of agreement or disagreement and has a range of "strongly disagree" to "strongly agree," is used to

evaluate each statement separately. The study ensures that the data it collects are pertinent and specific to its research objectives by focusing on this demographic. In contrast of, the qualitative part of the study, is a textual analysis, this is a type of research that look like at and completely explains the written or visual texts in order to comprehend cultural, social, or communication related. In particular, the study focuses on 60 newspapers, named "Joke." in the time span of 2 months; May 2024 to June 2024 to study about a Changes in language and the use of new terms and words in the fields of education, technology, and politics and words used on daily bases are examined in these newspapers.

The systematic and organized structured collection of numerical data through surveys, experiments, or secondary data analysis is what distinct from quantitative research. The questionnaire is a tool used in this study to measure respondents' perceptions and attitudes toward the predetermined statements, for revealing quantifiable perspectives. This study is about a textual analysis, which gives an in-depth analysis and interpretation of the saraiki language which used in the articles of newspapers. This analysis gives an opportunity to find out the determined and underlying meanings, any shifts in culture due to impact of language shift and evolving some new trends in linguistic practices on our daily bases. By using both approaches, goal of quantitative and qualitative will study a procedure in this research, results in a complex investigation of its goals.

#### 3.1 Sample size

A survey was distributed among an example of 150 people. The purpose of this survey was to collect comprehensive information regarding the usage, perception, and outlook for the future of the Saraiki language, particularly in light of growing globalization and linguistic diversity. All members were matured somewhere in the range of 20 and 35 years, a segment viewed. In addition, the sample included students, teachers in Saraiki schools, and employed individuals.

### 3.2 For A Qualitative Strategy:

The Saraiki daily paper “Jhoke” was the subject of a study to look at language utilize and lexical borrowing over a 60-day period May 2024 to June 2024. To ensure a descriptive overview of the content of newspaper, which is mainly, editorials and columns from the newspaper were selected through random sampling. The primary goal of analysis was to determine and find out the extent level of lexical borrowing from dominant languages like English, Punjabi, and Urdu and how the Saraiki language is used in written media especially print media (newspaper, magazines)

### 4. DATA ANALYSIS

A crucial method for newspaper analysis is the qualitative and textual analysis of newspapers, particularly for comprehending language usage, editorial policies, and the socio-cultural influences on media. On account of the “Jhoke” paper, a noticeable day to day distribution situated in Multan City, Pakistan, the emphasis is on looking at the utilization of the Saraiki language, the degree of language shift, and the commonness of lexical getting from prevailing languages like Urdu and English. This investigation expects to investigate how the paper's substance reflects more extensive socio-phonetic patterns and social elements inside the Saraiki-talking local area. Editorials and columns are chosen at random after irrelevant data have been removed. This step is fundamental to guaranteeing that the investigation is delegate and impartial.

The most important aspect of the analysis is the identification of certain linguistic features in the editorials and columns selected. The research aim is to find out how much of Saraiki language is employed in the contents of the newspaper. This may involve determining whether there is a prevalent use of Saraiki or if the language preferences are moving from Saraiki to Urdu or English. The research findings will help to establish the extent and manner in which the Saraiki language is used in media and in the public sphere today. It looks into the extent of loanwords and compounds acquired from the Urdu language, English or other languages. This aspect is particularly important as it helps highlight how other dominant languages affect Saraiki and the medium of the newspaper. Special attention is paid to the

definition of the scopes or the subjects within which borrowing occurs.

In a nutshell, the suggestions of this analysis's discoveries are various, can light up endeavors to spare and development the Saraiki language by highlighting districts where it is thriving or in threat. For illustration, within the occasion that the examination reveals a gigantic move towards Urdu or English, it might appear a necessity for assigned language revival programs or extended organization offer assistance for Saraiki.

The current linguistic landscape in the Saraiki-speaking regions reflects a significant shift toward borrowing words from other prevalent languages, particularly English and Urdu. This peculiarity, featured through both subjective and quantitative analysis, highlights a more extensive pattern where speakers find it more helpful to involve these acquired terms in ordinary correspondence. The joining of these words into Saraiki isn't officially tended to inside the school systems, as there are no particular schedules or assigned educators for the Saraiki language in schools. This shortfall of institutional help implies that the language isn't overall satisfactorily passed down to more youthful ages, prompting worries about its future suitability. By frequently employing terms from Urdu and English, media, including television talk shows and other broadcasts, significantly influence this trend. These news sources frequently utilize English words written in Urdu script, for example, “teams,” “the board,” and “foundation,” which are then embraced into Saraiki. This training focuses to a more broad issue: the absence of comparable terms within the Saraiki language, which powers speakers to depend on procured words for display day and specialized thoughts. Whereas this getting works with correspondence, it moreover speaks to a peril to the etymological immaculateness and remarkable components of Saraiki, raising stresses almost the deterioration of the language's specific character. The results of the analysis of Saraiki newspapers reveal a significant use of borrowed terminology, particularly in administration, technology, and education-related fields. This makes the situation even worse. These borrowed terms are used not just for convenience but also as a reflection of a larger cultural and linguistic shift. Saraiki

newspapers only have a small number of readers, mostly businesses that use the media for advertising. Concerns about the language's endangered status are exacerbated by the limited distribution, which indicates a decline in interest and engagement. The public authority's absence of steady arrangements for Saraiki, including its nonappearance from true archives and instructive educational plans, further minimizes the language. Saraiki, in contrast to Urdu, which is widely promoted and has official status, lacks this institutional support, making it vulnerable in a world that is becoming more global. Saraiki is significantly impacted by the spread of Urdu, which has a vast vocabulary and is widely used in media and education. Many expressions and terms from Urdu are presently ordinary in Saraiki papers, and keeping in mind that English additionally impacts the language, its effect isn't really that unavoidable of Urdu. This strength of Urdu and the developing utilization of English terms feature a shift towards a more homogenized phonetic scene, where more modest provincial languages like Saraiki battle to keep up with their importance. The deficiency of phonetic variety isn't just a social misfortune; it likewise implies the deficiency of one of a kind perspectives and perspectives that are implanted in these languages. The circumstance in Saraiki-talking districts in this way epitomizes the more extensive difficulties looked by minority languages overall in a time of globalization and social absorption.

## 6. CONCLUSION

Saraiki language which is the first language or a mother language spoken in the southern part of the Punjab and having a rich linguistic and cultural heritage like many regional languages, it also faces major and prominent challenges including lexical borrowing from the other dominant length which is such as Urdu and English as well end due to these lexical borrowings and language shift is observed in saraiki language behind this there are socio political and socioeconomic factors, so these major factors which contribute to endangerment of saraiki language .Add more this research has main objective to outline the issues and some suggestions and directions for the future research studies. On the similar topic, lexical borrowing, language shift, code switching and code mixing. And it also gave a

comprehensive understanding of dynamic perspective to help for purposing the strategies and approaches to preserve its linguistic identity. To conclude the research with this result that not only Saraiki is towards decline, the culture also is in endangered because language is with culture and culture is with language. Saraiki is not transmitted to new generations, parents seek other languages for their children for their communication, for their education, this ultimately clearly shows that new generations are not much fluent in their mother language and about their culture. There is no specific media platforms even newspapers, news channels such as Rohi, Waseb are also not properly use Saraiki language. To promote and protect this language and culture heritage, there should be specific policies at governmental level. People must give importance to their mother language as equal to other dominant language such as Urdu and English.

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