

Intrusions of Masbate Lexicon in Local Bilingual Tabloid

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Abstract

Philippinization of English has come full circle: It has penetrated not only the center but also the periphery. This paper demonstrates a trend of nativization of English in a rural area as seen in a local daily. Thirty newspaper articles from *The Stalwart Journal*, a province-wide weekly circulating bilingual journal in the island province of Masbate, Bicol Region in the Philippines, were examined to identify the local lexical intrusions in the English text. The borrowing and assimilation of local lexical terms were analyzed and categorized. These lexical items were found in various categories: people, cultural events, cultural groups, public and private organizations, government programs, program units, government agencies, places, broadcast and social media, transportation, food, animals, human descriptions, public services, and other items. English nativization is shown in the borrowing and switching to local or native lexis in the news articles of the local daily.

1 Introduction

'English is the global language' (Crystal, 2003). English has developed a special role that is recognized in every country in the world. It has covered important domains in the global society such as telecommunications, business, commerce, air control, and social media, to name a few. The use of English has privileged some and marginalized others resulting in some sort of 'linguistic deprivation'. In praise of the English language, Simon Jenkins (1995 in J. Jenkins, 2009) stated: 'English has triumphed. Those who do not speak it are at a universal disadvantage against those who do. Those who deny this supremacy merely seek to keep the disadvantaged deprived.' The dominance of the English language in the rapidly globalizing world resulted in linguistic inequality and induced some feeling of

anxiety to who cannot speak it (Tsuda, 2005 in David & Dumanig, 2008). Today, with over 6,800 languages in the world, English has proven its power and dominance, which has spread in almost two-thirds of the world's population (Crystal, 2003).

Considered as the language of prestige and power, English has continuously expanded throughout the world, which gives birth to the emergence of different varieties now commonly called as *World Englishes*. These Englishes have embraced the world's English and appropriated it to suit their local cultures and contexts based on the needs of their communities. Sik and Anping (2004 in David & Dumanig, 2008) suggests that with its imperialist and globalizing force, English has penetrated many non-English speaking communities results in a linguistic phenomenon called 'code-switching', which also leads to the nativization or indigenization of English throughout the world. This Englishization of non-English contexts, according to B. Kachru (2011), gives birth to 'transplantation' of English to different areas creating various varieties. Saghal (1991 in David & Dumanig, 2008) defines nativization as 'a process of transferring a local language to a new cultural environment.' This process of transference is situated and contextualized; it is socially conditioned and determined and takes into the account the various needs and nuances of the cultures. The sociolinguistic realities of the speech communities are considered in order to articulate the people's local, social, cultural and religious identities (Kachru, 1997).

Honna (in David & Dumanig, 2008) stresses that 'when English migrates to foreign countries, it diffuses and internationalizes, acculturates and indigenizes, and adapts and diversifies,' which leads to localized or lexical items. These local

terminology may or may not have equivalents in the English language. This nativization process of English in local contexts creates localized varieties of English that exist to serve the needs of their local speakers.

Much research has already been done exploring the nativization of English in Asia or what linguists refer to as Asianization of English, as cited by David and Dumanig (2008): Malaysia, the Philippines and Thailand (Powell, David & Dumanig, 2008), Brunei (David & McLellan, 2007), Singapore and Pakistan (David, Kuang & Qaisera, 2008), Malaysia (Pillai, 2006), and the Philippines (Bautista, 1997). These studies have found that, although coming from one original Anglophone source, these English varieties have distinct characteristics and vary from each other graphologically, phonologically, and lexically.

These new varieties of English engage in language contact with English and their speakers, in their attempt to express themselves fully in a foreign language, engage in direct lexical borrowings, which initial appear as code-switches. Haugen (1956, p. 26 in David & Dumanig, 2008) describes code-switching as the “alternative use of two languages”. Code-switching, according to David (2001) and Kow (2003) functions to build solidarity, to exclude others, to practice power, and to maintain the authenticity of the original source.

In the Philippines, the linguistic phenomenon of code-switching is commonly called as Taglish” or Tagalog-English, which appears in both spoken and written discourses. Written discourses include computer-mediate communication (CMC) such as e-mail and chat as well as newspaper prints. Several studies on Taglish have already been conducted (Bautista, 1997), but it is very rare (at least to the author’s knowledge at the moment of writing) to come across studies of nativization of English within a local Philippine English variety. This paper aims to fill in such research gap as it explores the linguistic intrusions of local lexical items in English news articles in a local town within the Philippines. The lexical items in focus are the occurrences of code-switches in the English texts.

1.1 General Information on Masbate

Masbate is an island province located in the Bicol Region in the Philippines. The province lies

roughly at the center of the Philippine archipelago between latitudes 11 degrees 43 minutes north and 21 degree 36 minutes north, 123 degrees 9 minutes east and 124 degrees 15 minutes east. It is composed of a wedge-shaped mainland (Masbate), two major islands (Ticao and Burias) and 14 small islands. It is bounded on the north by Burias and Ticao Pass, east by San Bernardino Strait, south by the Visayan Sea, and west by the Sibuyan Sea. Relative to Mainland Bicol, the province faces the southwestern coasts of Camarines Sur, Albay, and Sorsogon areas. Masbate is at the crossroads of two island groups: Luzon and Visayas. Being administratively assigned to the Bicol Region, it is politically part of the Luzon island group. However, from a biogeographic and sociolinguistic perspective, Masbate has a stronger affiliation with Visayas.

Masbate had a population of 892,393 in the 2015 Census of Population, with a density of 210 inhabitants per square kilometer or 540 inhabitants per square mile. The province covers a total land area of 4,151.78 square kilometers (1,603.01 sq mi). It is politically subdivided into three congressional districts, 20 municipalities, one city and 550 barangays.

Masbate is a melting pot of dialects and cultures due to its geographic location. Masbatenyos speak different languages based on their areas of residence. Residents in the capital town of Masbate speak the native Masbateño (sometimes Masbateño or Minasbate) with a mixture of the Bicol dialect; natives of Cataingan, Palanas, and Dimasalang along its east coast use Samar-Visayan; residents from Pio V. Corpus, Cataingan and Placer in the south speak Bohol and Cebu Visayan; along the western coast of Mandaon and Balud, people speak in Hiligaynon and Capiznon; natives of Ticao and Burias Islands converse in variants of the Bicol dialect and Visayan due primarily to the droves of migrants to the island during the sixties (Rosero, 2011). Masbatenyos speak English as a second language (ESL), but most students formally learn the English language when they start their elementary education.

With the aim of examining the nativization of English in a local variety Philippine English, this study examines the local lexical items in newspaper articles in a local daily in the province of Masbate.

1.3 Research Questions

1. How is nativization of Philippine English reflected in the lexical items in the news articles of a Masbateño English daily?
2. What are the uses of these local lexical items?

2 Methodology

2.1 Data

Thirty English news articles were purposively gathered from *The Stalwart Journal*, the only bilingual newspaper in the island province of Masbate in Bicol Region (Region V), the Philippines, from January to October 2015. *The Stalwart Journal* releases issues on a weekly basis with province-wide circulation. It is tabloid size (432 x 279 mm or 17 x 11 inches) and consists of eight pages.

2.2 Data Treatment

After the selection process of the 30 English news articles, the researcher perused each of them in paragraph and full-text levels in order to identify the local lexical intrusions in the English texts. For the purposes of this study, local lexical intrusions refer to local terms or vocabulary that are native or indigenous in Masbate or the Philippines and that are not part of Standard English lexicon. These local lexical terms were highlighted in the texts; then, they were encoded in the MS-Excel format together with the sentences that carry them to provide the context. Headlines or titles and dates of issue were also noted.

The identified local lexical terms were categorized into related semantic groups and were cited in the results section.

3 Results

The findings reveal that nativization of English in the Masbateño local daily occurs through code-switching from English to local language. The local lexical items that have been enmeshed and entrenched in the English language fall under the following categories:

- A. people (titles, honoraries, and labels)
- B. cultural events,
- C. cultural groups,
- D. public and private offices or organizations,
- E. government programs,
- F. program units,
- G. government agencies,
- H. places,

- I. broadcast and social media,
- J. transportation,
- K. food,
- L. animals,
- M. human descriptions,
- N. public services, and
- O. other items.

3.1 People (Titles, honoraries, and labels).

Language binds people and their social and cultural experiences. Culture-specific events and objects are usually labelled with local or native languages to reflect indigeneity. These labels or references can be in the form of titles and honorific terms, and are commonly used to show respect and to name people, events, and objects. In the Philippines, people from different regions use different titles to indicate respect to older people or even to strangers. Some of these terms include *kuya*, *ate*, *noy* (*nonoy*), *ne* (*nene*), *dong* (*dodong*), and *day* (*inday*). The extracts below show how some of the local titles like *Barangay Captain*, *Barangay Kagawad* and *Sultan* are entrenched in the writing of English news articles.

- (1) The report said the motorized *banca* named FB/CA “Marjun 2” – with length of 10.0 meters, breadth of 1.2 meters, 2.98 gross tonnage, engine make 4DR5 and serial number # 392801 – was owned by Constantino G. Sampayan, 65 and former *Barangay Captain* of Barangay Canomay. (“Unidentified men burn boat in Masbate,” *The Stalwart Journal*, March 16-22, 2015, p. 2)
- (2) During the forum, Jacel confirmed the meeting between her uncle *Sultan* Bantilan Esmail Kiram II and Interior Secretary Manuel Roxas II. (“Ninoy Aquino betrayed the Philippines – Sold Sabah to Malaysia for power ambition,” *The Stalwart Journal*, April 13-19, 2015, p.8)
- (3) He has been tagged as the “*berdugo*” (buster) of illegal activities like illegal gambling, illegal drugs, and illegal fishing. (“Bicol top cop set to head CIDG,” *The Stalwart Journal*, August 17-23, 2015, p.7)

- (4) He said the choice of Deona was not based on his being a *mistah*, nor his mere impression of the Bicol police chief, but on the latter's accomplishments and impressive record as a police officer. ("Bicol top cop set to head CIDG," *The Stalwart Journal*, August 17-23, 2015, p.7)
- (5) The initiative is a directive from the Higher Headquarters to guarantee a crime-free summer within the Area of Responsibility (AOR) and facilitates a hassle-free travel of tourists and *Balikbayans*. ("Security plan for Rodeo Masbateño Festival set," *The Stalwart Journal*, April 6-12, 2015, p.6)

Six titles of people were noted, which include *Barangay Captain*, *Sultan*, *Barangay Kagawad*, *berdugo*, *mistah*, and *balikbayans*. *Barangay Captain* is the title given to the head of the barangay, *Sultan* is the title given to the head of a Muslim group, *Brgy. Kagawad* is the title given to the elected councilor who assists the Barangay Captain. Other titles found in the local newspaper are *berdugo* which refers to a man who puts criminals to death, *mistah* which refers to a military slang for 'batchmates', and *Balikbayans* which refers to Filipinos returning to the Philippines especially after having lived overseas for an extended period of time.

The six terms are considered intrusion in the local newspaper as some of these lexical terms are not flagged by italics, quotation marks or even translations, which means that they have already been entrenched into the local English language variety, while some, such as in (4) are still flagged, which could mean that they are not frequently occurring and hence their meaning is not as common as the others.

a. Cultural Events. In 1940, Ralph Linton defined culture as the sum total of knowledge, attitudes and habitual behaviour patterns shared and transmitted by the members of a particular society. Language mediates culture and events. People in a speech community name significant events in the society, which in turn become established and celebrated regularly. The data below shows cultural events referring to religious

rites that are observed and participated in by the local communities:

- (6) The lead dancer of Tribu Himag-ulaw of Placer, Masbate bested 15 others to win the 2015 *Sinulog Festival* Queen title. ("Masbateña hailed as Sinulog Festival Queen 2015," *The Stalwart Journal*, January 26 – February 1, 2015, p.2)
- (7) The joined meeting was purposely called to discuss in detail the Re-routing Scheme duly enacted by the Sangguniang Panglungsod, which enumerates the traffic scheme during the *Rodeo Masbateño Festival* effective April 5 – 20, 2015. ("Security plan for Rodeo Masbateño Festival set," *The Stalwart Journal*, April 6-12, 2015, p.6)

Two cultural events, *Sinulog Festival* and *Rodeo Masbateño*, were noted from the local newspaper. Though the term *festival* is an English lexicon, the terms *Sinulog* and *Rodeo Masbateño* are considered local intrusions incorporated in the text. *Sinulog* in Masbate means 'river current', while *Rodeo Masbateño* means an annual competition of bull riding in the province of Masbate. The use of these two lexical items may be attributed to the lack of English counterpart, hence, the intrusion in English sentences.

b. Cultural Groups. Culture is shared by at least two or more people. For an idea, a thing, or a behaviour to be considered cultural, it must be shared by some type of social group or society (Ferraro 1998: 16). The present study identified cultural groups specifically referring to small groups of people who are natives of their indigenous communities and who act as representatives of these communities in national events. Extracts (9) and (10) illustrate these local lexical items.

- (9) According to a Sun Star Cebu report, Delara told reporters that they were walking alongside the two Masbate contingents, *Kulturang Placereño* and *Tribu Himag-ulaw*, while they were headed from the grandstand. ("SWAT cop aims M-16 rifle at Gov. Dayan's son in Cebu," *The Stalwart Journal*, January 26 – February 1, 2015, p. 3)

Other occurrences of lexical intrusions are evident in cultural groups like *Kulturang Placereño* and *Tribu Himag-ulaw, Tribu Katbalugan*. *Kultura* is the Filipino term for ‘culture’, while *Placereño* is an adjective from of the town of Placer in Masbate. On the other hand, *tribu* is the Filipino term for ‘tribe’. In the excerpts presented, *tribu* is used twice to introduce two proper names, *Himag-ulaw* and *Katbalugan*. *Himag-ulaw* is a tribe’s name which means ‘a ritual for a good harvest’, while *Katbalugan* is derived from the name of the place Catbalogan.

c. Public and Private Offices/Organizations.

Another common local lexical intrusion in English news articles is the use of native terminology to name public and private offices or organizations, which usually reflect their nature, advocacy, and functions. These local linguistic penetrations usually appear as sole local terms such as in (15) or co-occur with English words, as in (11), (12), (13), and (14):

(10) Likewise impleaded as co-accused are officers/representatives of the implementing agencies: technology Resource Center Director General Antonio Ortiz, Deputy Director General Dennis Cunanan and others;...and a number of officers/representatives of non-government organizations (NGOs), namely: the Countrywide Agri and Rural Economic and Development Foundation, *Masaganang Ani para sa Magsasaka Foundation, Inc....* (“Ombudsman junks Governor Lanete’s appeal,” *The Stalwart Journal*, January 19-25, 2015, p.2)

(11) Padua was head of the group which recently conducted the 3rd Joint WB-Asian Development Bank – Australian Department of Foreign Affairs and Trade (DFAT) Implementation Support Mission which looked into the enhancement of the *Kapit-Bisig Laban sa Kahirapan-Comprehensive and Integrated Delivery of Social Services (Kalahi-CIDSS)* in the region. (“Support mission assesses impacts of Kalahi Program in Bicol,” *The Stalwart Journal*, April 20-26, 2015, p.7)

(12) Police records showed Ogad has a pending murder case at the Regional Trial Court Branch 53 in Sorsogon City for the killing of peasant leader Willy Jeruz of the *Samahang Magsasaka ng Sorsogon*, an affiliate of *Kilusang Magbubukid ng Pilipinas*, in April 2007. (“Soldier eyed in Masbate mining town massacre,” *The Stalwart Journal*, May 4-10, 2015, p.2)

d. Government Programs. With purposes for social services and accommodation, government programs are commonly linguistically realized in local languages or are presented in conjunction with the English language.

(13) Said agency is now preparing to conduct its second round of household assessment under the *Listahanan Program*, previously known as the National Household Targeting System for Poverty Reduction (NHTS-PR). (“DSWD Bicol to hire 3,450 field workers,” *The Stalwart Journal*, February 2-8, 2015, p.2)

(14) Another livelihood project to be funded by BUB is “*Nutri-bun ni Juan*”, a school-based bakery at Aroroy, West Elementary School. (“BUB funds livelihood project in Aroroy, Masbate,” *The Stalwart Journal*, July 13-19, 2015, p.2)

The choice of localized lexical items for government programs is common. When included in English news articles, they are not translated or flagged with italics or quotation marks.

e. Government Units. This category is the most extensively used in the data. Local terms such as *purok*, *sitio*, and *barangay* have been observed to be present in many local news reports. These lexical items are not flagged and co-occur with English words in the texts. Some examples of their uses in the data are shown below.

(15) Rapsing, 39, was beheaded by still unknown men in an ambush at the National Road in *Purok 2, Barangay Usab*, Masbate City around 12:10 p.m. Saturday. (“Severed head found in Camarines Sur matches description of ambush victim,” *The Stalwart Journal*, April 27-May 3, 2015, p.2)

- (16) F/B Purification Martha – II skipped by: ...3. Eduardo Yanong y Lape, 40 y/o, married, a resident of *Sitio* Maiton, Old Escalante, Negros Occidental;... (“24 fishermen arrested for illegal fishing in Placer, Masbate,” *The Stalwart Journal*, June 8-14, 2015, p.2)

f. Government Agencies. Another common category reflective of local political culture or origin is the names of local government agencies, which include *Sangguniang Panglungsod* or City Council, *Sangguniang Panlalawigan* or Provincial Council, and *Sandiganbayan*. Some of these lexical items have English translations but it is now very common to see them in their local versions in both local and national English newspapers. The extracts below illustrate their uses in the data:

- (17) The joined meeting was purposely called to discuss in detail the Re-routing Scheme duly enacted by the *Sangguniang Panglungsod*, which enumerates the traffic scheme during the Rodeo Masbateño Festival effective April 5 – 20, 2015. (“Security plan for Rodeo Masbateño Festival set,” *The Stalwart Journal*, April 6-12, 2015, p.6)

g. Places. Names of places are referred to by the use of their native terminology such as shown in the extracts below.

- (18) Lanete is currently detained at the Bureau of Jail Management and Penology (BJMP) Female Dormitory in *Camp Bagong Diwa* in Taguig City. (“Lanete asks court to allow her to post bail on ‘pork’,” *The Stalwart Journal*, March 16-22, 2015, p.2)
- (19) He said his office has been coordinating with Bicol chief executives for the creation and reorganization of PMRB, including the establishment of *Minahang Bayan* in each province to end illegal small-scale mining operations. (“DENR intensifies information, education campaign on geohazard, responsible mining in Bicol,” *The Stalwart Journal*, September 7-13, 2015, p.8)

In the local context, names of places are usually not placed within quotation marks and are not italicized, suggesting that they have already been adopted as part of Philippine English.

h. Broadcast and Social Media. The present data has also revealed local lexical intrusions in the broadcast and social media, which are rich environments for public discourse and information sharing. Below are some examples.

- (20) “*Tarabil sa Masbate*” (Masbate Talks) facebook posted these reactions:...More reactions came in more than a week from Masbateños working abroad whose sardonic and statements of disgusts were downloaded but not printed on this paper. (“Masbate Board Members get flak from netizens,” *The Stalwart Journal*, March 23-29, 2015, p. 2)

Some lexical items such as in (28) are still flagged with quotation marks and presented with translations. However, this author believes that it is only a matter of time. As soon as the terminology has been fully exposed to the members of the virtual communities and they begin using it as part of their daily communication, these terms will soon be unflagged, which means that they have already been adopted as part of the local English variety.

3.6 Transportation. Reflecting local modes of movement and transport, local terms such as *habal-habal* and *banca/bangka* or *baruto* are used as flagged or unflagged in the English news articles. Examples are shown below.

- (21) Earlier, Banua issued a press statement accusing the military of deliberately killing the alleged NPA members who she said were actually drivers of motorcycle-for-hire or “*habal-habal*” in Cawayan town, Masbate. (“Bloody encounter in Masbate: AFP debunks NDF massacre claim,” *The Stalwart Journal*, August 17-23, 2015, p. 2)
- (22) With eagle-eyes, our boat spotter observes a massive silhouette approaching our *banca*. (“The giants are back: Whale sharks again congregate in Donsol waters,” *The Stalwart Journal*, June 29 – July 5, 2015, p. 3)

The term *habal-habal* in (30) is placed with quotation marks, in some news articles with English translation in parenthetical enclosures, and unflagged in others. This suggests that though belonging to the same newspaper company, some writers have different treatment with the local lexical items, with others seeing them as old terms mixed with a foreign language and others using them as if they were already of part of such language.

3.7 Food. Similar to transportation, food reflects ethnic or local tastes and flavours. Native terminologies are used to refer to names of local dishes, foods, fruits and vegetables, as shown in the extracts below.

(23) According to Nida Bagayusa, the livelihood worker of the Local Social Welfare and Development Office, the ₱860,000 has funded various livelihood project benefiting 105 Pantawid Pamilya beneficiaries of 35 recipients from the three barangays namely: *Matalang talang with torones de mani* and banana chips as their project, *fish kropek*, for Barangay San Agustin and production of native bags and fan for barangays Malubi. (“BUB funds livelihood project in Aroroy, Masbate,” *The Stalwart Journal*, July 13-19, 2015, p.2)

(24) The drive also netted 7 fishing vessels, 6 fishing boats, 1,339.5 kilos of assorted fish, 6 boxes of dynamited fish locally known as “*tuloy*”, two bottles of explosive (dynamites), 5 bottles of ammonium nitrate with two blasting caps and other fishing paraphernalia were confiscated for the period covered. (Masbate police boasts success in anti-illegal fishing drive,” *The Stalwart Journal*, August 10-16, 2015, p.2)

3.8 Animals. Animal names are also commonly expressed in local terminology to suggest that these are endemic in some areas. As has been observed also in the category of transportation, some of the terms referring to animals such as *butanding* are sometimes flagged with quotation marks and sometimes unflagged. Again, this author believes that it is an indication

of transitory phase of the nativization process of the local lexis into the English language, where some writers have fully adopted them, while the others are gradually embracing them as part of their linguistic repertoire in writing English texts. This author also believes that it could be the journalist’s communicative strategy to accommodate a wider audience particularly the foreign ones who cannot decipher the meanings of local terms.

(25) A town whose booming economy was fuelled by the *butanding*, Donsol has risen from a fifth-class municipality since a community-based whale shark ecotourism program was established in 1998. (“The giants are back: Whale sharks again congregate in Donsol waters,” *The Stalwart Journal*, June 29 – July 5, 2015, p. 3)

3.9 Human Descriptions. Though less extensively used in the English news articles, physical descriptions referring to humans are also observed to have penetrated the English texts, as in the example below.

(26) “The head has the same “*semi-kalbo*” (semi-bald) haircut and an earring on the left ear, like Rapsing,” Trilles said. (“Severed head found in Camarines Sur matches description of ambush victim,” *The Stalwart Journal*, April 27-May 3, 2015, p.2)

Descriptions such as the one shown above are flagged with quotation marks and translations to indicate that they are in the process of nativization. Soon, when the members of the speech community begin to familiarize with their uses in the English texts, they will be unflagged and become part of the local English variety.

3.10 Public Services. Another category that has been observed to be penetrated by local lexical items are terms referring to services offered to the public. These local terms usually co-exist or co-occur with the English terms when they are presented in the text. They are not usually flagged, which suggests that they have already been entrenched into the local variety of English.

- (27) Police reports said that the raid yielded three plastic sachets of suspected shabu, six unsealed plastic sachets with shabu residue, eleven strips of aluminium foils, improvised burner, pair of scissors, eight disposable lighters and sixteen receipts of *Palawan Express Pera Padala* – which may be evidence of the illegal drug transactions. (“Masbate PNP scores anew on anti-illegal drugs campaign,” *The Stalwart Journal*, June 22-28, 2015, p.2)
- (28) The Department urges all those who will receive this text message not to respond, instead, immediately report to the nearest DSWD office or text to the *Pantawid Pamilya Grievance Text Hotline* 0918-912-2813. (“The DSWD Field Office V warns the public against text scam using Pantawid Pamilya,” *The Stalwart Journal*, September 7-13, 2015, p.4)

3.11 Other Items. Finally, there are also observable occurrences of other local items in the data pertaining to drugs, promos, and other cultural items. The use of these lexis in the English news articles are usually unflagged, which means that the readers have become fully aware of them and have accepted them as part of the Philippine English variety.

- (29) *Piccolo* is still the leading cause of injuries with 62 cases followed by *kwitis*, 5-star and other firecrackers including *bombshell*, *bawang* and *watusi*. (“DOH posts decrease in firecracker injuries in Bicol,” *The Stalwart Journal*, January 12-18, 2015, p.2)
- (30) The text message is sent by certain Hydee Gomez. It states “Congrats, from President Noy Noy Aquino Foundation. 4Ps Pantawid Pamilyang Pilipino Program. Your sim # won ₱950,000.00 2nd prize winner, *handog pangkabuhayan raffle promo!* DTI P#9513, S’15, pls. text complete NAME/ADDRESS/OCCUPATION.” (“The DSWD Field Office V warns the public against text scam using Pantawid Pamilya,” *The Stalwart Journal*, September 7-13, 2015, p.4)

4 CONCLUSION

The findings in this study reveal that nativization of English in the Philippines particularly in its provincial level is evident in the news articles of a local bilingual newspaper as it has already penetrated the domain of print media. Consistent with Edgar Schneider’s (2003) notion of ‘nativization’, which he considers as the most vibrant phase of his five-stage *Dynamic Model of the Evolution of New Englishes*, the local lexical terms in the present study are seen to have been entrenched in the news articles in different categories such as people’s titles and labels, government programs, government units, cultural events, cultural groups, transportation, food, broadcast and social media, inter alia. The presence of these lexical items in news articles are observed to have been flagged and unflagged with italicization, quotation marks, and parentheses. The former suggests that these local terms have already been entrenched in the English texts, while the latter points to a nativization process, which, following David and Dumanig’s (2008) idea, has to take some time before they also become indigenized. This nativization or indigenization process through code-switching from English to a local language, Filipino or Tagalog, may be attributed to lack of English counterparts of the local terms, and may suggest that English has been Philippinized.

B. Kachru (2011) sees this dimension as a ‘creation of a new culture’, while Soyinka (1998: 88 in B. Kachru, 2010) refers to this as a ‘new medium of communication’. Patel (2006 in David & Dumanig, 2008) calls this phenomenon one of the various ‘reincarnations’ of English, where people share the medium but use it to express native and local messages. The widespread linguistic assimilation, accommodation, and appropriation of the English language to suit local tastes and contexts have resulted in local lexical intrusions, which gives rise to the Asianization and Philippinization of the English language. Hence, it is evident that the colonization process has come full circle; however, in the process, the colonized have managed to talk back to the colonizer using the same medium but with local linguistic imprints according to the tastes of the local tongues.

Yoneoka (2002 in David & Dumanig, 2008) expresses it in a stronger view: “the colonized have subjugated the English language, beaten it on

its head and made it theirs, and in adapting it to their use, in hammering it sometimes on its head and sometimes twisting its tail, they have given it a new shape, substance, and dimension” (p.98). It resonates what Chinua Achebe (1965) argues that ‘the price a world language must be prepared to pay is submission to many different kinds of use...’ Indeed, the global widespread of English is unstoppable, unavoidable, and unthinkable. English worldwide diaspora afforded it the undisputed crown of being the global language or world’s lingua franca; it has also given birth to other varieties or World Englishes. The *English effect*, *English fever*, and *English invasion* may continue to linger and forever change the world’s linguistic landscape, but in the eyes, hearts, and minds of the local speakers, they have already conquered English and made it their own.

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Appendices

Categories	Local Lexical Items
Public and Private Offices/ Organizations	<ul style="list-style-type: none"> • Butanding Interaction Office (BIO) • Kapit-Bisig Laban sa Kahirapan - Comprehensive and

	Integrated Delivery of Social Services (KALAHI-CIDSS) <ul style="list-style-type: none"> • Kilusang Magbubukid ng Pilipinas • Lingkod Banahaw MPC • Lukban Langgonisa Manufacturers (LUKLAMA) • Masaganang Ani Para sa Magsasaka Foundation, Inc. • Pag-ibig payments • Samahang Magsasaka ng Sorsogon • Sinulog Foundation Inc.
Government Programs	<ul style="list-style-type: none"> • Gawad KALASAG • "LIGTAS SUMVAC 2015" • Listahanan Program • OPLAN LIGTAS PASUKAN 2014 • Pantawid Pamilya • Pantawid Pamilyang Pilipino Program • Seal of Good Local Governance (SGLG) or Pagkilala sa Katapatan at • Kahusayan ng Pamahalaang Lokal
Titles and Lables	<ul style="list-style-type: none"> • Balikbayans • Barangay Captain • "berdugo" (buster) • Brgy Kagawad • mistah • Sultan
Government units	<ul style="list-style-type: none"> • barangay • purok • sitio
Government agencies	<ul style="list-style-type: none"> • Sangguniang Panglungsod • Sanggunian Panlalawigan • Sandiganbayan
Places	<ul style="list-style-type: none"> • Camp Bagong Diwa • Minahang Bayan
Cultural events	<ul style="list-style-type: none"> • Sinulog Festival • Rodeo Masbateno Festival
Transportation	<ul style="list-style-type: none"> • banca

	<ul style="list-style-type: none"> • "habal-habal"
Broadcast and Social Media	<ul style="list-style-type: none"> • Barkadahan Radio Program • "Tarabil sa Masbate" (Masbate Talks)
Cultural groups	<ul style="list-style-type: none"> • Kulturang Placereño • Tribu Himag-ulaw • Tribu Katbalaugan
Human description	<ul style="list-style-type: none"> • 'semi-kalbo' (semi-bald)
Food	<ul style="list-style-type: none"> • fisk kropek • 'Lukban Langgonisa' • malunggay noodle • matalang-talang with torones de mani • "tuloy" • "Nutri-bun ni Juan"
Animals	<ul style="list-style-type: none"> • butanding,
Public Services	<ul style="list-style-type: none"> • Palawan Express Pera Padala • Pantawid Pamilya Grievance Text Hotline
Other items	<ul style="list-style-type: none"> • bawang • kwitis • pla-pla • piccolo • shabu • "shabu" • watusi • handog pangkabuhayan raffle promo