

**Ting, S. H.** (2010, October 28-30). *Code-switching in Malay drama series: Influence of global English versus local Malaysian identity*. Proceedings of Asian Media Congress, USM, Pulau Pinang, Malaysia.

**Code-switching in Malay drama series:  
Influence of global English versus local Malaysian identity**

Dr Su-Hie Ting

The study aims to examine code-switching in Malay drama series shown on Malaysian television to find out the influence of global English and the reflection of the local Malaysian identity in the code-switching phenomenon. The aspects focused on are: (1) the nature of English words used in Malay drama series; and (2) the reflection of Malaysian local identity in the code-switching to English. A range of Malay drama series in several television channels are analysed to study the features and functions of English words incorporated in the context of Malay conversational speech. Preliminary results indicate the use of pronouns *you* and *I* to reflect the speech of young professionals in urban settings. The paper situates this feature of code-switching to English in the context of politeness in Malay culture. The paper also describes the association of incorporated English words with certain notions of global community, and provides indications of how these have taken on a local Malaysian identity. From a linguistic perspective, the paper discusses the role of the media, local drama series in particular, in capturing or shaping a Malaysian culture edging towards global homogeneity.