ABSTRACT

This study examines Code-Switching (CS) behavior present in Egyptians' both Arabic and English online personal ads, aiming to picture the CS phenomenon in such kind of online activity. The first part of this study is statistical analysis for describing the CS patterns and frequency in 300 personal ads published by Egyptians from different ages. The sampled data is divided into 150 ads for each gender with 75 ads for Arabic and another 75 for English language. The second part of the study is for detecting the motivations urging the Egyptian daters to use CS within the linguistic, computer and social contexts of online personal ads. The study found that although the CS language used by Egyptian daters in both Arabic and English personal ads is mostly an extension of oral interactions and printed discourse, it still has distinctive features that make it different from the CS language of other spoken or written genres. Using Latinized
version of the Arabic language is a dominant example of these features. In addition, the study found that there are linguistic, computer and social CS motivations in such online data.