Investigating Codeswitching in YouTube Influencer's Speech

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Abstract

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

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

استقصاء المناوبة اللغوية في كلا مؤثري اليوتيوب

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ملخص البحث

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

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

1. **Introduction**

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

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

1.1. The Problem

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

The study tries to find answers to the following questions:

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

1.2. The Aims of the Study
The study aims at:
1. Figuring out Arabic – English CS forms used by YouTube's influencers.

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

1.3. The Hypothesis

The study hypothesizes the following:

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

1.4. The Procedures

The procedure consists of the following steps:

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

1.5. The Limits

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

1.6. The Model

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

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

2. Globalization

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

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

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

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

3. Gender

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

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

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

4. Interference

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

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

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

5. Codeswitching

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

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

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

6. Types of Codeswitching

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

6.1. Poplack's (1980)

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

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

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

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

6.2. Meyris Scotton's (1993)

Scotton's classification included two types of CS:

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

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

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

7. Reasons of Codeswitching

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

8. Matrix Language Frame (MLF)

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

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

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

9. Methodology

Sample

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

Data Analysis

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

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

Discussions and Findings

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

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

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

(Table 1: The Types of CS)

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

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

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

At **phrase level**

Ex: **Mina al-Sheikhly**

- هذا الكعب من اكثر ال**هاى هيلز** الي عندي والبسهم باستمرار.
- This heel is one of the most **high hills** I have and I always wear them.

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

At **lexical level**:

Ex: **Lowi Sahi**

- حتى ما تصير **ستريس** بعد ٣ ايام, لازم تنزل ومتعرف شتتنزل.
- If you don't want to get **stress** after 3 days, you need to post one that attracts the audience and you do not know what to post.

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

At **morpheme level**:

Ex: Ali Najm

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

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

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

Ex: **Mina al-Sheikhly**

- محضرتلكم ڤيديو بيه وصفة خورافية **,ستي تيوند فور ات**، اشوفكم، **باي باي** .
- I prepared for you a video with an unbelievable recipe, **stay tuned for it**; see you, **bye bye**.

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

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

Ex: **Mina al-Sheikhly**

- **سو** الي حضرتلكم اياه انه **لوكات** مختلفة.
- **So** what I have prepared for you is different **looks**.

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

Morpho-Syntactic Aspects

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

a. The Genitive

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

Ex: **Zainab al-Eqapi**

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

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

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

Ex: **Mina al-Sheikhly**

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

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

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

Ex: **Ali Najm**

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

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

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

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

Ex. **Ali Najm**

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

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

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

Ex. **Ali Najm**

- اني گاعد اتحضر حتى اروح لل**جيم**. ال**جيم** الي اني اتمرن بيه هو ال يو اف سي
- Now I'm preparing to go to the **gym**. The **gym** in which I'm practicing in is called the UFC..

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

b. Duality and Plurality

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

Ex: **Mina al-Sheikhly**

- نجي هسه على اخر **لوك** الصراحة اني چنت مختارة **لوكين**.
- Now, we come to the last **look**; frankly, I had chosen two **looks**.

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

Ex. **Ali Najm**

- طبعا هنانه ال**جيم** بلعاده بيه اكثر من **كلاس**, هوايه **كلاسات, كروس فت، بوكسينك**.
- Of course, the gym here usually has more than one **class**, many **classes, Cross Fit, Boxing**.

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

c. Definiteness:

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

Ex: **Mina al-Sheikhly**

- كلش كلش حبيت ال**برنت** .
- I loved the **print** very much.

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

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

Ex: **Mina al-Sheikhly**

- هذا ال**لوك** او ال**برنت** الي يسموه **كاموفلاج** .
- **-** This **look** or **print** that is called **camouflage**.

d. Sentence Structure

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

Ex: **Mina al-Sheikhly**

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

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

Ex: **Mina al-Sheikhly**

- **تسيف باترول**.
  - **-** It **saves** Patrol.

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

Ex: **Mina al-Sheikhly**

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

Reasons of CS

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

(Table 2: Reasons of CS)

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

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

Ex: **Mina al-Sheikhly**

- بنهاية الڤيديو تصوتون يا اكثر **لوك** حبيتوه .
  - At the end of the video, you vote for which **look** you liked the most.

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

Ex: **Ali Najm**

-تسوي حجز وتدخل **فري** ضمن الاشتراك مالتك .

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

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

Ex: **Mina al-Sheikhly**

- تگدرين ترهميه على اكثر من لبسة, هاي **نمبر ون**.
- You can make it fit more than one dress, this is **number one**.

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

Ex: **Lowi Sahi**

- نوع من التوتر من قبل ال**تالنت**, لان احنة جاي نقترح عليهم مشروع كلش جبير.
- There is a kind of stress from the **talent**, because we are suggesting a very big project for them.

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

Ex: **Lowi Sahi**

- ماكو شركة **ميديا** بالعراق تشتغل على المستوى العالمي.
- There is no **media** company in Iraq working at the international level.

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

Ex: **Ali Najm**

- راح اشوفكم شلون اكل, شلون اتسوق ,راح اسويلكم **فلوك** شلون اقضي يومي بمبلغ جدا بسيط.
- I will show you how to eat, how to shop, I will make a **vlog** for you, and how do I spend my day with a very small amount of money.

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

Ex: **Zainab al-Eqapi**

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

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

Ex: **Zainab al-Eqapi**

- <u>**هو از ذس!**</u> منو اني تخيلو انو صورتي معلكة ب Ottobock!!!
- **Who is this**? Is it me? Imagine that my picture is hanging on the Ottobock!!!

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

Ex: **Lowi Sahi**

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

Findings

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

(Table 3: types of CS)

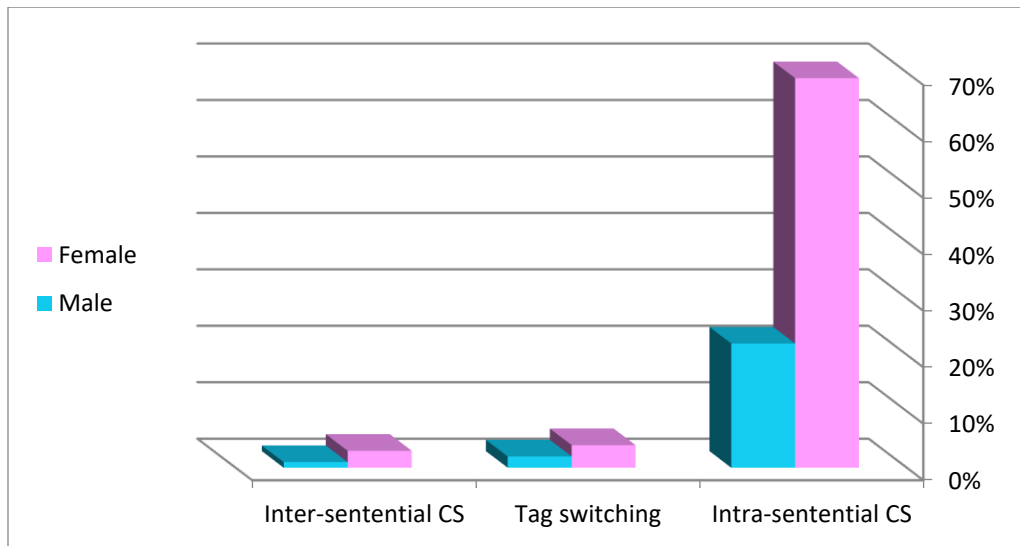|	Inter-sentential CS	Intra-sentential CS	Tag switching	Total
Total	**4-3%**	**108-91%**	**7-6%**	**119-100%**

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

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

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

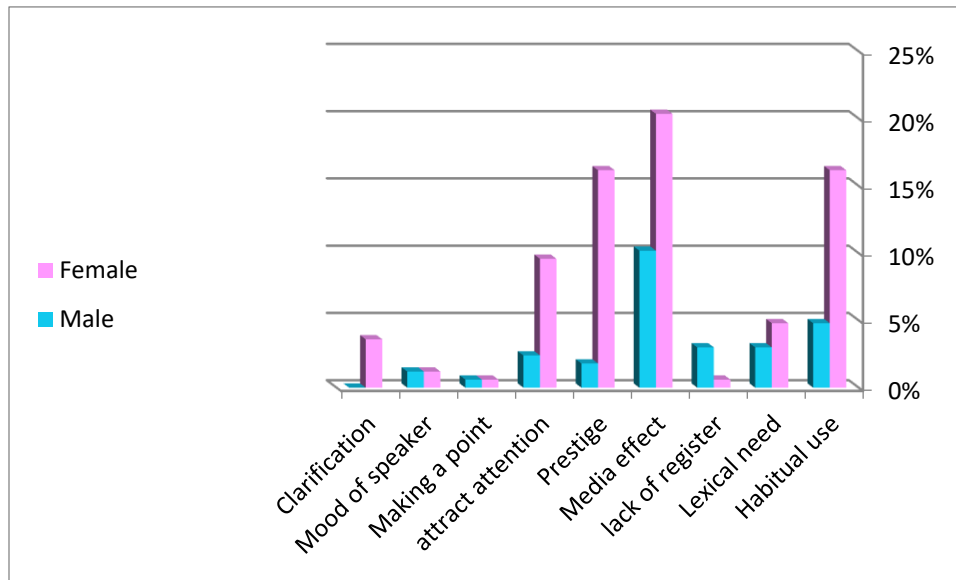(Table 4: Types of CS at Gender Differences)

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

(figure 1: Types of CS at Gender Differences)

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

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

(Figure 2: Reasons of CS at gender differences)

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

Conclusion

The study has arrived at the following conclusions:

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

4. There are many morpho-syntactic violations in the CS process due to the interference between Arabic and English. Additionally, ML has governed the EL.

5. CS is possible and acceptable despite the typological differences between Arabic and English at various syntactic levels, sentence, clause, phrase, word, and even morpheme. This defeats the claim made by Poblack (1980) that CS may not occur between a free morpheme and a bound morpheme except in borrowing cases.

6. YouTube's influencers don't use CS randomly, but they use it as a strategy for a specific purpose, such as: follow the trend, habitual practice, or prestigious purpose.

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Appendices

Appendix (A)

Mina al-Sheikhly

	šnw ṣār byh btswq āl ʿyd؟/ شنو صار بيه بتسوق العيد؟ **What happened to me on Eid shopping?** **(4)**
Seq.	**Data**
1.	<u>سوري</u> تاخرت علیکم بفيديو تحضيرات العيد.

	sorry tāḫrt ʿlykm bfydyw tḥḍyrāt ālʿyd. **Sorry** for being late, I was busy with the preparations of Eid's video.
2.	سوينا **كونتينت** محتوى عن بغداد. swynā **content** mḥtwā ʿn bġdād. We make a **content** about Baghdad.
3.	كلش فرحت بهذا التعاون لان فارفيتج بيه **براندات** كلش عالمية. klš frḥt bhḏā āltʿāwn lān fārfytǧ byh **brand**āt klš ʿālmyh. I was so happy about this cooperation because Farfetch has very famous international **brands**.
4.	اكو ال**براندات** الي هي نكدر نكول **افوردبل** بس ال**كواليتي** مالتها تخبل. ākw **brand**āt āly hy ngdr ngwl **affordable** bs āl **quality** mālthā tḫbl. There are **brands** that we can say are **affordable**, but their **quality** is wonderful.
5.	**سو** الي حضرتلكم اياه انه **لوكات** مختلفة. **so** āly ḥḍrtlkm āyāh ānh lwkāt mḫtlfh. **So** what I have prepared for you is different **looks**.
6.	اني عادة بالعيد ما اشتري هاي ال**لوكات** الكلش غريبة او تكون **تريندي**. āny ʿādẗ bālʿyd mā āštry hāy āl**look**āt ālklš ġrybh āw tkwn **tryndy**. In Eid ,I usually do not buy these **looks**, which are very strange or **trendy**.
7.	الاشياء الي اختاريناها **ميكس اند ماتج** يعني اكو اشياء شوية **فورمال** واكو اشياء شوية غريبة واشياء **كلاسك**. ālāšyāʾ āly āḫtārynāhā **mix and match** yʿny ākw āšyāʾ šwyh **formal** wākw āšyāʾ šwyh ġrybh wāšyāʾ **classic**. The things we chose, **mix and match**. That is, things are little **formal** and things are little weird as well as **classic** things.
8.	كلش متحمسة اشوفكم ال**كولكشن** الي سويناه . klš mtḥmsh āšwfkm āl**collection** āly swynāh. I am so excited to show you the **collection** we made.
9.	الحلو انه عدهم **سايزات** مختلفة على الموقع. ālḥlw ānh ʿdhm **siz**āt mḫtlfh ʿlā ālmwqʿ. The nice thing is they have different **sizes** on the site.
10.	قبل مانبلش الڤيديو **سبسكرايب** وشغلو جرس التنبيه. qbl mānblš ālvydyw **subscribe** wšġlw ǧrs āltnbyh. Before we start the video, **subscribe** and turn on the alarm bell.
11.	اول **لوك** اختاريتها هي من **براند** اسمها تويلف ستوريز. āwl **look** āḫtārythā hy mn **brand** āsmhā twylf stwryz. The first **look** I chose is from a **brand** called" Twelve Stories."
12.	فارفيتج, بيه ال**براندات** العالمية اللي هي تعتبر غالية. Fārfytǧ, byh āl**brand**āt ālʿālmyh ālly hy tʿtbr ġālyh.

	Farfetch contains international **brands** that are considered expensive.
13.	راح اعلمكم اني شلون اسوي **شوبينك** بهاي المواقع. rāḥ āʿlmkm āny šlwn āswy **shopping** bhāy ālmwāqʿ. I will teach you how to do **shopping** on these sites.
14.	بالموقع يحطون شنو هي ال**نيو كولكشن** و شنو الاشياء الي عليها **دسكاونت**. bālmwqʿ yḥṭwn šnw hy āl**new collection** w šnw ālāšyāʿ āly ʿlyhā **discount**. In the website they put the **new collection** and what are the things that have a **discount**.
15.	تگدرين ترهميه على اكثر من لبسة, هاي **نمبر ون** . tgdryn trhmyh ʿlā āktr mn lbsh hāy **number one**. You can make it fit more than one dress, this is **number one**.
16.	**نمبر توو** الچنطة لازم تكون فد شي عملي. **number two** ālchnṭh lāzm tkwn fd šy ʿmly. **Number two**, the bag must be a practical one.
17.	شنو رايكم بهذا ال**لوك؟** هذا ال**لوك** رقم واحد. šnw rāykm bhḏā āl**look؟** hḏā āl **look** rqm wāḥd. What do you think of this **look**? This **look** is number one.
18.	بنهاية الڤيديو تصوتون يا اكثر **لوك** حبيتوه . bnhāyï ālvydyw tṣwtwn yā āktr **look** ḥbytwh. At the end of the video, you vote for which **look** you liked the most.
19.	شنو رأيكم بهاي ال**لوك؟** ادري هذا اللوك كلش **كلاسيك** . šnw rʼykm bhāy āl**look؟** ādry hḏā āllwk klš **classic**. What do you think of this **look**? I know this is very **classic** one.
20.	راح اراويكم ال**اوبشن** الاول الي متت عليه . rāḥ ārāwykm āl**option** ālāwl āly mtt ʿlyh. I will show you the first **option** that I loved.
21.	عدهم خدمة استرجاع اذا ال**سايز** مو **سايزكم** او اكو مشكلة بالقطعة. ʿdhm ḫdmh āstrğāʿ āḏā āl**size** mw **size**km āw ākw mšklh bālqṭʿh. They have a return service if the **size** is not your **size** or there is a problem with the piece.
22.	الحلو بيهم انو همه عدهم **سايزات** كلش چبيرة وتفيد الكل. ālḥlw byhm ānw hmh ʿdhm **size**āt klš chbyrh wtfyd ālkl. The nice thing about them is that they have very larg **sizes** for everyone.
23.	راح اسويلكم ڤديو بال**ريلز** على الانستكرام .

	rāḥ āswylkm vdyw bāl**reels** ʿlā ālānstġrām. I will make a **reels** video for you on Instagram.
24.	نوعيته كلش حلوة وتگدرون تلبسوه ويه صندل الي هي ال**سنيكرز** هم تطلع كلش حلوة. nwʿyth klš ḥlwh wtgdrwn tlbswh wyh ṣndl āly hy āl**sneakers** hm tṭlʿ klš ḥlwh. Its quality is very beautiful, and you can wear it with sandals, which is called **sneakers**, it also looks very beautiful.
25.	تصير بيه هوايه **لوكات** هذا الفستان. tṣyr byh hwāyh **look**āt hḏā ālfstān. Many **looks** can be made from this dress.
26.	راح اصورلكم فد شي اكيد على ال**ريل** تشوفوها. rāḥ āṣwrlkm fd šy ākyd ʿlā āl **reel** tšwfwhā. I am going to record something for you which I am sure you will see it on the **reel**.
27.	هذا الكعب من اكثر ال**هاي هيلز** الي عندي والبسهم باستمرار. hḏā ālkʿb mn āktr āl **high heels** āly ʿndy wālbshm bāstmrār. This heel is one of the most **high hills** I have and I always wear them.
28.	البسها طول اليوم, **ايفينتات**, عندي گعدة, عندي اجتماع . ālbshā ṭwl ālywm, **event**āt, ʿndy gʿdh, ʿndy āǧtmāʿ. I wear it all day, when I attend social **events** and when I have a meeting.
29.	نگدر نسوي بيه **لوكات** مختلفة مثل چاكيت چينز ويه **سنيكرز** او صندل . nkdr nswy byh **look**āt mḫtlfh mtl chākyt chynz wyh **snickers** āw ṣndl. We can make different **looks** with it, such as a jeans jacket with **sneakers** or sandal.
30.	هذا چان عليه **دسكاونت** فجبته ويه ال**دسكاونت** . hḏā chān ʿlyh **discount** fǧbth wyh āl **discount**. This has had a **discount**, so I added it to other **discount**.
31.	هسه نروح ل**لوك** الخامس. شنو رايكم بال**لوك** العسكري . hsh nrwḥ l**look** ālḫāms. šnw rāykm bāl **look** ālʿskry. Now, we go to the fifth **look**. What is your opinion about the military **look**?
32.	هذا ال**لوك** او ال**برنت** الي يسموه **كاموفلاج** . hḏā āl**look** āw āl**print** āly ysmwh **camouflage**. This **look** or **print** that is called **camouflage**.
33.	كلش كلش حبيت ال**برنت** . klš klš ḥbyt āl**print**. I loved the **print** very much.

34.	اگدر البس البنطرون وحد وال**توب** وحد.
	āgdr ālbs ālbnṭrwn wḥd w āl **top** wḥd.
	I can wear trouser alone and **top** alone.

35.	اني عادة احب اسوي **ميكس اند ماتج** بس طبعا, **بت ان مايند** انه **سايز** البنطرون كلش كبير.
	āny ʿādẗ āḥb āswy **mix and match** bs ṭbʿā, bt ān māynd **put in mind** ānh sāyz ālbnṭrwn klš kbyr.
	Usually, I like to **mix and match**, but of course, **put in mind** that the **size** of the trouser is very large.

36.	اني كلش احب **براند** اسمها باي فار.
	āny klš āḥb **brand** āsmhā bāy fār.
	I really like a **brand** called ByFar.

37.	**براند** باي فار حتى اسعارها حلوة للبنوتات الي يحبون يسوون **انفست** بال**لوك** مالهم .
	brand bāy fār ḥtā āsʿārhā ḥlwh llbnwtāt āly yḥbwn yswwn **invest** bāl**look** mālhm.
	Brand By Far's prices are even good for girls who like to **invest** in their **look**.

38.	هسه غيرنا ال**توب** لبست وياه قميص ابيض **اوفر سايز** وصار عدنا هذا ال**لوك**.
	hsh ġyrnā āl**top** lbst wyāh qmyṣ ābyḍ over size wṣār ʿdnā hḏā āl**look**.
	Now, we changed the **top**, I wore a white **oversize** shirt with it, to get this **look**.

39.	**سوو** هسه كتبولي بالتعليقات يا **لوك** اكثر حبيتوه.
	so hsh ktbwly bāltʿlyqāt yā lwk āktr ḥbytwh.
	So, now you have to write to me in the comments about which **look** you liked most?

40.	نجي هسه على اخر **لوك** الصراحة اني چنت مختارة **لوكين**.
	nğy hsh ʿlā āḫr **look** ālṣrāḥh āny chnt mḥtārh **look**yn.
	Now, we come to the last **look**; frankly, I had chosen two **looks**.

41.	حلو اذا يكون عدكم فد شي كلش **فورمال** .
	ḥlw āḏā ykwn ʿdkm fd šy klš **formal**.
	It's a nice thing if you have something very **formal**.

42.	ا گدر البسه ويه توب وكعب, كلش **فورمال** .
	āgdr ālbsh wyh twb wkʿb, klš formal.
	I can wear it with a top and heels, very **formal**

43.	ويه ال**توب** وجاكيت جينز او مثلا **سنيكرز** .
	wyh āl**top** wğākyt ğynz āw mtlā **snickers**.
	With a **top** and a jeans jacket or, for example, **sneakers**.

44.	راح اراويكم اياه بال**ريلز** .
	rāḥ ārāwykm āyāh bāl **reels**.
	I will show it to you in the **reels**.

45.	اتمنى انه حبيتو ال**لوكات** كتبولي شنو هي ال**لوك** المفضلة عدكم. ātmnā ānh ḥbytw āl**look**āt ktbwly šnw hy āl**look** ālmfḍlh ʿdkm. I hope you like the **looks**. Write to me what is your favorite **look**.
46.	تگدرون تستفادون من هذا ال**كود** . tkdrwn tstfādwn mn hḏā āl**code**. You can get benefit from this **code**.
47.	راووني ال**لوكات** مالكم ع الانستكرام وشاركوني بيها. rāwwny āl**look**āt mālkm ʿ ālānstkrām wšārkwny byhā. Show me your **looks** on Instagram and share them with me.
48.	وتضغطون على **سبسكرايب** وتفعلون جرس التنبيه. **باي باي** wtḍġṭwn ʿlā **subscribe** wtfʿlwn ǧrs āltnbyh. **Baybay** Click on **subscribe** and activate the alarm bell. **Bye bye**

Appendix (B)

Zainab Al-Eqapi

	جاهزين تشوفون شكلي الجديد ؟ / ǧāhzyn tšwfwn škly ālǧdyd ? **Are you ready to see my new look?** **(1)**
Seq.	**Data**
1.	**هاي** اهلا بكم في سيارتي. شلونكم. **Hi** āhlā bkm fy syārty, šlwnkm? **Hi.** Welcome to my car, how are you?
2.	هذا الڤيديو راح يحمل بعض المقتطفات اليومية من حياتي هنا بهاي الفترة. دا احاول بل**ويك ايند** انو اروح لمدينة ثانية. hḏā ālvydyw rāḥ yḥml bʿḍ ālmqtṭfāt ālywmyh mn ḥyāty hnā bhāy ālftrh. dā āḥāwl bl **weekend** ānw ārwḥ lmdynh ṯānyh. This video will contain some daily excerpts from my life here at present. At the **weekend**, I am trying to go to another city.
3.	عدهم شارع اسمه (الاوتو بان) اللي هو السرعة الغير محدودة بس نهدي نهدي **ايزي** ما اسوق بسرعة متهورة. ʿdhm šārʿ āsmh (ālāwtw bān) ālly hw ālsrʿh ālġyr mḥdwdh bs nhdy nhdy **easy** mā āswq bsrʿh mthwrh. They have a street called (Auto Ban), in which the speed is unlimited , but **easy easy** I don't drive at a reckless speed.
4.	راح اخذكم وحدة من هذه المغامرات بس اسافر بل**ويك ايند**. هي دائما مغامرة لان احيانا اضيع. rāḥ āẖḏkm wḥdh mn hḏh ālmġāmrāt bs āsāfr bl**weekend**. hy dāʾmā

	mġāmri lān āḥyānā āḍyʿ. I'm going to take one of these adventures with you when I travel on the **weekend**. It's always an adventure because sometimes I get lost.
5.	صحيح ،ما انطيتكم **ابديت** عن رجلي. حاليا القالب الاصطناعي التجريبي صغرولي ياه. ṣḥyḥ ،mā ānṭytkm **update** ʿn rğly. ḥālyā ālqālb ālāṣṭnāʿy āltğryby ṣġrwly yāh. By the way, I didn't give you an **update** on my leg. Currently I have get my experimental synthetic mold downsized .
6.	السيارة كلش حلوة وعملية و**سستم** ال**ايكونومي** اللي هي بس توگفون بمكان تطفى هي **تسيف باترول**. ālsyārh klš ḥlwh wʿmlyh w **system** āl**economy** ālly hy bs twgfwn bmkān ttfā hy t**save petrol**. The car is very nice and practical and it has the **economic system** that turns it off, when you stop in a place it **saves petrol**.
7.	ماكو عندي مواقف مجانية قريب سكني لازم ادفع مال ٥ ايام اللي هي ١٦ يورو يعني **اتس اوكي** mākw ʿndy mwāqf mğānyh qryb skny lāzm ādfʿ māl 5 āyām ālly hy 16 ywrw yʿny **its ok**. I don't have free parking near my residence, so I have to pay money for 5 days, which is 16 euros. **It's ok**.
8.	**هو از ذس؟** منو اني تخيلو انو صورتي معلّگة بOttobock **Who is this!** mnw āny tẖylw ānw ṣwrty mʿlgh b ottobock. **Who is this**? Is it me? Imagine that my picture is hanging on the Ottobock!!!
9.	هاي التفاصيل كلش مهمه انو واحد يسوي **براكتس** ومهمتهم همه اللي يعلمونا, بعد هذا ال**كلاس** خلصت. hāy āltfāṣyl klš mhmh ānw wāḥd yswy **practise** wmhmthm hmh ālly yʿlmnā tẖlṣ bʿd hḏā āl**class** ẖlṣt. These details are very important that one does a **practise** and their job is to teach us. By the end of this **class**, I have finished.
10.	اريد اختم هذا الڤيديو او ال**ڤلوك** واگول يارب الله يرزق كل شخص يحتاج اطراف صناعية. āryd āẖtm hḏā ālvydyw āw āl**vlog** wāgwl yārb āllh yrzq kl šẖṣ yḥtāğ āṭrāf ṣnāʿyh. I want to end this video or the **vlog** by asking God to provide sustenance to everyone who needs prosthetic limbs.

11.	الموضوع مو صعب بس احتاج ايام بس ان شاء اني گدها. **سوو, اي ويل كيب يو كايز ابديتيد.** ālmwḍwʿ mw ṣʿb bs āḥtāǧ āyām bs ān šāʾ āny gdhā.**so, I will keep you guys updated.** The issue is not difficult, but I need days to do it. **So, I will keep you guys updated.**

Appendix (C)

Ali Najm

	ليش تركت بلدي؟ وتعرفوا على تكاليف المعيشة في دبي **lyš trkt bldy wtʿrfwā ʿlā tkālyf ālmʿyšṫ fy dby!** **Why did I leave my country? And also you will be told about the costs of living in Dubai.** **(1)**

Seq.	Data
1.	اني گاعد اتحضر حتى اروح لل**جيم**. ال**جيم** الي اني اتمرن بيه هو الufc āny gāʿd ātḥḍr ḥtā ārwḥ ll**gym**. āl**gym** āly āny ātmrn byh hw āl ufc. Now I'm preparing to go to the **gym**. The **gym** in which I'm practicing in is called the UFC.
2.	هوايه سالتوني بخصوص تكاليف المعيشه بدبي, راح اجزء لكم هاي المواضيع بس بهذا ال**فلوك** تگضضون يومكم ويايه ونسولف بهاي المواضيع. hwāyh sāltwny bḫṣwṣ tkālyf ālmʿyšh bdby, rāḥ āǧzʾ lkm hāy ālmwāḍyʿ bs bhḏā āl**vlog** tgḍwn ywmkm wyāyh wnswlf bhāy ālmwāḍyʿ. You asked me a lot about the cost of living in Dubai. I will divide these topics for you, but in this **vlog,** you are going to spend your day with me and chatting about these topics.
3.	طبعا هنانه ال**جيم** بلعاده بيه اكثر من **كلاس**, هوايه **كلاسات**, **كروس فت**, **بوكسينك**. ṭbʿā hnānh āl**gym** blʿādh byh āktr mn **class**, hwāyh **classāt**, **crossfit** ، **boxing**. Of course, the gym here usually has more than one **class**, many **classes, Cross Fit, Boxing**.
4.	اكو **ابلكيشن** لكل مشترك بداخل ال**جيم**, هذا ال**ابلكيشن** بيه ال**كلاسات** الي راح تكون موجوده خلال الاسبوع, تسوي حجز وتدخل **فري** ضمن الاشتراك مالتك .

	ākw **application** lkl mštrk bdāẖl āl**gym**, hḏā āl **application** byh āl **classāt** āly rāḥ tkwn mwǧwdh ẖlāl ālāsbwʿ, tswy ḥǧz wtdẖl **free** ḍmn ālāštrāk māltk. There is an **application** for each participant inside the **gym**. This **application** contains the **classes** that will be available during the week. You make a reservation and enter for **free** with your participation.
5.	احب الايقاع اللي عايشه ببغداد جنتو انتو تشوفون من خلال **فلوكاتي.** āḥb ālāyqāʿ ālly ʿāyšh bbġdād ǧntw āntw tšwfwn mn ẖlāl **vlog**āty. I love the way lived in Baghdad that you were watching through **my vlogs**.
6.	اني اريد بل **فلوكات** الجايه اريدكم تكتشفون دبي اكثر āny āryd bl**vlogāt** ālǧāyh ārydkm tktšfwn dby āktr. What I want from you in the next **vlogs** is to discover Dubai more.
7.	راح اشوفكم شلون اكل, شلون اتسوق ,راح اسويلكم **فلوك** شلون اقضي يومي بمبلغ جدا بسيط. rāḥ āšwfkm šlwn ākl, šlwn ātswq, rāḥ āswylkm **vlog** šlwn āqḍy ywmy bmblġ ǧdā bsyṭ. I will show you how to eat, how to shop, I will make a **vlog** for you, and how do I spend my day with a very small amount of money.

Appendix (D)

Lowi Sahi

	الى القمه ـ حلقة توقيع المشاهير **ālā ālqmh - ẖlqẗ twqyʿ ālmšāhyr** **To the Top - Celebrity Signature Episode** **(1)**
Seq.	**Data**
1.	قبل چان الواحد سهل يبلش يوتيوب بيوم وليلة عادي بدون **ستركجر .** qbl chān ālwāḥd shl yblš ywtywb bywm wlylh ʿādy bdwn **structure.** In the past, it was always easy for anyone to start YouTube over a night without a **structure**.

2.	هسه يوتيوب صار عليه ازدحام, فلازم تدخل بـ**ستراتجي.** لازم تدخل بـ**اولردي** العشر حلقات الجاية, شراح تقدم.
	hsh ywtywb ṣār ʿlyh āzdḥām, flāzm tdẖl b **strategy**. lāzm tdẖl b **already** ālʿšr ẖlqāt ālǧāyh, šrāḥ tqdm.
	Nowadays, YouTube is overcrowded. So you have to enter with a **strategy**.so, you **already** need to know what will you present in the next ten episodes ?
3.	حتى ما تصير **ستريس** بعد ٣ ايام, لازم تنزل ومتعرف شتنزل.
	ḥtā mā tṣyr **stress** bʿd 3 āyām, lāzm tnzl wmtʿrf štnzl.
	If you don't want to get **stress** after 3 days, you need to post one that attracts the audience and you do not know what to post.
4.	اكو نوع من التوتر من قبل الـ**تالنت**, لان احنه جاي نقترح عليهم مشروع كلش چبير.
	ākw nwʿ mn āltwtr mn qbl āl **talent**, lān āḥnā ǧāy nqtrḥ ʿlyhm mšrwʿ klš chbyr.
	There is a kind of stress from the **talent**, because we are suggesting a very big project for them.
5.	راح يفيد الـ**كارير** مالتهم انو ينطلقون بطريقه جديده.
	rāḥ yfyd āl **career** mālthm ānw ynṭlqwn bṭryqh ǧdydh.
	It will be useful for their **career** when starting in a new way
6.	احنه جاي نطور جاي نثقف جاي نزرع كل الثقافة وال **اكسبيرينس** الي كسبناها بعالم الـ**ديجيتال والسوشال ميديا** بدبي والعالم جايين نقدمها بالعراق.
	āḥnh ǧāy nṭwr ǧāy ntqf ǧāy nzrʿ kl āltqāfh w āl **experience** āly ksbnāhā bʿālm āl **digital** w āl **social media** bdby wālʿālm ǧāyyn nqdmhā bālʿrāq.
	We are developing, educating, and instilling all the culture and the **experience** we gained in the **digital** world and **social media** in Dubai and the world to be given in Iraq

7.	حچيت وياكم باندفاع عالي لان واثق اكو زوايا بالشغل اگدر افيدكم بيها واذا افيدكم بيها اني هم بالنهايه, **اتس كونابي اكسبوچر فور مي فور ساهي ميديا** ,فكلش **اكسايتد** . ḥchyt wyākm bāndfāʿ ʿāly lān wāṯq ākw zwāyā bālšġl āgdr āfydkm byhā wāḏā āfydkm byhā āny hm bālnhāyh, **it's gonna be exposure for me for, for Sahi Media,** fklš **excited**. I spoke with you with a big rush because I am sure that there are some perspectives in the work that I can help you with and help me in return at the end, **it's gonna be exposure for me , for Sahi Media** , so I am very **excited**.
8.	ماكو شركة **ميديا** بالعراق تشتغل على المستوى العالمي. mākw šrkẗ **media** bālʿrāq tštġl ʿlā ālmstwā ālʿālmy. There is no **media** company in Iraq working at the international level.
9.	هاي دينا, هاي شنو افتتاحية اليوم! مبدعة بـ**ايفينتات** . hāy dynā hāy šnw āfttāḥyH ālywm! mbdʿā bl **events.** This is Dina, what an opening event today! you are creative with the **events.**