

## English-Spanish code-switching in the Mexican media

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This analysis explores the evolving role of English-Spanish code-switching, or “Spanglish,” within contemporary Mexican media. Moving beyond the traditional view of this practice as a linguistic deficiency associated with ‘pocho’ culture (a slang term in Mexican Spanish that refers to Mexican-American people), this study argues that its increasing presence in national advertising and programming is a deliberate and strategic tool employed by media producers.

Historically, English-Spanish mixing was dismissed and treated as lack of proper education. Far from being random, the use of English in Mexican media discourse follows distinct functional patterns. A quantitative analysis of entertainment programs reveals that English grammar structures and phrases are predominantly inserted into Spanish syntax for specific purposes: to introduce technological neologisms and employ professional jargon, utilize pragmatic markers. This rule-governed borrowing suggests that code-switching serves to fill lexical gaps and signal a sophisticated, in-group identity. This is particularly evident in youth-oriented radio, where hosts index a “transnational identity” by alternating between English pop-culture references and Spanish banter. This performance aligns younger audiences (18-34 years old-youth) with a globalized, borderless youth culture, effectively distinguishing them from older, monolingual demographics. It also can broaden the horizons of the youth in the modern world.

The strategic function of code-switching is further shaped by the media platform itself. A comparative analysis between traditional television news and digital-native platforms like YouTube, TikTok, Twitter reveals a significant disparity in the use of code-switching. While legacy media largely uphold a formal or monolingual standard, digital content employs higher rates of code-switching as English-Spanish or Spanglish. This tactic is used to foster a sense of intimacy and “authenticity” with followers, so that they could remember their homeland, even when they live abroad. This technique may also be challenging traditional norms and building a more personal connection with the audience to increase the number of views or followers.

It is evident that one of the most important aspect is the area on the border between the USA and Mexico and, consequently, the problem of Mexican illegal migrants. Bearing in mind that they might have language problems, it comes as no surprise that code-switching can improve communication between two different nations.

Ultimately, the mainstreaming of Spanglish in Mexican advertising and media presents a complex paradox. While media makers strategically utilize code-switching to project cosmopolitanism, modernity and global competency, this practice simultaneously reinforces the socioeconomic prestige of the English language. Therefore, the conducted study critically examines whether this trend represents a pragmatic adaptation to globalization or a subtle form of linguistic imperialism that risks marginalizing monolingual Spanish speakers from key cultural and economic discourses.

## Источники и литература

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