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**Abstract:** *This anthropological linguistic study delves into the realm of music adaptations within Coke Studio Pakistan, focusing on the multifaceted scope of musical and performing arts presented through familiar and popular tunes, original compositions, and the revitalization of cultural heritage from lesser-known communities. By analyzing the adaptations of folk songs in Coke Studio Season 15, this research explores the integration of aural, visual, and spatial elements to construct a comprehensive artistic narrative with profound symbolic significance in today's contemporary world. Coke Studio's innovative musical approach has not only transcended national boundaries but has also established itself as a significant entity within the media landscape. By reimagining folk songs, the adaptations in Coke Studio serve as a modern reinterpretation of historical narratives and cultural legacies, bridging generational divides and providing a unique platform for the youth to connect with their heritage while anchoring them in the present socio-cultural milieu (Amaravathi, 2019). This research provides a comprehensive exploration of the intricate interplay between music, language, and cultural memory in shaping contemporary identities through the lens of anthropological linguistics. Coke Studio facilitates symbolic interaction through music, allowing for the negotiation of meaning and identity within a shared cultural framework (Farooq, 2021).*

**Key Words:** Coke Studio Pakistan, Language and Culture, Music, Anthropological

## Introduction

Music is a worldwide language meaning that individuals can listen and appreciate music irrespective of their knowledge in the other person's language. Music is known as a global phenomenon, meaning that it exists in all societies all over the world. Music is also one of the oldest human invention — the oldest known musical instrument is one-carved bone flute found in a Neanderthal cave in Slovenia and is at least 43,000 years old.

Language and culture are explored through a particular sub discipline of anthropology known as linguistic anthropology they are concerned with language as social practice in which the way of life is described, understood and preserved (Golla, 2015). Cultural and linguistic anthropologists have it that every language has always been used in endorsing the cultural traits of groups. It will be much more effortful to come up with the notion that a language is just a way to express different ideas "Culture" as being used in anthropology means the human cultural affairs which are not hard coded concrete goals to be proclaimed and engraved in the public space. Sapir and his student Whorf formulated and developed the hypothesis that later became a cornerstone of relativism attributed to Sapir to the following text: "speech (language) makes the man, therefore, speech defines and determines the thoughts and ideas of their speakers It is actually "To encourage the indigenous musicians in creating and distributing music that is based on traditional and classical sound with modern touches of arrangement. Music of Coke studio Pakistan can be defined as presenting melody of different provinces of Pakistan. Using the different dialects to write, some areas of the languages, as well as presenting the folklore of studies that will show, the cultural background of the land (Whiteman. 2013). It also serves as a means of communication, which facilitates feelings through exchange of emotions and ideas and it may be so much more articulate than

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the other languages are. Not only do they get to express their emotions through it but also their only chance of communication if nothing else is available to them. In the same context, the effects of music have not only to do with the physical systems but the emotional and spiritual systems as well. Thus, musical conscience and musical constitution were shaped through the connection with nature. According to Martin, culture is the aspect of social system that a person cannot share with other species (Martin, 2014). Cultural values are, however, communicated through the different ways of categorizing objects, polemical way of speaking besides assisting in the proper running of a 'progress gesture', in addition to the jargons, colloquialisms, proverbs and sayings Hilliard (2015) lastly Coke Studio is television show that features various artist from various cultural backgrounds and perform. A concept of live Studio-recorded music presents the concept of the Pakistani nation and informs about the fundamentals of the state (Beg, 2020). This is in a view to popularize its culture on the international level by making it through a blending of the old and new music genres. It is felt that Pakistani music also has a similar aim before international audiences of putting Pakistan culture on the map of the world and assert the Pakistani cultural identity. The songs aired in Coke Studio are good and people can find themselves relating to the music and the cultural aspect. Culture is the perception that members of a society have of the world and particularly the features that are accepted by the society.

An important inquiry that most scholars have posed is the aspect of language in terms of relation to culture in our society. As the reader might have been wondering, how this relationship works, it is exactly the question that was engaging linguist and anthropologist Edward Sapir along with his student Benjamin Whorf. Altogether, they developed the Sapir-Whorf hypothesis assuming that the ways a population perceives the world are chiefly defined by the methods by which it thinks. A country is, therefore, a demographic and geographical representation of song's lyrics. This research will analyze these Song lyrics depending on geographical and demographical variation between Pakistan and India. Lyrics is that prose that is sung with some melody and therefore, when one is referring to lyrics, he or she must also be referring to the melody (BaileyShea, 2021). Lyrics is the composition of language, for instance, they are in a linguistic art piece which could be a poem set alongside a musical score. Vocals are written artistically to aid one to develop the concept of tune (Austin, 2008.) Lyrics involves words that are written to a tune, for a song or which are set to music in popular music genre meant to convey the idea and feeling of the writer (Meyer, 2008).

### Rational of Research

Music as a very effective channel of communicating in times of harmony forms a system that is derived out of the above communication. Cultivated area of the public sphere may well be the communicative system which generates the object of consumption. This is because the songs and the rhythms of different cultures are brought to the light by the means of music. It also means that music and cultures are linked in the way like that and the culture needs music in the same way as music needs culture Coke Studio is the beautiful representation of a broader picture that has ability to make proud to the people of Pakistan even internationally. It rises evidence that this platform is created to fit the people which is interested in promoting cultural marginality's main cultural and developing it in such a way that people will be more interested to fully understood their music.



### Literature Review

Music is called language to the set of signs. For human expression of expression, thinking and sentiment, language is a very basic thing; human beings understand all things through the medium of language. Language is a very basic setting of the part of human nature and very powerful, of which we human beings think and understand the things surrounding us. "According to Besnier (1990). Language has a very huge impact on human life. It can be improved and learned deeper to know more about the things, or for teaching other lessons, words should be there according to need in the context. According to D. T. Griffe, whether

songs are poetry or prose depends on their level of “vocal compositions” and their “pseudonymous” appearance. Furthermore, the stanza and lines have been established for eons then to get published. Griffe, speaking of it: “Song is a kind of music that in a traditional meaning is a music language which (includes for example so-called “poems”, or a “phrase”, “melody”, “verse”,) literally speaking”. In Leech and Short book, it is denoted that melodies are just a way of observing the life story, and through their acceptance or rejection, they become the tools for those melodies. In this way, song memorizing also influences their language learning process by better understanding and knowledge of word gathering and the language itself. However, the songs we love help us in the language learning process of improving our vocabulary and language skills. The researcher and the research assistant of the Hong Kong Baptist University have been involved in the experiment of this research project. The study of 635 students Lo & Li (1998). It reports that the use of songs can help in listening, speaking, reading and writing skills. By creating a melody the author fill it in the place of the generally English song longer explanation. English songs is the best because through that music students may have exposure to a different environment. Additionally, music perpetuates the motifs of these celebrations, usually songs have a deep connection to the culture of a nation. Last but not least, it should be noted about those influences that were either indirectly depicted in a song or delivered from one’s own experiences and generalizations, whether outcomes were a constructive and positive opportunity for them to either criticize or change society or to accept the status quo in their societies. Identification via music occupy the sphere for self-expression as it is a space of creative activity (Green, 2006).

So, as text meaning is different in nature, so is its form, combining linguistics patterns and constructions of language; similar to how it is observed in text-stylistics, text is the mark in language of phonologization in its most important (Simpson 2004). Coke-studio has not made any impact regarding creating a —real musical impact in the last few years. However, it has created a platform upon which a subtle engagement with issues of patriotism, nationalism, ethnocentrism and antagonism can be based, checked. A brand will always be powerful based on the brand awareness (Percy & Rossiter, 1992; Malik et al.,2013; Gustafson, 2007). As Gregory Booth reports, the increasing utilizations of digital instruments was a major issue for musicians in the Bollywood film music industry of the late 1970s and 1980s: Yet another issue of concern with the application of digital technologies was its homogenizing effect on most of Pakistan’s regional/art musical styles and genres. All the musical effects which bear special relation to Coke studio have been discussed while making this study. “A Semiotic Analysis on The Perceived Meanings of Coke studio” Video songs” (Qaisar, 2019). From semiotic to musical, verbal to non-verbal, all the ideas have been explored to exercise novelty and diversity. It is particularly successful in unraveling the hidden significance of all those devices that are conventionally, and yet not always deliberately, used by people in communication, namely fashion, music, food, clothing and advertising (Mick et al., 2004). From the perspective of semiotics, media is ideal for the research of the relationship between producer and consumer as well as for the study of how brands use cases associated and approved by society—myths, symbols, and icons—to shape their value. Therefore, by the way of a post-modern sign, which is multilayered, fast paced and heavily abusing bizarre symbols, it is evident that the media remains a good place for advertisements. (Dasgupta, 2015)

## Research Questions

- Q1:** In what ways do the linguistic and cultural codes embedded in Coke Studio Music's productions serve as a form of cultural anchorage for young people, providing a sense of belonging and cultural continuity in a rapidly changing world?
- Q2:** How does the Sapir-Whorf hypothesis relate to the phenomenon of musical fusion seen in Coke Studio?
- Q3:** What role does language play in the creation and dissemination of music in the digital age?

## Method

### Data

Music video is a video a meaning of the song and there are also images, gestures, musical sounds, object and the complex associations of all these from the content of ritual, convention or public entertainment. We will examine coke studio season 15 songs



## Framework

Approximately principle of cultural relativism was proclaimed and brought to our knowledge by linguists Edward Sapir and Benjamin Lee Whorf. The work of both Sapir and Whorf resulted in their combined hypothesis called the Sapir-Whorf Hypothesis, or the Theory of Linguistic Relativity which has tremendous implications across all aspects of the Communication theories. The Sapir-Whorf hypothesis is defined as the notions that the language that a person uses in communication determines how he or she is capable of perceiving the realities of the world.

## Findings

Platforms like Coke Studio Pakistan function as significant sites for cultural representation. By incorporating traditional, classical, and modern styles, This "sound" transcends mere entertainment; it weaves together diverse elements – languages, folk melodies, spoken word, and instrumentation – to construct a powerful symbol of Pakistani culture Coke Studio Music is becoming the first cultural music platform of Pakistan. This Pakistan Coke studio music sound is talking or trying to explain different types of music because it contains different language, folk, talking language, presenter and music sound (Hemani, 2011). This sound creates a basic of culture. Platforms like Coke Studio Pakistan function as significant sites for cultural representation. By incorporating traditional, classical, and modern styles, This "sound" transcends mere entertainment; it weaves together diverse elements – languages, folk melodies, spoken word, and instrumentation – to construct a powerful symbol of Pakistani culture Coke Studio Music is becoming the first cultural music platform of Pakistan. This Pakistan Coke studio music sound is trying to explain different types of music because it contains different language, folk, talking language, presenter and music sound. This sound creates a basic of culture.

**Table 1**

Icon	Code	Focus
Logo	Coke studio	Visual elements of coke with music dynamic typography
Language choice	Songs	Various regional language and dialects'
Producers and creators	Cooperate sponsors	Representation of commercial aspects
Viewership	Online and social media platform	Success and impact of show
Set designs	Designs, lightening, arrangements	Ethos of contemporary aesthetics

## Set Design- A Site whereby Signs lie

The general design goal of the song is the option of a drop feedback work that contains both visual and nonverbal in in shot set design music or; dramatic color changes and harsh lighting fade in and out of the background. In addition, the lighting will be of sickly yellow; very low key, and the appalling violence returning of the heavy rock music off the will be used to shock the audience (Heslinga, 2014, p. 38)

## Colors, Funks and Commodity

*The artist finds color similar to language of a storyteller but also arouses many visualized effects of drama, videos and movies by color. Different colors often function in a very huge number of different ways and their semiotic effects can be they are atmospheric, symbolic, for the expressive purposes and to enable transitions among different scenes/shots. And as it happened, very often the final humiliation was a so-true kind of attitude that evaluated even the most sensitive aspects of human life like identity, culture and religion by such blasé and superficial scale of materialism.*

## Lighting

The lighting is another key design element that is employed in the songs to set the atmosphere. In this regard, color management is instrument for setting just the necessary mood or establishing particular feelings. An ambient light or low or high key light can be used, depending on the occasion or in the video.

## Coke Studio Season 15

The campaign started running on the 12th of April 2024, and aired three days later which is the 14th of April 2024. Pakistani culture is encompassed in the 15th season of Coke Studio which includes its languages and music in all its richness. During the season, the culture and life of Pakistan shines through; all the people together become infected with the love and enthusiasm for music at every given chance, the song is a depiction on how the creative experience has the power of being everlasting through the world in the forms of art, music, love, warmth, and connection.

Table 2

Symbol	Code	Focus
Coke studio	Coke	Music and culture
Various artist	Different musical genres and cultural background	culture
International brand	YouTube viewership	Nationalism, multiculturalism
Tagline	Sound of nation	Showcase rich musical heritage ,unity through music
Dress code	Variation of cultural dress	Local culture with music enhance show appeal

The hypothesis known as Sapir-Whorf or linguistic relativity implies that language determines the perception of the world in people who use it. This hypothesis can be analyzed in parochial to how cultural linguistic assets have been harnessed from the songs of Coke Studio Pakistan Season 15. Here's how some of the songs highlight these concepts through anthropological linguistics

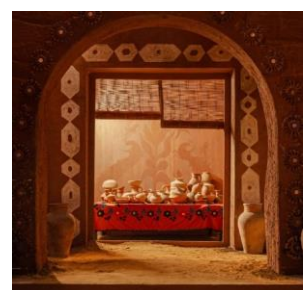
### 1<sup>st</sup> Song: AAYI AAYI

Coke Studio 15's newest iteration makes its way up, even when people waited to determine what that is this time: Rock, 'sufi', pop fusion or anything else, this time is the pleasant surprise because that trick came as legends in Sindhi which they also know sweep them up with a magical spell of folklore, rhythm and color. That Aayi Aayi is the basic track of the coca cola studio album 15"



The folk culture, their custom traditions, wardrobe, all the elements show the community they belong to ,The recent release by Coke Studio has sparked discussions around diversity and inclusivity, but this is not a new development for the music franchise. Though fitting neatly within this type of fusion music that Coke Studio of Pakistan has created for itself over the years, this season begins with a fearful approach to making something new. Viewers were ecstatic about Pakistan's Coke Studio's enchanting journey to Aayi Aayi, and appreciated the authenticity that was portrayed as a journey of pure self-love. The infectious energy of the people involved in Aayi Aayi was evident, and their message of loving the self was genuine. The vocalist and lyricist were amazed by the truths that accompanied folk hero Marvi's journey and struggles to be herself, the Coke Studio team was palpable, as they called out the vocalists from a section of the Umarkot: Saiban and, fatefully, Marvi. How much space they brought in by being, and one could sense an accuracy of "authenticity" making the others able to become the characters of this sort of nuanced musical dynamics that came out by Aayi Aayi, the colors and textures of Rajasthan, his words meet their beckoning in the spirit of festivity; rangoli, garlands, sweetmeats, and honor await the one who returns.

These are the basic units of meaning. In coke studio, signs can be visual cues or auditory elements. Aayi aayi song, the video might feature traditional costumes or props that represent a particular culture. These signs help viewer's associate specific meanings or cultural references with the visuals. Symbols are culturally constructed representations that carry deeper meanings Coke Studio 15's latest release, "Aayi Aayi," blends Sindhi folklore with modern music, celebrating cultural identity and self-love through vibrant visuals and authentic performances. This song underscores the importance of cultural context in music,





featuring diverse languages and symbols that evoke a sense of heritage and unity, aligning with the Sapir-Whorf Hypothesis on linguistic relativity.

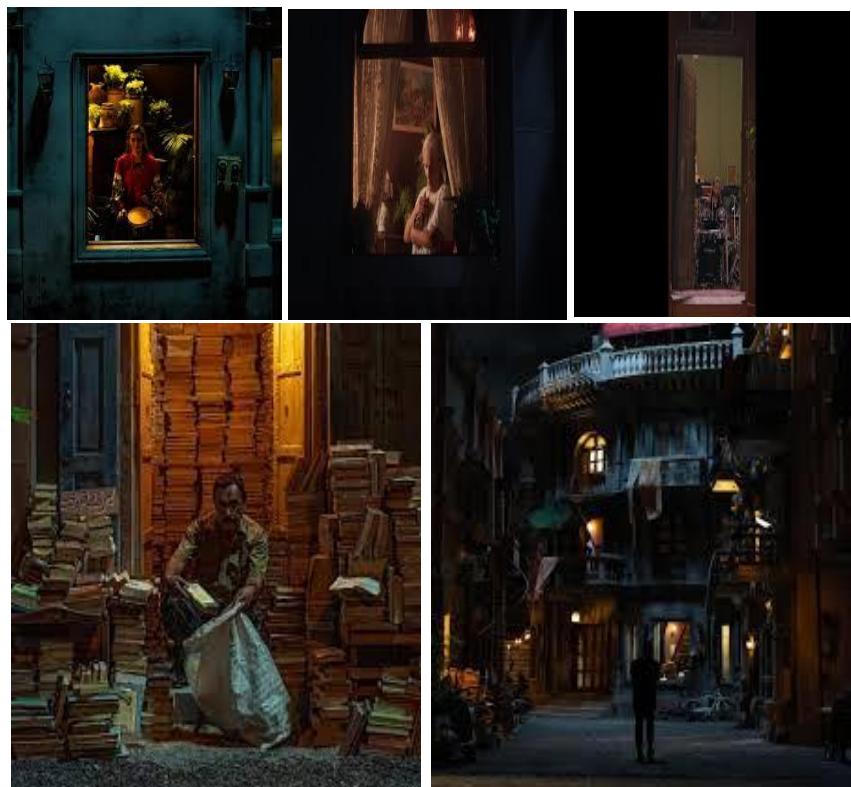
**Table 3**

Element	Description
Musical Genre	The song incorporates genres like rock, sufi and pop fusion. The blending of these genres creates a unique sound that appeals to a wider audience.
Cultural Context	The track emphasizes the significance of cultural context, showcasing Sindhi folklore, rhythm, and colors. It reflects the traditions, customs, and wardrobes of the Sindhi network, which boosts their cultural identity.
Anthropological Approach	Young listeners who are looking for music that speaks to their international aspirations and represents their cultural heritage can find resonance in this approach.
Visual and Auditory Signs	Traditional attire, objects, and symbols that allude to cultural references are among the visual cues used in the video.
Linguistic Diversity	The song's lyrics are available in English, common Pakistani dialects, and Sindhi, among other regional languages spoken in Pakistan. The Sapir-Whorf Hypothesis—which holds that language influences cultural cognition—is supported by this bilingual approach, which also draws attention to Pakistan's rich cultural diversity.
Cultural Fusion	The fusion of cultural diversity in the region is reflected in the music generated by the diverse collection of singers and musicians from different regions. The approach to music taken by Coke Studio is characterized by this mix.
Visual Imagery	The film highlights Rajasthan's hues and textures, as well as celebratory components including garlands, sweetmeats, rangoli, and honorifics. The song's joyful and cultural vibe is strengthened by this visual depiction.

## 2<sup>nd</sup> Song; 2 AM

Coke Studio releases the second number of the fifteenth season called 2AM. This season, with his first time appearance on Coke Studio, singing for Okara based Star Shah's Coke Studio debut Pro music soundtrack, he has witnessed life through its litigations and toured through the dramatic complexities of a family with tales of hatred and hope. This he has continued to demonstrate as he extend his fifteen years' sojourn and struggle in a determination to make a positive and real difference in people's lives.

The cycle of words and metaphors determine the manner in which people come to perceive and appreciate the world, which echoes Sapir-Whorf hypothesis. The dynamics of this song title and style also depicted the musical interaction of



Pakistan as music has the ability to blend different languages and touch the feel of time in an optimum way This song may use different languages and different styles in its lyrics and its beat might also mix different feelings of music in an optimal way which is typical of Pakistan music.

Table 4

Element	Description
Musical Genre	The song "2AM" has a depressing and agitated tone since it combines elements of folk and Sufi music. It combines several beats and musical genres, as is common in Pakistani music.
Themes	The song's three core themes are love, hope, and unity. It invites viewers to reflect critically on the nature of love and to imagine a society in which love is the dominant force. The complexity of life, family, and personal hardships are also explored in the song.
Cultural Context	The song showcases Pakistan's rich linguistic and musical legacy through a fusion of ethnic influences. Zeeshan Ali's heritage and multilingualism (speaking Farsi, Punjabi, and Sindhi) enhance the song's cultural depth.
Linguistic diversity	The song's lyrics are multilingual, illustrating Pakistan's linguistic variety. The Sapir-Whorf hypothesis, which contends that language influences cultural cognition and perception, is consistent with this multilingual approach.
Historical and Cultural References	The song can allude to historical and cultural aspects, such the spiritual ties to Guru Nanak and the Punjabi influences. The storyline of the song gains depth and perspective from these allusions.
Visual Imagery	Traditional and cultural iconography may be used in the music video, which would heighten the song's emotional and thematic impact. It is possible that the painters' varied cultural backgrounds and inspirations are reflected in the imagery.

### 3<sup>rd</sup> Song: 'Maghron La'

The Sabri Sisters, as a beautifully restored haveli unfolds before them; its rooms similarly adorned, like the ladies themselves with all the trappings of a household that is in the process of gearing itself up for a festivity

Coke Studio's "Maghron La" by the Sabri Sisters infuses hip hop with Punjabi beats and folk influences, celebrating pride, fearlessness, and the tradition of welcoming strangers in Pakistani homes, reflecting linguistic diversity and traditions, echoing the Sapir-Whorf hypothesis. The song showcases how language shapes relationships and emotions, blending different linguistic elements to convey narratives and evoke cultural traditions, while emphasizing love and unity through its joyful and celebratory tone.





With a tradition of music running through their veins as the Sabri Sisters, Saman Sabri and Anamta Sabri, every song that they present carries the message of love and light in every song sung and Maghron La is no exception with a hint of the fun and danceable Punjabi beat and a hint of folk and bhangra. Maghron La with love like that



of writing the diary of the life in the song and the video and actually bringing out the joy, the celebration, and love with the unique style of pop and rap, the journey he went through being an Influence of his England and Pakistan origin to embrace the strength and spirit of the Punjabi language in him

**Table 5**

Element	Description
Artists	Saman Sabri and Anamta Sabri, the Sabri Sisters, are featured in the song. They have a musical legacy that emphasizes love and brightness, and they are well-known for it.
Musical Genre	"Maghron La" is a fusion of pop, rap, folk, bhangra, hip hop, and Punjabi sounds. This combination produces a distinctive and catchy song.
Themes	The song's primary themes include celebration, love, fearlessness, and pride. It conveys the value of respect in interpersonal relationships as well as cultural customs. The song also highlights the happiness and celebration that come with inviting guests into Pakistani households.
Cultural Context	A tastefully renovated haveli serves as the song's backdrop, showcasing Pakistan's rich cultural legacy and traditional architectural style. The song's joyous and cozy tone is heightened by the surroundings.
Linguistic Diversity	The description implies the blending of many poetic forms or languages, even though it doesn't go into detail regarding the song's linguistic semantics. This highlights the ways in which language influences emotions and narratives, supporting the Sapir-Whorf theory.
Visual Imagery	A renovated haveli with festively decorated rooms can be seen in the video. With its depiction of cozy moments in every room as the sisters sing, the visual imagery of the song amplifies its cultural and emotional significance.
Cultural Heritage	The background of the Sabri Sisters and the haveli's location showcase Pakistan's rich cultural legacy. The traditions and practices connected to Pakistani culture are reflected in the song.

#### 4<sup>th</sup> song; Harkalay

With two incredibly talented singers, Pakistani-Pashtun Zahoor, and Pakistani American Rehma, Harkalay tells a story of a place which is as far as spirit goes, the respect which a human being deserves even in their elder hood can pause time, and the skies are always kind to humans when they seek really. The characters that are depicted in this song are not stereotypical but in a way very realistic Zahoor rises in this song not only as an artist but a social activist who wants change, whose roots are firmly entrenched in Khyber Pakhtunkhwa. From the energy of Lahore to the music of Mardan the journey is one that is personal to Zahoor but all at once it is also everybody's story. Coke Studio's "Harkalay" features Pakistani-Pashtun Zahoor and Pakistani American Rehma, blending Pashto and English to celebrate cultural hybridity and spiritual connection, reflecting themes of growth, diversity, and preserving the Pashtun spirit. The song serves as a bridge between different cultures, capturing the essence of welcome and paying tribute to the vibrant Frontier culture of Pakistan.





Table 6

Element	Description
Musical Genre	"Harkalay" captures the spirit of Frontier culture in Pakistan with a modern Pashtun flavor by fusing Pashto and English. It blends refined aspects influenced by both traditional and modern styles with desi grunge.
Themes	Respect for elders, cultural hybridity, personal development, and the mixing of various cultural origins are among the song's primary themes. It places a strong emphasis on the concepts of discovering one's identity, protecting cultural history, and accepting modern influences.
Cultural Context	The voyage from Mardan to Lahore is highlighted in the song, which showcases the cultural diversity of Khyber Pakhtunkhwa and Lahore. It displays the rich legacy of the Pashtun community as well as the lively spirit of Pakistan's Frontier culture.
Linguistic Diversity	The song's blend of Pashto and English reflects the performers' linguistic and cultural variety. The music is more appealing and approachable to a wider audience because to this bilingual approach.
Visual Imagery	The Qissa Khwani Bazaar in Peshawar and other well-known locales are probably featured in the video, along with bright and culturally rich visuals. The song's cultural and emotional significance is further enhanced by the portrayal of a tastefully renovated haveli and the interior elegance of the exquisitely crafted anar
Cultural Heritage	The Pashtun ancestry of Zahoor and Rehman's multiracial upbringing serve as a testament to Pakistan's rich cultural legacy and the merging of various cultural influences. The Pashtun cultural traditions and rituals, as well as the larger Pakistani background, are reflected in the song.
Cultural Fusion	"Harkalay" creates a singular musical experience by fusing traditional Pashtun elements with modern influences, acting as a bridge between different realms. The song is more appealing and emphasizes the depth of Pakistan's rich legacy thanks to this blending of cultures.

### 5<sup>th</sup> Song: Chal Chaliye

The song's chorus marks a shift, infusing modern elements into the track with its indie pop-inspired synths, kicks, and claps. This juxtaposition of Sajjad's emotive vibrato against the backdrop of long, drawn-out synth notes and an almost ethereal flute creates a compelling contrast. His voice dances around the instrumentation, adding dynamic texture and depth to the melody. Both artists harmonise over a busy instrumental backdrop, with vocal ad-libs sprinkled throughout, leading to a fade-out. This ending, while consistent with the show's formula, feels somewhat predictable and safe, not quite matching the innovative spirit of the rest of the track.



As the audience gathers their sixth track on Season 15 of Coke Studio – Chal Chaliye – the aroma of the evoking vocals of Sajjad Ali alongside the pristine, mellifluous Farheen Raza Jaffry – is that of a teacher and his student. This is a true embodiment of the producer Zulfiqar Jabbar Khan vision and is seen to describe the situation where a man is encouraging a woman to come out of her territory and be adventurous. Farheen Raza Jaffry, seeming healthy, lively, charismatic and ebullient, never stops to still exist hesitant while on the other hand, Sajjad Ali is quite overconfident. The music chosen for the video is also impressive; it captures the psychological battle between the fear and the urge for an exciting journey perfectly well. Farheen makes a small but significant contribution. She adds two lines of her own interjection before joining the last chorus. Her performance is admirable, yet it falls short of showcasing her true potential. The focus of "Chal Chaliye" is Sajjad Ali, and Farheen's lovely presence seems overused. The chorus of the song has a well-known structure: both singers duet over a hectic instrumental backdrop,



which is followed by a fade-out. Even though the finale follows Coke Studio's template, it feels comfortable and predictable and doesn't quite capture the inventive spirit of the song

**Table 7**

Elements	Description
Musical Genre	The song combines traditional instruments with elements of modern indie music. Modern and traditional musical genres are combined to produce a distinctive aural experience.
Themes	The song's key themes include courage, adventure, optimism, and the conflict that exists in our minds between the desire for a thrilling voyage and dread. The song's lyrics exhort listeners to embrace new experiences and venture outside of their comfort zones.
Cultural Context	The rich legacy of pre-partition India and the overlapping linguistic and cultural influences of Punjabi and Urdu are reflected in the song's lyrics and imagery. It illustrates Pakistan's linguistic and cultural diversity
Linguistic Diversity	The song highlights Pakistan's linguistic variety by using both Punjabi and Urdu. This combination highlights the region's strong linguistic legacy and cultural hybridity. The cultural legacy is reflected in the song.
Cultural Heritage	The song blends Punjabi and Urdu languages, adding aspects of pre-partition India, to portray Pakistan's cultural legacy. It emphasizes how crucial it is to uphold local customs while welcoming modern influences.

### 6<sup>th</sup> Song: Blockbuster Song

Blockbuster Lyrics is a beautiful song from Coke Studio Pakistan Season 15. Featuring the electrifying duo of Faris Shafi and Umair Butt (of Butt Brothers), the song also features for the first time, the all-women folk ensemble, Gharwi Group, who showcase their colorful Rajasthani background to honor Pakistan's



audacious spirit and diverse cultural history. A rising star in Pakistan's rap scene, Faris Shafi is renowned for his insightful narratives and cadential poetry. His rap approach resonates with people all across the world because it combines musical appeal with social critique. "Blockbuster" by Coke Studio, which stars, and Gharwi Group, blends pop, folk, and rap elements to celebrate individual dreams and collective identity in a vibrant Mohalla setting. However, the performance lacks authenticity due to its hurried formulaic structure and overproduction. They all work together on the song "Blockbuster," which brilliantly brings to life a Pakistani Mohalla (neighborhood) full of energy, friendliness, and swagger.

Regarding the linguistic analysis of the song's aspects, there isn't a lot of information available. The song's title and idea seem more contemporary, and they could be translated into a language that is easier for everyone to understand. This would highlight how the song differs from other non-blockbuster songs in that it can be analyzed to see how the use of a more universal language could simplify the song's messages in contrast to the blockbuster

**Table 8**

Element	Description
Musical Genre	The song combines Punjabi folk music, classical music, and rap. A dynamic and culturally rich sound is produced by this blend. The music gains an urban dance vibe from the dance scenes.

Element	Description
Themes	The celebration of our shared cultural identity, togetherness, friendship, and the strength of individual dreams are among the primary themes. The song celebrates the sense of community in a typical Pakistani neighborhood (Mohalla) and exhorts listeners to believe in themselves and embrace their unique stardom.
Cultural Context	The song highlights the vibrancy of a mohalla and the Gharwi Group's Rajasthani ancestry, reflecting the diversity of Pakistani culture. It highlights Pakistani society's cohesion and shared identity.
Linguistic Diversity	This blend highlights the cultural hybridity and rich linguistic heritage of the region. The song's multilingual composition reflects Pakistan's linguistic variety
Visual Imagery	The panoramic cinemascope method is used to capture the entire music video in a one take. While the production feels overproduced, the constant motion gives it more excitement. The images show a bustling Mohalla, copious amounts of traffic, people hustling along the road, and roadside shops, all of which capture the mayhem and joy of a regular Pakistani neighborhood.
Cultural Heritage	The song incorporates aspects of Rajasthani folk music and the lively Mohalla lifestyle to showcase Pakistan's rich cultural legacy. It emphasizes how crucial it is to uphold cultural customs while accepting modern influences.

### 8<sup>th</sup> Song: Piya Piya Calling

It is a song that transcends the language barrier, as Coke Studio producer Xulfi explains: "A celebration of global sound... incorporates the spirit of Coke Studio – a platform for cultures to meet and collaborate." The song's success isn't limited to catchy lyrics and a unique blend of genres. This is about the message it conveys. In an often divided world, the "Pia Pia Call" reminds us of our common humanity. As Xulfi puts it, "Pia Pia's call is the result of all our hearts beating in unison. It's that simple. Believe me. Love is that simple. "This message of unity reaches a global audience. The song took the world by storm, topping the charts in Pakistan and Norway, India, Canada, UAE, UK, Qatar, Australia, Denmark, Sweden, France f has spread its magic but the impact goes beyond statistics "Piya Piya Calling" has no background noise; this is the movement. It's a call to break down barriers, celebrate our beautiful differences, and lose ourselves in the unifying power of music. It's a testament to the power of music to bring people together. It's a reminder that despite our differences, we share a common language – love, unity and the undeniable joy of a good beat. After experiencing the magic of "Piya Piya Calling," the world can feel a little more connected, a little more hopeful. "Piya Piya Calling" is not just a catchy tune but a sociolinguistic event that demonstrates the power of music to bring people together across linguistic and cultural divides. It reinforces the basic human capacity to communicate and communicate by creating a universal language of music and emotion despite shared language The global impact of this song highlights the importance of humanity academic linguistics understand and appreciate the ways in which people express language, communicate and share shared experiences.



Table 9

Elements	Description
Musical Genre	A fusion of Sufi, folk, and pop music, highlighting the adaptability and integration of traditional and contemporary styles in a global context. This blend is characteristic of the South Asian music scene, especially in Pakistan, where traditional genres like Sufi and folk are often combined with Western pop influences to appeal to a broader, international audience.
Themes	The song revolves around themes of unity, love, and the human spirit, which are universal and resonate across different cultures. These themes are encapsulated in the repeated "Piya Piya" calling, which transcends language barriers and speaks to the fundamental human emotions of longing and connection.



Elements	Description
Cultural Context	Set within the Coke Studio platform, the song reflects the cultural melting pot of South Asia, where diverse traditions and languages coexist. It is a product of a contemporary cultural movement that aims to preserve and promote traditional music while making it accessible and appealing to the modern world.
Linguistic Diversity	"Piya Piya Calling" incorporates multiple languages, including Urdu, Punjabi, and English, reflecting the multilingual nature of South Asian societies. This linguistic diversity enhances the song's global appeal and reinforces its message of unity among diverse linguistic groups.
Visual Imagery	The song's music video and live performances likely feature imagery that is rich in cultural symbolism, such as landscapes, traditional attire, and communal gatherings. These visual elements help convey the song's message of togetherness and shared human experiences, highlighting the importance of cultural representation and identity.
Cultural Heritage	The use of traditional instruments like the tabla, dholak, and sarangi, alongside modern electronic sounds, links the song to the rich cultural heritage of South Asian music. This heritage is celebrated and preserved through the fusion with popular styles, ensuring that traditional musical forms continue to be relevant and appreciated in contemporary society.

## Conclusion

An intersectionality of regional language songs and the anthropological linguistics can be a fruitful way to understand the cultural, social, and linguistic features of a certain region or community (Bonvillain, 2016 [Bonvillain](#)). To analyze these songs, anthropological linguists are able to distinguish how language is used through lyrics, and what it reveals about the culture, history, and identity of the people in a certain society from the themes, and through music. From the regional language songs, anthropological linguists can see how language is used, the changes in the dialects, the development of language, and language exchange. These manifestations may be in shape of musical history, traditions, skins and ideas and are passed from one generation to another either orally or through mimicking other musical features. It is deemed to be a part of the prehistoric and genuine history of the human society, and they are much likely to turn into an interesting and popular subject in such areas where culture, folklore and musical culture studies are going to be carved out. Multilingualism or the use of more than one regional language and or dialects is another creative ways by which the linguistic map of Pakistan is represented through the company (Clyne, [2017](#)). Through songs, people pass on special narratives peculiar to each societal culture thus keeping culture alive through language. Language used in songs acts to exhibit different moods; the emotions that people feel in specific socio-cultural groups is felt and channeled through music. Analyzing the linguistic characteristics of the songs, one can learn a lot about cultural differences in Pakistan, which proves the interdependence of language and culture. Remember that music is always a kind of reflection of culture, people's mood, and outlook on life. Through analyzing the following songs, one will be in a position to understand how language determines the world as Sapir-Whorf Hypothesis postulates (Fruchter, [2018](#)). The manner in which different words and expressions are used also displays general cultural beliefs and standards, thereby demonstrating the impact of language in the preservation of a people's culture. With these songs, Coke Studio Season 15 successfully proves the observations of the Sapir-Whorf hypothesis because it seeks to define how language impacts perception, protects culture, and constructs ways of thinking. All of these songs, the language used in their lyrics and the fusion of different cultures are good examples As languages are blended with music styles in Coke Studio Season 15, the show not only caters celebrating multilingual and multicultural legacy of Pakistan but also leaves potential impact on listeners' perception and feeling about the world and its phenomena, which is truly in accord with the principles of linguistic relativity. However, relying on a jingle and its general semiotics without the verses and the detailed linguistic descriptions, this remains an interpretative theory more than an actual demonstration.

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