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ENGLISH AND TAGALOG: A STUDY OF CODE SWITCHING IN PHILIPPINE TELEVISION ADVERTISEMENTS

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Title: *English and Tagalog: A Study of Code-Switching in Philippine Advertisements*

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Abstract: This paper aims to study the mixing of Tagalog and English in Philippine television advertisements. Specifically, this paper investigates three aspects: the frequency of code-switching, the types of code-switching utilising Poplack's (1980) classification; and the motivations of code-switching employing Li's (2000), and Bishop's (2006) lists. A total of 40 Philippine advertisements compiled during the year 2020 were gathered from YouTube channels. The study shows that 51% of the words were code switched to English. On average, each advertisement has eight code-switching instances, 2.8 words per instance which occur every 4 seconds. Intra-sentential type of code-switching is the most frequent across the advertisement categories. The same data also suggest that code-switching is motivated by various motivations such as euphemism, specificity, bilingual punning, lack of words, language facilitation, style, expression of identity, and making a request.

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1. Introduction

The initial studies of language contact and bilingualism can be traced back to the early nineteenth century. Haugen (1950) and Weinrich (1953) published pioneering research in the 1950s. However, the focus on code-switching came later around in the 1960s and 1970s when linguist Gumperz and his fellow associates (e.g., Gumperz and Wilson, 1971; Blom and Gumperz, 1972) looked into the subject (Gardner-Chloros, 2009: 9). Following Gumperz et al. investigations, the study of code-switching took off and attracted many linguists. In her investigation, Poplack (1980) took large measures in examining code-switching in 1980. She proposed the three types of code-switching based on where the switch occurs in a speech.

As linguists pursued more interest in this area, more recently, code-switching studies were applied in specific genres, such as in the press and advertising. Advertisements these days are a natural locus for code-switching, and examples can be seen worldwide where English is combined with a local language (Gardner-Chloros, 2009: 6). According to Crystal (2003:6), only English has reached a fundamental point of being a global language which no language has ever attained before. This view is further demonstrated when Martin (2002) argues that English is the favourite pair language in advertising across culture and other investigations (Grunig, 1990; Larrson, 1990; Vizcaino, 2010) also suggest the high symbolic value of English and its indispensability in advertising.

The widespread use of English in code-switching is established, but there are fewer discussions about what types of code-switching are prevalent in advertising and the underlying motives for employing it. Two investigations by Li (2000) and Bishop (2006) discuss the possible explanations of why code-switching is used in advertising. Li (2000) proposes a list of code-switching motivations from his Cantonese-English press survey. He suggests that these motivations are utilised for communicative purposes, and Bishop (2006) argues that the reasons for code-switching may be classified as a communicative tool and as a skilled code to attain a more substantial impact in advertising effectiveness in his study in Spanish/English advertisements.

The study of code-switching in advertisements in non-anglophone countries leads to the question of what proportion of the advertisements uses English. For this reason, this paper analyses code-switching in recent Philippine advertisements focusing on its frequency, its types employing Poplack's (1980) proposal, and possible underlying motivations engaging Li's (2002) and Bishop's (2006) lists. Combining these frameworks contribute a unique

dimension to this paper because the results of this investigation provide us with an insight into the position of English in the Philippines, to what degree it is used in advertising, and the reasons underlying the code-switching.

2. Background

2.1 What is code-switching?

The interpretation of the term code-switching has always been controversial and still is today. The term code is originally from communication and technology, where the initial meaning has nothing to do with language use. As far as the meaning is concerned, it has now evolved into an umbrella term covering dialects, styles and registers (Gardner-Chloros, 2009: 11). On the other hand, the understanding of switching poses no controversy because the meaning of alternation (in language usage) is easy to understand. Even in their definitions, the terms "mixing" and "switching" show ambiguity. Some language scholars use "code-switching" with a hyphen; some do not use the hyphen as "codeswitching". Thus, it is common to see the two versions in different literature (Gardner-Chloros, 2009). Despite several linguists' efforts to propose a precise definition and spelling, both terms are still used interchangeably in other literature, and linguists have no distinct preference. For uniformity, this paper uses the term code-switching with a hyphen, not codeswitching (without a hyphen) and not code-mixing.

Different linguists propose different definitions. Myers-Cotton (2008: 76) defines the term code-switching as changes between linguistic varieties in a conversation. The speaker uses two languages in the exact phrase or sentence, which she also refers to as bilingual speech. She argues that switching in language happens between two different languages and between dialects of one language. Gumperz (1977) defines the term as a juxtaposition of passages of speech in the same speech exchange but belonging to two unidentical grammatical systems. Additionally, Poplack (2001) defines code-switching as mixing two or more languages in discourse by bilingual speakers or multilingual speakers involved in a specific conversation. This mixing of two languages happens in a conversation without any change of topic or theme, and switching can occur at any linguistic level: word, phrase or sentence level.

When it comes to ability, code-switching is a manifestation of bilingual competency used by individuals to resolve the difficulty in planning sentences by taking advantage of the two languages they are proficient with (Leung, 2006). Gardner-Chloros (2009: 41) agrees

with this view and suggests that code-switching operates as a discourse-structuring device at an individual level. In other words, a bilingual may use code-switching to communicate more clearly or to express himself/herself better. Commonly held beliefs in code-switching as a by-product of bilingualism is invalidated. Code-switching is not just a passive victim of two linguistic forces in contact, as linguists previously believed. (Gardner-Chloros, 2009: 41). This argument strongly suggests that the interchange between two languages compels a high level of bilingual proficiency (Poplack, 1980), and it is employed by bilinguals who are capable of engaging in it.

2.2 English as a strategy of persuasion

The goal of advertising is persuasion, and advertisements must attract people to increase sales. Effectiveness is achieved through diverse strategies practised by copywriters (Gao, 2005). To increase sales, manufacturers of ads must tap into something that already exists in the target group for advertising to maximise its effect (Goddard, 1998: 62).

One of these things is the language because language is a powerful attention-seeking device that people use daily regardless of their group. Because advertising aims to persuade the audience to buy, getting their attention is to supply a language their community can relate to using different aspects of speech to produce a noticeable effect (Goddard, 1998: 62).

A strategy that may persuade bilingual consumers is the practice of code-switched messages in commercials (Luna and Peracchio, 2005: 760). When it comes to bilingual advertising, Martin (2002) argues that English is the favourite pair language across cultures around the world for several reasons. She maintains that English as a pair language in code-switching has been conventionally associated with modernity, reliability and technological competency, as it carries strong cultural figures. In Japan, Takashi (1990: 335) argues that English is used to associate with modernity and evoke cosmopolitan identity.

Myers-Scotton (2008: 165) argues that people who engage in commerce worldwide use code-switching to claim consensus or agreement with a potential product buyer. She points out that attempting to speak the customer's language reflects how multidimensional the vendors are, thereby showing their influence and power. Sellers who try to incorporate another language with an international status present themselves as possessing a global position. Hence, for the advertisements to work, copywriters and commercial manufacturers must hold cultural and linguistic knowledge of their target market (Goddard, 1998: 79). All this research provides us with an idea of why English is a persuasive advertising strategy.

3.Theoretical frameworks

This section presents the two theoretical frameworks used to answer the research questions: how often does code-switching occur in Philippine advertising; what are the types involved; and what are the possible underlying motivations for code-switching. In 3.1, the types of code-switching are discussed, and in 3.2, the motivations for code-switching are explained.

3.1 Types of code-switching

One of the most common questions when examining code-switching is what linguistic aspect can be code-switched and to what degree it is possible. Poplack (1980) proposes a particular framework for examining and identifying code-switching, and perhaps the most striking in her investigation is that there is significantly no ungrammatical mixing of language 1 (hereafter, L1) and language 2 (hereafter, L2). This view implies that code-switching under investigation does not violate any grammatical rules in both languages. For this reason, she points out that the alteration of L1 and L2 requires a significant level of bilingual competence. Poplack (1980) indicates that "code-switching involves enough knowledge of two or more grammatical systems to allow the speaker to draw from each system only those rules which the other shares when alternating one language with another". Based on her investigation, she suggests the three types of code-switching based on their position in utterance: tag-switching, inter-sentential, and intra-sentential. These three types of code-switching are further explained in the succeeding paragraphs.

Tag-switching involves the insertion of a short phrase from one language into an utterance in another language. It is a quick insertion of an L2 phrase into an L1 declaration. According to Poplack (1980), this type does not violate any syntactic rules when used. Because tags generally are not intimately linked with the rest of the utterance, they may occur in the sentence at any point freely and without fear of breaking any grammatical rule. This explanation means that they are moveable, and they are not bound to obey strict syntactic constraints. Because of these characteristics, she argues that this type of code-switching is easily distributed within the discourse and is favoured chiefly by non-fluent bilingual speakers (Poplack, 1980), probably because they are easier to use. Common tags in the English language include *Oh my god! I mean,* and *You know*. The use of *sir oh*, *sir ah* below is a clear illustration of this.

(1) Sara G! Tiktok tayo.
     Change costume tayo, **ten minutes.**
     Op op op, teka lang **sir** ah. Dito sa **sir** oh.

Tara! (TNT internet provider)

[Sara G! Let's do Tiktok.

Let's change costumes in ten minutes.

Op, op, op, please wait, sir ah. Here sir, oh.

Let's go!]

As for inter-sentential switching, it involves alteration within the boundaries of the sentence. A sentence or clause is uttered in L1, while the next sentence or clause is uttered in L2. This type of code-switching involves greater fluency in both languages because the speaker can shift languages without breaking any grammatical rules in both languages (MacSwan, 1999). For instance:

(2) Dito tayo, dito tayo. **Let's be safe, be happy.** (Jollibee Fast Food)

[Let's stay here, let's stay here. Let's be safe and be happy.]

Lastly, the intra-sentential type comprises changes of word or phrases in a sentence. Poplack (1980) states that this type of code-switching is probably the most complex of the three because the segments are intimately linked with those surrounding it. In other words, the switch needs to comply with the underlying syntactic rules of both L1, and L2, which connects elements and links them together as grammatically one. Intra-sentential code-switching is syntactically risky when used by a bilingual because the bilingual has greater chances of violating grammar rules of either L1, L2 or both. Furthermore, this particular type of code-switching occurs in different forms in utterances. It may occur as an L2 insertion of a word, words or an entire clause into an L1 sentence. Other linguists also termed this as code-mixing (Apel and Muysken, 1987:67) because L1 and L2 are mixed or combined in a sentence. For instance, English/Tagalog CS clausal level:

(3) Gulat ka? Ang galing nag Tide Perfect Clean **now in liquid**. (Tide Detergent Powder)

[Are you surprised? The effectivity of Tide Perfect Clean now in liquid.]

Even though code-switching does not violate any grammatical rules of L1 and L2 in general, Poplack (1980) maintains that the three types of code-switching reflect various bilingual competence degrees, yet a bilingual speaker may engage any of these regardless of his/her competence of L1 and L2. A bilingual may use any type of code-switching or a combination of several types, whatever s/he prefers.

The three types of code-switching proposed by Poplack (1980, 2001) are still widely utilised today as one of the fundamental frameworks in research concerning code-switching. Numerous studies, both previous and recent, often employ Poplack's (1980, 2001) as a foundation in conducting their linguistic studies, especially in determining the types of code-

switching used. Several linguists frequently cite her work as a starting point for researching code-switching. For this reason, it is appropriate to use her framework to answer research questions number 2. Adapting her framework to examine the types of code-switching contributes to grasping the condition of English usage and possibly predicting its direction in advertising.

3.2 Motivations for code-switching

While most people think code-switching is purely random, some also think code-switching occurs because of the speaker's lack of knowledge of the first language, so the speaker shifts to the second language to supplement his utterance. Nevertheless, Gumperz (1977) dismisses this idea in the same way Poplack (1980) does. He further argues that code-switching does not directly indicate rudimentary knowledge of grammatical systems contrary to what is often believed. Only a few of the passages he examined showed that code-switching is motivated by the speaker's lack of knowledge or inability to find the right words he/she wants to express. Thus, language incompetency cannot be accounted for by code-switching. Knowing that code-switching is not just a coincidence in everyday conversation, much is warranted in the assumption dealing with the language of advertising where the language is carefully planned due to the time constraint and financial cost.

In advertising, Li (2000) suggests that code-switching in the press and media in Hongkong reveals that English is used to fulfil various communicative purposes in different settings in Chinese media. From his study, he identifies four motivations for code-switching, which are explained below.

Motivations by Li (2000)

1. *Euphemism*: this is the preference of utilising English to maintain a degree of politeness or decency in speech; to allude to the exact referent without causing embarrassment or unpleasantness.

2. *Specificity:* the preference of English because the meaning is more general than the L1.

3. *Bilingual punnin*g: an intended use of English to create double meaning.

4. *Principle of economy:* English word is selected because it is shorter, requiring less effort linguistically.

A related study by Bishop (2006) on the role of code-switching between Spanish and English effectiveness on consumer buying provides strong evidence of how the use of two languages in advertisements helps product recall. In other words, Spanish print media uses

Spanish with momentary switches to English to evoke memory, and a similar investigation undertaken by Luna and Peracchio (2005) suggest that code-switching significantly impacts the advertisement's effectiveness on the viewer's comprehension. What can be inferred from these studies is that language effects (e.g., code-switching) are vital during comprehension because the addressee is given the liberty to respond in any language, he/she prefers. It can be assumed that viewers who have a better recall of the product will likely purchase it during shopping.

Bishop (2006) also suggests the model of a minority to majority language switches originally proposed by Luna and Peracchio (2005). They argue that in code-switching, a language is considered the majority if it is the language of a group possessing political, economic, and cultural power in a country. On the other hand, language is considered a minority if it is not. In Bishop's (2006) paper, she lists five motivations for code-switching. The motivations are discussed in the succeeding paragraph.

Motivations by Bishop (2006)

1. *Language facility:* this signifies that using two languages simultaneously is much easier than just using one.

2. *Stylistic purposes of communication:* bilinguals use code-switching to emphasise a specific message by forcing the receiver of the message to interpret the language switch on his/her own.

3. *Expression/construction of multiple identities*: by employing code-switching in conversation, the bilingual speakers convey additional meaning to the receiver of the utterance beyond the message's content.

4. *Making requests:* code-switching may be used to attain specific requests from the listener. In this manner, code-switching is seen as a controlling device to obtain favour.

5. *Distancing in communication:* code-switching may reduce anxiety in discussing shame in some cultural contexts. This principle is similar to Li's (2000) euphemism. In this regard, this principle number 5 and Li's (2000) are discussed together in this paper's results and discussion section.

Although their lists of possible motivations may have stemmed from previous studies, their frameworks add considerable idea into providing authentic samples of code-switching, which may help to determine the reasons why code-switching is widespread as a form of persuasion. The clarity of their lists provides a comprehensive framework that is compatible with addressing research question number 3.

4. Design of the present study

4.1 Aim

This project investigates the different aspects of code-switching between English and Tagalog in television advertisements in the Philippines to acquire a deeper understanding of how Philippine manufacturers of advertisements use English to promote their product and persuade consumers to buy them. This study is based on the following research questions:

1. How frequent is code-switching in Philippine advertisements?
2. What are the different types involved?
3. What are the possible motivations underlying the instances of code-switching noted?

4.2 Material

The primary materials of the investigation consisted of television advertisements aired on national television channels in the Philippines. The advertisements were viewed from YouTube channels with the search term "Philippine television commercial 2020". YouTube was a video-sharing website that allowed users to upload their videos; share, rate and comment on other videos available on the site. YouTube also provided a search tab on their site's head bar where users could type what kind of videos they want to view. When the search term previously mentioned was typed, it displayed the two channels below.

- Commercial Muna!: This YouTube channel was managed by JM Parker. This channel compiles numerous Philippine advertisements on both TV and radio. Through personal communication, he stated that his choice of commercials to upload was random. He had no personal preference for what type of advertisements (e.g., soap, milk, shampoo) he recorded.
- Ceg13: This YouTube channel was created on June 28, 2020. Although this channel seems active at the time of the investigation, the account manager did not reply to a short interview invitation.

Commercial Muna!'s compilation was composed of 77 advertisements, while Cge13 has 72 advertisements. There were 149 full advertisements from the two channels. It was inevitable that similar advertisements were recorded in two channels. When this happened, the advertisement was counted only as one entry, not two, to avoid duplication in the random picking. Additionally, the exact dates of the creation of these advertisements were not available. It was probable that some of these advertisements were probably created 1 or 2 years ago, but this did not raise any issue since all advertisements were still aired in the year 2020, which is the samples' primary common factor.

4.2.1 Random Sampling

A sample of 40 advertisements was randomly selected from the two channels. The selection was through the use of an online tool called Comment Picker. Comment Picker was an electronic draw by lot tool that automatically shuffled entries and randomly picked names when the pick button was clicked. All the advertisements from the two channels were typed as entries (e.g., TNT mobile, Head and Shoulders) shuffled then picked. This process was repeated until the samples reached 40.

After the samples were taken, the advertisements showed two standard time frames (15 seconds and 30 seconds), and four advertisements exceeded more than those. The excess four advertisements had a time frame spanning 45 seconds to 1 minute and 13 seconds. These four advertisements were categorised together as 45-second to 1 minute since it is complicated to classify these advertisements separately. As a result, there were three categorisations of advertisements based on length. The three categorisations were 15 seconds, 30 seconds and 45 seconds to 1 minute.

Another significant concern that needed to be addressed was the number of advertisements in each category. The sample advertisements did not generate an equal number. The random sampling generated far more advertisements in the 30-second category. It may be assumed that there were many advertisements created in this particular time frame, less in 15-second, and very few advertisements created more than 45 seconds. Hence, even if random picking is repeated, a similar result would arise. The complete result of the random sampling was summarised below.

Table 1. Classification of advertisements

	15 sec.	30 sec.	45 sec to 1 Min.	TOTAL
Number of advertisements	14	22	4	40

The table shows that there were 14 advertisements in the 15-second category. There were 22 in the 30-second advertisement, and there were only 4 in the 45-second to-1-minute category. A total of 40 samples were used as the primary data in this paper in the investigation of code-switching.

4.3 Method

This study used a combination of quantitative and qualitative analysis. Quantitative analysis was used to answer research questions number 1. A combination of quantitative and

qualitative was used to address research question number 2, and qualitative analysis was used to answer research questions 3. The quantitative part of the analysis deals with counting the frequency and types of code-switching, while qualitative analysis focuses on identifying code-switching instances' possible motivations. The use of a mix method approach was applied for two principal reasons. Firstly, the quantitative outcome provided a general idea of how prevalent code-switching is in Philippine advertising in terms of the number of words and how often they occur. Secondly, although quantitative analysis provided a general idea of how widespread code-switching was in terms of numerical value, the nature of such analysis did not provide theoretical pieces of evidence that were needed to address the research questions numbers 2 and 3. These two research questions needed a qualitative approach to obtain empirical samples as these can only be drawn from a closer examination of the data. As Litosseliti (2018: 228) argued, "the study of real samples of speech and writing as evidence of how people in the world use language in a range of social contexts is manifestly the business of linguists". In this regard, mixed methods were more appropriate because quantitative analysis alone did not produce evidence of a linguistic phenomenon such as code-switching.

After the materials were collected, the advertisements were transcribed and examined. The transcription process was primarily done manually through the play, stop and rewind procedure. YouTube also equipped the site with a subtitle function that automatically translated the dialogues shown on video as subtitles. This function was used when the dialogues were not clear enough to be heard during the dictation process. However, this function was only applicable to English dialogues because it was not available in Tagalog. All Tagalog transcriptions were manually done without any subtitle assistance. The code-switched words were highlighted to have straightforward referencing. The complete copy of the transcripts is available in this paper's appendix section if there is a need for future reference.

4.3.1 Method of analysis

The primary analysis employed in this paper is a content analysis which is a sub-category of text analysis. For clarity, text analysis is discussed here first, followed by a brief explanation of content analysis. One of the text analysis traditions is the linguistic tradition which treats text as an object of study (Bernard and Ryan, 1998). Researchers employ this approach to examine words, sentences, pages, documents, paralinguistic features and what is missing in the text. This analysis is characterised by retrieving, marking and counting the data. This

method enables researchers to identify themes, compare cases and groups, and explain them. As to content analysis, Stemler (2001) states that content analysis examines patterns by a systematic technique by condensing many words in the text into fewer categories. Hoff (as cited by Stemler, 2001) states that this technique is used to make an inference by objective and systematically identify a particular characteristic of a text. The description of these analysis methods substantiates its applicability in research involving examining linguistic features, calculating frequency, and categorising data, which fulfilled this paper's inquiry. For clarification, the instances of code-switching were analysed through the types of code-switching by Poplack (1980) plus its frequency (qualitative and quantitative); the motivations of code-switching proposed by Li (2000) and Bishop (2006).

The reader may question why the quantitative analysis was not carried out in research question number 3 or the possible motivations for code-switching. There was a plausible explanation underlying this. The primary reason for this decision was the complexity of the underlying motivations. An instance of code-switching could contain multiple motivations; thus, it was not easy to determine them separately. In some cases, the entire advertisement needed to be considered to identify its motivations (e.g., bilingual punning).

4.3.2 Limitations

The compilation of advertisements contained foreign advertisements (e.g., Korean, Chinese) dabbed into pure English. These were excluded from the study; only bilingual advertisements were considered because these imported advertisements did not contain any Tagalog words. Written texts and background pop songs were not also part of the investigation, and brand names in English were not counted as code-switching cases because they were proper nouns. The manufacturers purposely made brand names for commercial reasons. Thus, it was complicated to perceive them as instances of an authentic utterance of code-switching.

5. Results and discussion

This section presents and discusses the results of the present study. The overall instances of code-switching and the number of words switched is presented in section 4.1. Section 4.2 discusses the types of code-switching found from the data and how often they occur. Lastly, section 4.3 deals with the possible motivations of code-switching.

5.1 Total number of words and instances of code-switching

It is important to be reminded that the number of instances does not correspond to the number of words switched. In most cases, there are more words switched in just an instance of code switch. Therefore, the number of words is greater than the sum of instances.

The forty advertisements generate a total of 1,555 words. Surprisingly, 794 words from the advertisements are switched to English, while only 761 Tagalog words are found. The percentage of 51.1% English words in the Philippine advertisements affirms that English in advertisements is widespread while Tagalog words are only 48.9%. This finding is surprising because Tagalog is the L1 of the Filipinos while English serves only as L2. Expectedly, L1 should be prevalent as a mother tongue. However, English is also an official language in the Philippines, comparable to Tagalog. The prevailing code-switching in advertising implies English acceptance as one of the Philippines' official languages (Banatao and Malenab-Temporal, 2018: 134).

The dominance of English in Philippine advertisements may be explained by the fact that television viewers are heterogeneous (Tajolosa, 2013). The viewers differ in age, educational background, economic background, and sex. Drawing from Luna and Peracchio's (2005) argument, since there are more English words in quantity, Tagalog unexpectedly takes the minority position. English outnumbers Tagalog may entail that Tagalog is the minority language with lesser power to persuade. When it comes to persuasion, the high percentage of English words from the sample signifies that English is the primary language tapped by copywriters to promote sales. The 51.1% of English words cannot be accounted for as unintentional, especially when advertisement time is very constrained and expensive.

5.1.1

The following table presents how many words are switched and how often they occur.

Table 1. The number of words switched and instances of code-switching.

	15 Sec. n=14	30 Sec. n=22	45 Sec. to 1 Min. n=4	Total n=40	Overall Average
Words switched	181	448	165	794	264
Average word switched per ad	12.9	20	41	73.9	24.6
Instances of CS	75	156	47	278	92
Average instance of CS per ad	5	7	12	24	8
Average word switched per instance of CS	2.4	2.8	3.4	8.6	2.8
Frequency of CS per second	3	4.2	5	12.2	4

The table above presents three significant areas found in samples. First, the number of words, second, the instances of code-switching and lastly, their respective averages in time and total number. Fundamentally, the data shows that there are more words switched and more instances of code-switching in the 30-second category. There are 448 code-switched words in the 30-second category, while there are only 181 in 15-second and 165 in 45-second to 1-minute advertisements. There is a considerable difference between the three categories, but this should not be taken at face value. The 448 code-switched words in the 30-second category do not imply that code-switching occurs more in this category. There are more words in this category simply because there are more samples or 22 advertisements (c.f. n=14, n=4) with this time frame among the 40 samples, as explained in the material and method sections. Analysing at face value generates faulty results because the 30-second category would always yield the highest score. Because of this unavoidable disparity, it is better to emphasise and consider the average value instead.

In determining the average value in Table 1, it is crucial to keep two variables: the time category in seconds (per second) and the total number of advertisements (per ad). The fundamental premise is when it is "per ad", the number is divided by the total number of advertisements or n; and when it is "per second", it is divided by the advertisement categories per second (e.g., 15 seconds, 30 seconds, 45-second to 1 minute). In getting the average word switched per ad, the words switched is divided by the total number of advertisements or n. For instance, words switched in the 15-second category, 181 words ÷ 14 total number of ads = 12.9 average words switched per ad. In determining the average instance of code-switching per ad in the 15-second category, code-switching instances are divided by the total number of advertisements as 75 instances of code-switching ÷ 14 total number of ads = 5.3. These procedures are repeated to other remaining categories. However, a new equation is needed, which is different from the variables of "per ad" and "per second" earlier.

A new equation is needed in determining the average word switched per ad, which does not use the "per second" or "per ad" mentioned earlier. The number of words is divided by the instance of code-switching. For example, in the 15-minute category, 181 words ÷ 75 instances = is 2.4 words per instance of code-switching. The same procedure is applied in other categories as well. Next, in determining the frequency of code-switching per second, a new equation is also required. The time category was divided by the average instance of code-switching per ad. To illustrate, in the 15-second category, 15 seconds ÷ 5 instances of code-switching = 3 frequency of code-switching per second. The same equation is applied to the remaining categories as well to obtain the average. Nevertheless, a clearer clarification is

required for the 45-second to 1-minute category. Since this category contains various time frames, 60 seconds was used as the standard time.

Overall, the data suggest a relationship between time and code-switching. As expected, the instances of code-switching increases as the airtime of the advertisements lengthens. This also suggests, predictably, that the longer the advertisement is, the more words are switched. To illustrate this further, the 45-second to 1-minute category has an average of 41 words switched and 47 instances of code-switching. Each instance of code-switching inserts an average of 2.4 words every 5 seconds. These numbers are higher compared with other categories. The words switched doubles in 45-second to 1-minute advertisements. This analysis implies how expensive airtime is maximised and capitalised by loading more English words as much as time allows.

The overall average across the three categories is computed by dividing the total by three (the total number of categories). For example, the total frequency is 12 seconds divided by three categories = 4-second average. When applied, the data evaluation shows 24 words switched per advertisement, occurring in 8 instances, with each instance inserting 2.8 words every 4 seconds. This result may suggest that English words are distributed steadily throughout the advertisements rather than employing them in a specific section (opening, closing) in the advertisements. This repetition may also signal smoothness in the delivery of English words by the speaker. According to Poplack (1980), a smooth transition between L1 and L2 marks a skilled code-switching characteristic. Skilled code-switching also exhibits unnoticeable hesitations, false starts, and long pauses. The frequency based on the findings may connote a degree of skilled code-switching, but scripts in advertising can be practised several times before filming. Thus, it is problematic to conclude if the smoothness is authentic in natural, unscripted speech, but the transition of L1 and L2 in advertising is undeniably smooth based on the frequency from the samples.

5.2 Types of code-switching according to Poplack

There is a total of 278 instances of code-switching found from the 40 samples. The distribution of the types of code-switching found from the sample is presented in Table 2.

Table 2. The distribution of code-switching instances per advertisement category.

	15 sec.	30 sec.	45 sec. -1 min.	TOTAL
Tag-switching	1	3	3	7 (2.6%)
Inter-sentential	14	34	19	67 (24%)
Intra-sentential	60	119	25	204 (73%)

TOTAL	75	156	47	278 (100%)

Table 2 shows the allocation of the types of code-switching from the data. To calculate the percentage, the formula $Y/X = P\%$ is used. This equation is a basic mathematical formula in determining the percentage where Y stands for the number in the query; X is the total number; P% results in percentage. Since the purpose is to get the per cent, the decimal is converted into per cent by multiplying 100. A detailed process on how the percentage in tag-switching is presented below for a quick reference. The equation for solving P is:

Formula: $Y/X = P\%$
$P\% = Y/X$
$P\% = 7/278$
$p = 0.0252$
(The decimal is converted into per cent.)
$P\% = 0.0252 * 100 = 2.6\%$
Answer: 7 is 2.6 % of 278

The most dominant type of code-switching is intra-sentential (73%), followed by inter-sentential (24%) and tag-sentential (2.6%). Although segments in tag-switching are easily distributed in the discourse, according to Poplack (1980), these are not the most used type of code-switching. Tag-switching has a low percentage. Nevertheless, her suggestion applies to spontaneous speeches done by an individual and perhaps may pose limitations to scripted utterances, with a strict time frame and with an intended purpose, such as in the language of advertising, in which copywriters carefully plan speeches. This also suggests that fillers and interjections (tag-switching) are not foreseen to contain a strong persuasive element as this data shows copywriters do not prefer this.

Predictably, the result in table two shows that a word or short phrase is switched more instead of full sentences if the time is constrained. The inter-sentential percentage, which is 40%, affirms this claim in the 45-second to 1-minute category. This percentage is calculated using the same formula above. To illustrate, 19 inter-sentential switches ÷ 47 total number inter-sentential switches in the category = .40 x 100 to convert into per cent = 40%. This result significantly reveals a trend, the longer the advertisement, the more it accommodates longer, sentential switches, while shorter advertisements integrate a word or shorter phrases. Some excerpts from the samples are given below to illustrate the three types of code-switching.

   a. Tag-switching

(4) Mas grabeng **savings**! **Pay only twenty-twenty**, g**uys, ah**! **No more excuses**!

(Shakey's Pizza)

[Bigger savings! Pay only twenty-twenty, guys, ah! No more excuses!]

The phrase "guys ah!" is an example of a tag switch. It is used as an interjection in the utterance.

   b.   Inter-sentential

(5) Kamot, kamot. Amoy, amoy.

Ang init-init at dumi-dumi kasi.

Doc, how do you fix this?

With a total scalp solution, new Head and Shoulders! **Unlike beauty shampoos, it removes one hundred per cent of dandruff and protects your scalp from dirt and sweat, so you're free of itch and odour and one hundred per cent dandruff free.**

(Head and Shoulders Shampoo)

[Scratch, scratch. The smell, smell.

It's too hot, and it's too dirty, that's why.

Doc, how do you fix this?

[With a total scalp solution, new Head and Shoulders! Unlike beauty shampoos, it removes one hundred per cent of dandruff and protects your scalp from dirt and sweat, so you're free of itch and odour and one hundred per cent dandruff free.]

In example (5), the L2 switch is more extended than L1. The initial sentences were uttered in Tagalog then the sentential switch to English follows.

   c. Intra-sentential

(6) Tutulongan ko ba sya? Pero tama ba? Pag **toddler years** na, mas tamang **supportahan** ang **self-discovery** nila. **Give them new** Nido Three Plus, mas pinahusay nag **nutri-tods**. Sisik sa **nutrients** na **expertly made** na bagay **for their age to help them as they make their first wins**. **Choose** Nido Three Plus. (Nido Milk)

[Should I help her? But is it right? For toddler years, it is better to support their self-discovery. Give them new Nido Three Plus, with more improved nutri-tods. Filled with nutrients that is expertly made, that is suitable for their age to help them as they make their first wins. Choose Nido Three Plus.]

Example (6) presents code-switching in words, phrases and clauses within a sentence. The significance of example (6) is that intra-sentential code-switching occurs at any sentence level (word, clause, phrase). The word "self-discovery" is an example of a word switch; "toddler years" is an example of a phrasal switch, and "for their age, to help them make their

first win" is an example of a clausal switch. Despite the various forms of code-switching used, no grammatical rule is violated in both L1 and L2. There seems to be a strict grammar rule observed in every occurrence. According to Poplack (1980), this particular type of code-switching requires the most knowledge of L1 and L2; and is favoured mainly by "true" bilinguals. These are bilinguals who have sufficient ability in both languages so it is easy for them to go back and forth from L1 to L2 and vice versa.

Generally, Poplack (1980) maintains that code-switching does not disregard any grammatical rule in both languages as mentioned. The 278 instances of code-switching from the samples also support this claim. All the instances of code-switching adhere to both English and Tagalog grammar rules. On the other hand, there are instances where certain modifications have to be made for the English language to fit Tagalog grammar. In exceptional cases like this, it can be inferred that Tagalog serves as the mother language whose grammar needs to be regarded. In Martin's (2002) argument, she names this a host language, while English is the guest language. Though Tagalog is outnumbered in quantity, some samples suggest that English words adjust to Tagalog's grammar which means that Tagalog remains the host language. Samples (7) and (8) illustrate this claim further.

(7) Yun nga lang pag meron, gabi pa lang pagod na kaka-**check for leaks.** (Whisper)
The prefix *kaka* is added to the English word check to make the verb into a past continuous form. This modification suggests a strategy to avoid grammatical issues in Tagalog.

(8)   **To help make you stronger, mas tougher...**
         ...mas-**fit**
         ...mas- **healthy** (Centrum Vitamins)
In sample (8), modification is seen by adding the prefix *mas*, which means more. Mas is used as a comparative adjective the same way as in English, but "more fit" and "more healthy" may not be conventional because "fitter" and "healthier" are the correct comparative adjectives.

5.3 Motivations for code-switching by Li and Bishop

As previously mentioned in section 3.2, there are nine common motivations for why code-switching happens proposed by Li (2000) and Bishop (2006), which are repeated here for convenience. Their frameworks are discussed together in the next sections, although their lists are presented separately in the theory section.

1. Euphemism

2. Specificity

3. Bilingual punning

4. Principle of economy

5. Language facility

6. Stylistic purposes of communication

7. Expression/construction of identities

8. Making requests

9. Distancing in communication

1. Euphemism

Euphemism is used to avoid discussing embarrassing topics publicly. Among the forty advertisements, there is only one advertisement that uses this kind of code-switching. The advertisement promotes sanitary napkins for women's menstruation. In example (9), the English term leak is preferred rather than the Tagalog words *tulo* or *tagas*, which signify more vivid imagery of a red stain. The mental imagery of a red stain in menstruation might be too vulgar to be implied on national television, so the switch has to be made.

> (9) Yun nga lang pag meron, gabi pa lang pagod na kaka-**check for leaks.** Pero buti na lang, may Whisper Nights, **longer wider and infused with derma care lotion** na iwas **irritation**. (Whisper Sanitary Napkin)
>
> [That is the thing about it when you have it, you're already tired at night for checking for leaks. But, the good thing is, there's Whisper Nights, longer wider and infused with derma care lotion to avoid irritation.]

2. Specificity

Words are code switched because the English counterpart has a general meaning. A good illustration is the English word weekend, for example (10). The word weekend covers both Saturday and Sunday. However, referring to the weekend in Tagalog requires the speaker to mention the two holidays separately, *Sabado* (Saturday) and *Linggo* (Sunday). Furthermore, the use of Linggo also causes ambiguity. Linggo also means week, depending on how it is used. The shift to English is precise, as demonstrated in example (10).

> (10) Pinya-sarap, pinya-sustansya kaya pinya-buhay ang **weekends**.
>
>   Manok **with** pinya para sa kanila para **weekend** nila pinya-saya.
>
>   Pinya-buhay ang **weekend with** Del Monte Pineapple. (Del Monte Pineapple)
>
>   [Pineapple-taste, pineapple-healthy, so pineapple-living on weekends.
>
>   Chicken with pineapple for them, so their weekend is pineapple happy.
>
>   Pinya-buhay ang weekend with Del Monte Pineapple.]

On the contrary, some words are also switched to English to achieve a more concise meaning. This claim is confirmed in the word "deal".

(11) Syempre. Shakey's **twenty-twenty meet up deal** yan eh. Grabeng sarap! Grabeng
dami! (Shakey's Pizza)

[Of course. That's Shakey's **twenty-twenty meet up deal**. Very delicious! Big
servings!]

The word deal in English is defined by the Cambridge Dictionary as an agreement or an
arrangement, especially in business. The closest word for this in Tagalog is *panukala* which
means a proposal rather than a business agreement. Therefore, the shift to English signals
accuracy.

3. Bilingual punning

One fascinating motivation for code-switching is the deliberate attempt to produce double
meaning. The example (12) below shows how the song "Happy birthday to you" is punned.
Lazada is a retail shopping site celebrating its birthday, so they are offering huge discounts to
customers. The speaker sings to herself the birthday song replacing the word birthday with
other items. The pun is created by forwarding two messages: 1. It is Lazada's birthday 2.
Shop like it is your birthday.

(12) **Happy new shoes to me** – Miyuuuh…

Happy new bags to me – Miyuuuh…

Happy diapers, dresses, lipstick, cellphone, unan… [translation: pillow]

Happy shopping to me – Miyuuuh…

Happy Birthday Lazada! (Lazad Shopping Site)

4. Principle of economy

Some words have corresponding Tagalog equivalents, yet those words are not used
intentionally. In some cases, copywriters prefer English words. According to Li (2000),
English words require less linguistic effort, so people favour it. Words "safe", "happy", and
"new" are some examples found from the data. However, a more common form of language
economy found from the data is English's preference in saying numbers referring to years,
age, and price. This usage could be explained by the fact that if these numbers are spoken in
Tagalog, it would be much longer, extending the airtime consequently affecting the cost. In
this analysis, the economic principle is seen in two ways: in language and financial cost. Two
excerpts are provided below.

(13) Kung kinaya namin,

...kaya nyo rin.

Join Century Tuna **every bod superbod twenty-twenty.** (Century Tuna)

[If we can do it,

...you can do it, too.

Join Century Tuna every bod superbod twenty-twenty.]

In example (13), the word twenty-twenty only has four syllables when spoken, but if this word is spoken in Tagalog, it would have nine syllables as *dalawang libo't dalawang pu*. This phrase demands more time and effort when spoken, which could disturb the rigid time frame.

(14) Chowking Pork Chow Fan pinagsamang sarap nga **meaty** sahog at **Chinese fried rice in one**. **Forty-nine** (49) lang. (Chowking Fast Food)

[Chowking Pork Chow Fan combined the taste of meaty flavour and Chinese fried rice in one. Forty-nine only.]

Example (14) also shows similar motivations. When spoken, 49 only has three syllables, but Tagalog has six syllables as *apat na put siyam*, which is obviously lengthier.

5. Language facility

There are several words from the advertisements that have zero Tagalog counterparts. Health-related words such as antioxidants, zinc, vitamin c and b-complex lack any Tagalog equivalents. The use of these English terms is perceived as a process of language facilitation. Similarly, words such as sterilised milk and macaroni salad also lack Tagalog words. Although milk is *gatas*, it sounds unconventional if one says "sterilised gatas". Thus, "milk" is also code switched. Words related to state-of-the-art technology such as 4G, LTE, phone and sim, gig (as gigabyte), data and have to be switched. Because these modern products and advanced services do not originate in the Philippines, it is not surprising that there are no Tagalog terms for these. This claim is also supported by Hussein (199) in his study of Arab speakers. He suggests that one of the critical motives of code-switching is the inadequacy or shortage of equivalents in technological domains. Therefore, the shift to English is a prerequisite and needs to be facilitated. The excerpt below shows this claim.

(15) Bitin ang saya pag naka- **3G** ang **data**? Kaya dapat **upgrade** na sa TNT **4G/LTE phone and SIM**! Para todo ang saya **with** TNT **4G/LTE**! **Super** bilis para tuloy-tuloy ang saya. Bilisan mo mag **upgrade** na sa TNT **4G/LTE phone and SIM**! (TNT Internet & Phone Provider)

[Is your fun limited if you are just using 3G data? Then, you need to upgrade to TNT 4G/LTE phone and SIM! To maximise fun with TNT 4G/LTE! It is super-fast so you can continuously have fun. Hurry and upgrade now to TNT 4G/LTE phone and SIM!]

6. Stylistic purposes in communication

Code-switching is a way to emphasise a particular message by creating a situation that forces the receiver of the message to shift his/her cognitive mode and information processing from L1 to L2. According to Bishop (2006), code-switching offers a straightforward example of how to signal changes in a context that the speaker wants to foreground and make salient. The advertisement below shows how this motivation is applied.

(16) Gulat ka? Ang galing ng Tide Perfect Clean **now in liquid.**

Just dip, dab and dump. Para sa linis…

Na walang mintis. (Tide Detergent)

[Are you surprised? The effectivity of Tide Perfect Clean is now in liquid.

Just dip, dab and dump. To make it clean…

Without any spots/dirt left.]

For example (16), the switch to English conveys how the powder cleans without so much effort in washing. If the switch is translated into Tagalog as *isawsaw, dampin at itapon lang* suggests traditional hand washing steps entailing hard physical work. Therefore, hearing the Tagalog translation persuades the hearer to process its meaning (tedious work). On the contrary, the switch to English highlights the simplicity and ease of washing which may stimulate the hearer to process the washing clothes as something light and easy.

7. Expression of multiple identities

Language is utilised for communicating beyond the referential meaning; it is employed to attain a goal (Myers-Scotton, 1993). Constant code-switching from L1 to L2 sends a signal to the hearer to examine an additional meaning beyond what is expressed. Some of these additional meanings include a signal of status, authority and education (Bishop, 2006), and it also involves the signal of two sides of the speaker's personality (Myers-Scotton, 1993), L1 as L1 a national identity and L2 as an educated speaker. The excerpt presented below indicates the speaker's construction of two dimensions of her identity through code-switching.

(17) **Hi guys, welcome to my vlog**.

Pag may sippon, parang may mali. Para gumaling agad, mag Neozep **works** sa sipon at sa lahat ng kasama nito **as fast as fifteen minutes**. (Neozep Medicine)

[Hi guys, welcome to my vlog.

When you have a runny nose, it feels like something is wrong. To recover faster, try Neozep. It works for runny nose and other symptoms that come with it as fast as fifteen minutes.]

In example (17), the speaker's greeting conveys that she is a Filipina vlogger. However, her switch also conveys that she is not just a Filipina vlogger but also a vlogger who addresses a broader audience, probably non-Tagalog speakers who understand English.

8. Making requests

A speaker may use code-switching to attain something from the addressee. According to Becker (1997), code-switching acts as a controlling device to make explicit or implicit requests. Furthermore, Lipski (as cited by Bishop, 2006) argues that the direction of code-switching gives the bilingual speaker more persuasive power. The use of English to command the viewers to purchase the product is straightforward in some advertisements. The example below shows this claim.

   (18) **Check the price**. Mas-**affordable**.

    Check the pack. Masustansya. (Alaska Milk)

   [Check the price. More affordable.

   Check the pack. Healthy.]

In example (18), an imperative form of the verb placed at the beginning of the sentence is switched to English. This specific switch is expected to give more persuasive power to the audience. As a result, the switch is supposed to influence the audience to buy the milk. This request is rather implicit because, in the actual advertisement, the speaker is talking face to face to someone, so that person was addressed directly by the command. Though implicit, the switch makes the request salient.

    All the examples derived from the data demonstrate that all motivations from Li (2000) and Bishop (2006) list exist. The results demonstrate to us the various ways how code-switching motivations are uniquely used in advertising as a communicative tool to achieve persuasion in advertising.

6. Conclusions

As English penetrates around the world, code-switching as a language phenomenon becomes common. Although our knowledge about bilingual advertisements is far from complete, several studies in code-switching in advertising have achieved considerable progress, nonetheless, in the Philippines. This study is designed to contribute to the existing knowledge of code-switching in advertising in the Philippines.

    As the data suggests, Philippine advertisements are replete with English, with 51% of words switched to English unexpectedly outnumbering Tagalog words. On average, there are

eight instances of code-switching in an advertisement; each instance occurs every 4 seconds, and each instance inserting 2.8 English words results in an average of 24 English words per advertisement.

Regarding research question number two, the most common type of code-switching is intra-sentential. This type of code-switching is the most common across the categories, while tag-switching is the least preferred. As expected, the longer the advertisement, the more combinations of the types of code-switching are possible.

Regarding research question number three, which is the possible motivations for code-switching, the data suggest that Li (2000) and Bishop's (2006) list of motivations of code-switching instances are all affirmed. Code-switching is used for various communicative purposes such as euphemism, specificity, bilingual punning, lack of words, language facilitation, style, expression of identity and command. The result provides us with an idea of how code-switching is motivated to persuade the audience.

In this paper, there were only forty advertisements under investigation, which limits the generalizability of our findings. Despite this, may this study serve as a foundation for future studies in the field of code-switching in advertising. Future research is highly recommended to include more extensive data, including advertisements in print, radio, and social media. Investigating the phonological aspect of code-switching in advertising is also an exciting topic for future work. Lastly, examining the impact or the effectiveness of code-switching in the audience' buying decision might prove a vital area for future study.

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Appendix

Transcription of Advertisements
Time Categorization

Fifteen (15) Seconds Ad

1. Product: Alaska Fortified – 15 seconds (Milk)

   Sa nakasanayan ng gatas, kahit mahal pikit mata nalang. Dumilat
   sa katotohanan.
   Alaska **afforda-pack**.
   Check the price. Mas-**affordable**.
   Check the pack. Masustansya.
   O, 'tamo.
   Alaska Fortified. Masustansya na, mas-**affordable** pa.

2. Product: Surf – 15 seconds (Deteregent Powder)

   A: **Bye**
   B: **Bye**, ingat.
   Araw kahit matindi ang init mo, i-tototodo ko pa ang bango ang damit namin. Sa **new**
   Surf **fab-con with sun bloom technology** nag-**bobloom** ang bango ng damit **under the**
   init. **Add first**, sa **new** Surf **fab-con**.

3. Product: Bonakid Pre-School Three Plus - 15 seconds (Milk)

   A: Ma, para sa akin ba'to. Eh, ito.

   B: Ito ang para sa kanya. Bagong Bonakid Pre-school Three Plus. May **added whey**
   protein and levels of nutrients na sadyang ginawa para sa batang **three** pataas.

4. Product: Myra Classic Moisturizing Vitamin Lotion – 15 seconds (Lotion)

   Naggagandahan, nag kikinisan pero ang **skin** nya, nag vi-**vitamins** pala. Myra
   vitamin lotion. May **power** ng **more beauty vitamins** kaya ang **skin**, **all day** kinis
   glowing. A. May ganyan bang **powers** ang **lotion** mo?

5. Product: Comfort Care Detergent – 15 seconds (Detergent)

   Kapay ay humol mukhang luma. **So, I fight clothes aging with the new** Comfort Care
   Detergent. **Its anti-aging technology deeply cleans and protects against the five signs**
   of clothes aging kaya hindi mukhang luma ang **clothes** ko. **New** Comfort Care Detergent.

6. Product: Tang – 15 seconds (Drink)

   Para mapalinis ang kwarto nya? Uhhmn, **okay shoot**.
   Para **refreshed** sya? **Love** nya ang Tang.

One hundred percent (100%) Vitamin C.
May **real fruit taste**
pa.   Tang **gets it done.**

7.   Product: Pizza Hut – 15 seconds (Food)

Tara Lex! (10x)
Pizza Hut **lunch express**, mabilis, masarap, **affordable**.
Lunch time? Tara Lex sa Pizza Hut.

8.   Product: Centrum Advance – 15 seconds (Vitamin)

A: Para mag dagdag **protection** sa sakit, **our bodies need vitamin C**
B: **And also zinc and other antioxidants for immunity**
A: **We get these**… B:
And more from A/B:
Centrum Advance!
B: Tulong para matibay ang **immune system**
A: At **healthy** ang buong katawan

9.   Product: Bioderm – 15 seconds (Soap)

Boring ang ligo? **Level up** ligo na **with** Bioderm. Kaya **level up** na sa **refreshing coolness** at **skin germ protection**.

10.   Product: Alaska Fortified Choco – 15 seconds (Drink)

Pag si mama nag tipla, simot agad ang **choco C-H-O-C-O**. **Nine out of ten** (9 out of 10) **kids love the new** Alaska Fortified Choco, tulong sa lakas at talas. **Your choco milk**…

11.   Product: Enervon Syrup – 15 seconds (Vitamin)

May sigla, may ener-sigla. May tibay, may ener-tibay. Mag Enervon **syrup with vitamin B-complex** tulong pang ener-sigla, **vitamins a, c, d** tulong pang ener-tibay.
Batang Enervon **syrup** batang **healthy.**
Unilab yan.

12.   Mc Donalds – 15 seconds (Food)
Oops, **time out** mag McDo **take out** na. Ang Chicken McDo **seventy-five pesos** (75php) na lang at ang McCrispy Chicken Fillet **only fifty-nine** (59). **Take care of your budget with** McDo Chicken Mac Savers.

13.   Product: Chowking - 15 seconds (Food)

A: **Meaty** sahog.
B: **Chinese fried rice**.

Chowking Pork Chow Fan pinagsamang sarap nga **meaty** sahog at **Chinese fried rice in one**. **Forty-nine** (49) lang.

14.   Product: Knorr Pork Cubes – 15 seconds (Food)

A: **Today, I'll be cooking**-
B: Monggo! Tumutulong to para lumakas ang resistensya.
C: Pero gawin nating masarap **with** Knorr Pork Cubes. Gawa sa **real pork**.
Masustansya na, masarapa pa. Gawing masarap at masustansya. Knorr!

Thirty (30) Seconds Ad

15.   Product: Downy Detergent – 30 seconds (Detergent)

A: Iha, bakit mo **e-enondorse** yan?
B: Ba't op tyang?
A: Kasi mabango nato?
A: **Try** nyo.
B: Hmp. Laki ng **pink perfume**. Hmm. Bango.

Perfume boosters ng Downy Detergent. Tanggal ang mantsa. Bangong **perfume** pa.
A: Aba, aba, **sparkling clean**. Downy Detergent na ako.

B: **Good choice**!

A: Sumasabog ang bango.

B: Downy Detergent!

16.   Product: Del Monte Pineapple Chunks – 30 seconds (Food)

Weekend na pero tanghali na ang gising. Bubuhayin ko sila **with** Del Monte Pineapple.
I need a hero. Sa **chunky** pininyahang manok na luto ko.
Pinya-sarap, pinya-sustansya kaya pinya-buhay ang **weekends**.
Manok **with** pinya para sa kanila para **weekend** nila pinya-saya. Pinya-
buhay ang **weekend with** Del Monte Pineapple.

17.   Product: Milo Champion Formula – 30 seconds (Drink)
Para sa palaki ng palaking pangarap, pagaling ng pagaling ang Milo. **New** Champion
Formula mas siksik sa **champion energy nurtrients** at mas-**champion** sa sarap.

18.   Product: TNT 4G LTE and SIM – 30 seconds (Internet Provider) A: **Guys,** ito na.
Bitin ang saya pag naka- **3G** ang **data**? Kaya dapat **upgrade** na sa TNT **4G/LTE phone
and SIM**! Para todo ang saya **with** TNT **4G/LTE**! **Super** bilis para tuloy-tuloy ang saya.
Bilisan mo mag **upgrade** na sa TNT **4G/LTE phone and SIM**!

19.   Product: Calpol Extra – 30 seconds (Medicine)

Sa trabaho ko bawal ang magkamali. Buhay ang nakasalalay **twenty/four seven**.

Sa mata nag iba mukhang magulo. **Trust me**, hindi. **It's all about remaining focused under pressure.**

Kaya ang matinding sakit ng ulo bawal sa **shift** mo. Sa matinding sakit, matinding gamot ang kailangan. **New** Calpol extra **for adults with paracetamol caffeine opti sorb technology that fights tough headache and migrane. Try new** Calpol Extra **for adults.**
Fights extra tough headaches and migraines.

20.   Product: Touch Mobile (TM) - 30 seconds (Internet/Mobile Provider)

A: **Guys,** ano bang ambag nyo? Sagot ko **doughnut** at duhat.
B: Sagot ko, **ice cream** at iwant.
C: Sagot ko, lumpia at **live stream**.
D: Sagot ko, sinigang at **ootd** ng **gang.**

Sagot ng **TV** ang **bond moments** ng Pinoy **with** Easy Surf 50 may **one gig**, **three gig** pang **watch and play or share and shop**.

A: Donna, anong sagot mo?
E: Bakit nangliligaw kaba?

21.   Product: Nido 3+ - 30 seconds (Milk)

Tutulongan ko ba sya? Pero tama ba? Pag **toddler years** na, mas tamang **supportahan** ang **self-discovery** nila. **Give them new** Nido Three Plus, mas pinahusay nag **nutri-tods**. Sisik sa **nutrients** na **expertly made** na bagay **for their age to help them as they make their first wins**. **Choose** Nido Three Plus.

22.   Product: Ariel - 30 seconds (Detergent)
A: Ganito ka tindi? Hirap lalo na sa **washing machine** pero **carry** daw nito ng **new** Ariel Machine Expert, walang kusot-kusot. **One scoop, one cyle. And mumshies, no scrubbing!** Ariel's **unique tri-active clean formula will clean, whiten, and brighten in the machine.** Ariel's **hand-wash like clean in just one cycle.** Posible? Posible! **New** Ariel Machine Expert.

23.   Product: Growee – 30 seconds (Vitamin)

Sabi ni mama dapat ang takad, may tatag din kaya nong bata pa ako bigay nya ang Growee. Bukod sa **CGF** meron din itong **vitamin D**. Ang **vitamin D** kasi ang tulong sa matibay na buto, mabilis na pag tangkad at malakas na **muscles** kaya di lang tangkad, may tatag din. **Switch to** Growee **vitamin D.** Alangang tunay, alagang Pilipino.

24.	Product: Vitaminized Lactum Three Plus - 30 seconds (Milk)

Di pweding mahina ang aking anak. Sa daming nag posibleng sakit ngayong panahon, kailangan malakas ang kanyang **immunity**! Kaya binibigyan ko sya ng Vitaminized Lactum Three Plus. Bukod sa **key nutrients for brain and bone development,** may **immuno nutrients** para tulungan palakasin ang kanyang **immunity. To help strengthen his immunity**, Vitaminized Lactum Three Plus!

25.	Product: Centrum – 30 seconds (Vitamin)

A: **At fifty** iba na ang mga **needs** nag katawan natin…
B: kaya **we take** Centrum Silver Advance.
A: May **nutrients levels** na **adjusted for our age**.
C: At **my lycopene para healthy** pa rin… D: ang
heart.
A: May **lutein**, tulong sa malinaw na
mata! B: At may **vitamin E**… A: and
antioxidants.
B: **Our secret** sa **healthy looking skin**…
A: Para **feeling**…
ABCD: **forever young**!

Centrum Silver Advance.

26.	Product: Tide Perfect Clean - 30 seconds (Detergent)

A: May dumi. Ah, dumi!
B: Akala ko malinis!
Gulat ka? Ang galing ng Tide Perfect Clean **now in liquid.**

A: **Just dip, dab and dump**. Para sa linis…
B: Na walang mintis.

New Tide Perfect Clean Liquid!

27.	Product: Cerelac - 30 seconds (Baby Food)

A. Saan galing ang Cerelac?
B. Galing sa **farm** ang Cerelac **made with foods and veggies, wheat, milk, banana, apple, oranges**. **Wow** Cerelac! Sisik pa sa susyansya. Cerelac **yummy** to! Cerelac gusto ko! May **farm treat** pa **of goodness**. A: Cerelac, **eat's good**!

28.	Product: Pantene - 30 seconds (Shampoo)

I love my hair up. Iba-ibang **style**. Pero pigtas, **no worries with all new** Pantene. Iwas pigtas, ano man ang **style. New** Pantene.

29. Product: Whisper Nights– 30 seconds (Sanitary Napkin)

This is Mika, laging may ganap. Yun nga lang pag meron, gabi pa lang pagod na kaka-**check for leaks.** Pero buti na lang, may Whisper Nights, **longer wider and infused with derma care lotion** na iwas **irritation. Comfy** na ang **nights** kaya **winner** ang **mornings. Deserve** mo to. Mag Whisper**.**

30. Product: Coffeemate – 30 seconds (Food)

Ilang **years** na ring akong ganito nalang. Pwedi na tapos **you came into my world.** Hinaluan mo ng saya. Nag **blend in** ka sa buhay ko. May isasarap pa pala ang bawat **momen**t ko parang Coffeemate. **It brings out the best in my coffee. Every day, you bring out my best.** Coffeemate.

31. Product: Great Taste White – 30 seconds (Drink) A: O, **break** muna.

Let's take it slow so slow. **Sweet escape with** Great Taste White.
Tamang timpla ng **coffee** at **sweet cream, smooth and creamy**. **Taste** namnamin ang **smooth** at **creamy** Great Taste White.
A: Sa bawat **break** mag **smooth and creamy** Great Taste White **also in white crema and caramel.**

32. Product: Bear Brand Sterilized – 30 seconds (Drink)

Kayod, kayod, kayod!
Gusto ko ng bagong **service.**
Gusto ko ang sariling **business.**
Gusto ko magandang buhay para sa mahal kong pamilya.
Mag Bear Brand Sterilized araw-araw, may **sterilized** tibay tulong pang pawi nag pagod para bukas handa ulit sa… Kayod, kayod, kayod!
Bear Brand Sterilized, ang **number one sterilized milk**!
Kayod!

33. Product: Head and Shoulders – 30 seconds (Shampoo)

Kamot, kamot. Amoy, amoy.

Ang init-init at dumi-dumi kasi.
A: **Doc, how do you fix this**?
B: **With a total scalp solution, new** Head and Shoulders! **Unlike beauty shampoos it removes one hundred percent of dandruff and protects your scalp from dirt and sweat so you're free of itch and odor and one hundred percent dandruff free. All new** Head and Shoulders!

34. Product: Lazada - 30 seconds (Shopping Website)

   Happy new shoes to me – Miyuuuh…
   Happy new bags to me – Miyuuuh…
   Happy diapers, dresses, lipstick, cellphone, unan…
   Happy shopping to me – Miyuuuh… **Happy**
   Bithday Lazada!
   Shop like it's your birthday.
   Add to cart!
   Lazada **birthday sale on March twenty-seven.**
   Lazada.

35. Product: Neozep – 30 seconds (Medicine)

   A: **Hi guys, welcome to my vlog**.
   Pag may sippon, parang may mali. Para gumaling agad, mag Neozep **works** sa sipon
   at sa lahat ng kasama nito **as fast as fifteen minutes**.
   A: **I'm back.**
   Neozep, mabilis
   A: Magaling.
   Alangang tunay, alangang Pilipino.

36. Product: Lady's Choice Mayonnaise – 30 seconds (Food)
   Habang nasa bahay ang pamilya, gawing **special** ang sama-sama. **Kompleto** tayo, **I
   got this. Make it special with a delicious** Lady's Choice **macaroni salad**.

   Masarap!
   Enjoy special moments at home with Lady's Choice.

Forty-five Seconds to One Minute plus Ad (45 second to 1 minute)

37. Product: TNT - 1 minute, 12 seconds (Internet/Mobile Provider)

   A: Saya nyan, **sir** ah.
   B: Eh, naka TNT Giga Stories Fifty ako eh. Kaya ngayon pwedi na ako makiuso dito
   sa Tiktok!
   A: Paano ba yang Tiktok na'yan, **sir**?
   C: **Hey**, Pepe!
   A: Sara G! Tiktok tayo.
   Change costume tayo, **ten minutes.**
   Op op op, teka lang **sir** ah. Dito sa **sir** oh.
   B: Tara!
   A: Sara G, buti kahit **popstar royalty** ka 'di parin lumalaki ang ulo mo.
   B: Diba! Tuloy-tuloy ang saya with TNT Giga Stories Fifty! May **one gig per day
   for** Tiktok, Fb **and** IG Stories at FB Messenger. **Dial star one two three hash**
   (*123#) **now**!

38. Product: Shakeys – 45 seconds (Food)

A: **Sorry, can't go**. **I'm stuck in traffic**! Ahh**.** Tambak sa **work**. **I have to pick up a friend,** eh.
B: O! Daming sinabi! Dadating din naman pala!
A: Syempre. Shakey's **twenty-twenty meet up deal** yan eh. Grabeng sarap! Grabeng dami! **Plus, free super cards and gift vouchers.** Mas grabeng **savings**! **Pay only twenty-twenty**, **guys ah**! **No more excuses**! **Let's meet up more in** Shakey's.

39. Product: Jollibee – 1 minute, 13 seconds (Food)

Welcome to Jollibee.
Dito tayo, dito tayo. **Let's be safe, be happy**.
Sa Jollibee na tayo una ang ating **safety.**
Sa Jollibee alaga ka.
Sa Jollibee **safe** at ang saya.
Pag pasok mo palang, may **safety steps** dapat sundan.
Bawat sulok tingnan maya maya ang linis nyan.
Physical distancing laging paalala.
Bawat **marker** sundin para **safe** ang lahat.
Dito tayo, dito tayo. **Let's be safe, be happy**.
Sa Jollibee na tayo una ang ating **safety**.
Sa Jollibee alaga ka.
Sa Jollibee **safe** at ang saya.

40. Product: Century Tuna – 1 minute (Food)

A**: Every day** sinasabi mo sa sarili mo, **you want to be better.**
B: **Every day you look at the mirror and imagine what you can become.**
A: **Every day is a chance to do something good for your body.**
B: **Eat right every day.**
A: **Fish every day.**
B: **With** Century Tuna, **every day is a chance to run, to jump, to**
        dance, to move, to recharge your tired body.
A: **To help make you stronger, tougher...**
B: ...mas-**fit**
A: ...mas- **healthy**
B: **And when you make every day**
count
A: Ang **results**...nakikita.
B: Kung kinaya namin,
A: ...kaya nyo rin.
A/B: **Join** Century Tuna **everybod superbod twenty-twenty.**