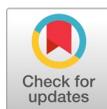


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Linguistic Perspective of Pakistani Street Vendors' Communication: An Ethnopragmatics Approach

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Abstract

Since the last century, there has been an increasing interest in understanding the twists and turns of meaning-making in different languages and cultures. The purpose of this study is to determine how Pakistani street vendors use language and communication strategies to negotiate meaning and to understand the adaptation of ways of communication by street vendors toward different customers. Based on the Ethnopragmatics approach by Goddard (2006), the researcher investigates the communication of Pakistani street vendors as a sample, using the observation method of research. The findings show that street vendors communicate by using the strategies of cultural script, semantic primes, pragmatic particles, and linguistic evidence like turn-taking, overlapping, and more. The analysis provides a deeper understanding of cross-cultural communication and sheds light on how vendors negotiate meaning and achieve their goals by conveying meaning effectively to different audiences. The research contributes to the field of Anthropological Linguistics and also offers valuable insights for future researchers, in the context of less-explored areas such as the linguistic perspective of street vendors communication .

Keywords: communicative strategies, cultural context, Ethnopragmatics, language use, Pakistani street vendors, vendors

Introduction

Vendors are the suppliers, sellers, and providers who contribute to the sale of goods and provide their services in the supply of items. They are specifically recognized for trading in the streets. There has been an increase in vendors in the streets and on the paths of roads and streets. People are used to purchasing items such as food, fruits, vegetables, plants, chicks, crockery, balloons, and now even shoes, clothes, jackets, and more.

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Figure 1

Pakistani Street Vendors: 5th Road Satellite Town, Rehmanabad and College Road



Street vendors in Pakistan sell their products on carts or footpaths, on hangings, stools, cycles, holding in their hands, or stands. Initially, the street vendors used carts, but with time, this is no longer limited to carts; any source that helps vendors sell their products with mobility can be used. For instance, the one who sells headphones, sunglasses, or balloons uses a wooden stand that they hold on their shoulder and move in the streets or sit at any specific point with it. The person who sells microfiber cloth for cars holds it in hand, and the person who sells fruits, clothes, or any edible item uses carts or stools.

The basic goal of vendors is to sell their products to the customer. Buying and selling goods and services involve language; spoken, written, and gestural. Pakistan is a linguistically diverse country, several languages are spoken here and Urdu is the national language, while English is used as an official language. Moreover, there are many other languages spoken by the natives, including Punjabi, Saraiki, Pothwari, Phari, Pashtu, and Kashmiri. As observed in Pakistan, street vendors and their customers are from a diverse linguistic background, like Punjabi, Pashtu, or Urdu, and effective interaction is not established and maintained; difficulties can happen among people if the seller and client cannot communicate in a

common language. Issues arising from cross-cultural relations can lead to disappointment for vendors and customers; consequently, communication also evaluates small business skills. Thus, this exploration delves into how Pakistani street vendors communicate to negotiate meanings and use communicative strategies to prevent such hindrances and to facilitate their communication to achieve their goals. This research significantly highlights the intersection of language and culture; it also signifies cross-cultural understanding and demonstrates the role of language and communicative strategies in negotiating meaning and facilitating the desired goals.

Literature Review

Several prior studies aim to detail the approach of Ethnopragmatics and the street vendors. Goddard (2004) studied contentions with the Malay speech act verb *pujuk*, with translations such as ‘coax’, ‘flatter’, ‘persuade’, or ‘comfort’, but has no fixed equivalent translation in English, using Wierzbickas NSM approach and the theory of cultural scripts. The findings conclude that verbs like *pujuk* are adapted to definite shared cultural beliefs and patterns. In addition, Agyekum in 2011, using the Ethnopragmatics approach, explored the distinctive formal language used by the Akan people in Ghana. This research investigated the role of language in Akan culture and its intensity in development, and transformation to the modern age. The paper concluded that communication reflects Akan culture and history when they use their language.

The Akan Palace language has changed with modernization, but formal discourse has not transformed significantly. Furthermore, research has been conducted on gender barriers or hindrances female entrepreneurs face in Pakistan. 160 Pakistani women were selected as samples for study from four major cities, Faisalabad, Multan, Sargodha, and Sialkot. Mahmood et al. (2012) concluded that females face many issues, including economics, men’s dominance, restriction on mobility, and family pressure.

Moreover, Woldeamanuela et al. (2023) explored street vending as a sign of creating identity or trouble for people on foot. This research surveyed 819 pedestrians in Addis Ababa city, and the results showed that 49.3% of foot-travelers believed mobile street vendors hindered their ability to walk, 77.8% felt discomfort as vendors took up much space, 67.3% felt safe at night, and 66.3% felt unsafe during daytime when vendors were around them. Additionally, Forkuor et al. (2017) studied the strategies of

management and negotiation in developing countries and portrayed a narrative review of the existing literature on the relationship between street vendors and regulators. The conclusion revealed that street vendors use a variety of strategies for negotiating through which they access formal and informal power; on the other hand, regulators have access to formal power.

Likewise, Budaartha et al. (2016) aimed to find the forms, functions, and factors of English applied by Street Vendors during communication with travelers. The results show the deviation in the form of standard English rules when street vendors use it. Seven functions, disagreeing, thanking, informing, offering, asking opinion, greeting, and leave-taking, were used by street vendors during their communication with travelers. In addition, Kirumirah et al. (2024) studied the legal status of street vending and the influence of policies, politics, and regulations. Proportionate stratified sampling was used to collect data from 371 respondents, and conclusions led to the positive relationship between politics, existing regulations, and street vendors perceptions. It was also concluded that continuous contradictions in law creation and implementation cause more problems than solutions.

To sum up this discussion, there have been many pieces of research on street vendors in and out of Pakistan from a market perspective, social perspective, law perspective, and economic perspective, however, the linguistic and communication perspective is relatively less explored in other countries and unexplored in Pakistan. This research focuses on the linguistic perspective and communication strategies of Pakistani street vendors' communication using the Ethnopragmatics approach with adaptation.

Research Methodology

The following section of the research provides an overview of the research objectives, research questions, theoretical underpinning, and sample.

Research Objectives

- To understand the ways in which Pakistani street vendors use language and communication strategies to negotiate meaning.
- To understand the adaptation of the ways street vendors employ depending on different customers.

Research Questions

- In what ways do Pakistani street vendors use language and communication strategies to negotiate meaning?
- How do street vendors adapt their communication to different customers?

Theoretical Framework

The current research follows Goddard's *Ethnopragmatics: A New Paradigm* (2006), in the book *Ethnopragmatics: Understanding Discourse in Cultural Context*. The researcher adapted the framework by adding the strategies of Code-Mixing, Code-Switching, and Adjacency Pairs as per the needs of the current study. The functional definitions of the strategies adapted in the framework are given in Table 1.

Analytical Categories

The following table depicts the categories encoded by Goddard (2006) in the Ethnopragmatics approach and also provides their functional definitions. Although Goddard (2006) discusses these concepts, the functional definitions are adapted as per needs to avoid the vague notion of concepts for the analysis.

Table 1

Analytical Categories and Functional Definitions

Categories	Functional Definition
Cultural Scripts	Cultural scripts include various strategies of communicative styles from different cultures and languages relating to shared cultural knowledge and notions that guide communication (Goddard, 2006).
Semantic Primes	Semantic primes are the splitting of words and phrases into essential and universal primitives, which can be combined to create meaning in various ways (Goddard, 2006).
Pragmatic Particles	This includes pragmatic elements that reveal attitude, social relationship or politeness, for example thank you, please, or sorry (Goddard, 2006).

Categories	Functional Definition
Speech Acts	Communication that also performs some function (Austin, 1962)
Terms of address	These are various terms used to address, like pronouns, names, and titles, which give a sense of familiarity (Goddard, 2006).
Turn-Taking	Turn-taking is the process in which one member talks, and then transfers the turn to the second one over the floor (Dozie et al., 2023).
Overlapping	Overlapping is when turn-taking is intertwined or tangled, and both speakers start communicating simultaneously (Dozie et al., 2023).
Linguistic Evidence	Elliptical Expressions
	These expressions are incomplete or missing, and their interpretation completely depends on context (Garnham & Oakhill, 1987).
	Code Mixing
	Code Mixing is the use of codes or units of another language within the sentence at the lexical level (Kim, 2006).
	Code-Switching
	Code Switching is to alter the language at the sentence level within the same discourse (Kim, 2006).
	Adjacency Pairs
	Adjacency pairs are a basic unit of organizing the conversation and a way to connect and understand meaning in conversation (Pardede et al., 2021).

Sample

The Pakistani Street Vendors' communication with customers is taken as sample dialogues for this study. Keeping in view the qualitative nature of the study, the sample is selected by observational method, and the researcher transcribes the observations made by taking notes after visiting the vendors. The observations were made by visiting different places in Rawalpindi like College Road, Iqbal Road, Committee Chowk, Rehmanabad, 5th Road Satellite Town, and Commercial Market.

Analysis

The data has been examined to tackle the research questions. The sample for the study was collected and divided into four analytical categories: Cultural Scripts, Semantic Primes, Pragmatic Particles, and Linguistic Evidence, which is further sub-categorized into Speech Acts, Terms of

Address, Turn-Taking, Overlapping, Elliptical Expressions, Code Mixing, Code-Switching, and Adjacency Pairs.

Cultural Scripts

Cultural scripts concern various strategies of communicative styles from different cultures and languages relating to shared cultural knowledge and notions that guide communication Goddard (2006). Pakistani street vendors use the cultural script of bargaining, negotiation, stressing quality, quantity, and genuineness, which is common among vendors and customers belonging to different cultural backgrounds. Goddard (2006) also adds non-verbal communication in the cultural scripts, like most customers use hand gestures or facial gestures to communicate.

Table 2

Instance 1 of Cultural Script

Customer	یہ کس طرح ہے؟
Vendor	چار سو روپے دا کلو
Customer	مہنگا دے رہے ہو بھائی
Vendor	بیٹا اے مناسب ہے
Customer	فریش ہوگا؟

In Table 2, the instance is observed in the street where the vendor was selling fruits, and a woman asked about the apples. In this example, the cultural script of negotiating and emphasizing quality is used by the customer. Also, non-verbal communication was used by the customer and vendor. Line 3 of the table shows the customer's dissatisfaction with the price and she tries to negotiate by saying "مہنگا دے رہے ہو بھائی" expecting a reduction in price from the vendor. Line 4 shows the cultural script used by Pakistani vendors to make customers satisfied with the prices and to make sure their prices are not too high. Line 5 depicts the cultural script of emphasizing quality, where the customer is asking about the freshness of the fruit and making sure the fruit is not stale. There were other kinds of apples or fruits as well, but the woman used finger gestures to point toward red apples, and the vendor also used facial gestures expressing "No" in answer to "مہنگا دے رہے ہو بھائی". The use of cultural scripts helps vendors and customers to communicate and reach the desired goal of selling and purchasing the product.

Table 3*Instance 2 of Cultural Script*

Customer	بھائی یہ ام کس طرح ہیں؟
Vendor	ڈھائی سو
Customer	ڈھائی سو؟ سارے ڈھائی سو؟
Vendor	Gesture: nodding head in Yes
Customer	یہ کونسا ام ہے؟
Vendor	دوسہری
Customer	Quietly walked away

In Table 3, the instance is from a mobile street vendor where a female customer asked about the mangoes. The cultural script of emphasizing quantity and quality is used in this example, where the customer is asking about “سارے ڈھائی سو؟” (250?) and then asking about the kind of mangoes to check if they are of good quality or not. In this example, the non-verbal cultural script is used where the vendor nodded head to communicate a positive response to invite the customer to purchase, and correspondingly, where the customer walks away without any answer, showing dissatisfaction with the price or quality of mangoes. The use of cultural scripts facilitates understanding and helps vendors and customers in getting true intentions regarding the purchase.

Table 4*Instance 3 of Cultural Script*

Vendor	ہر چیز سو روپے۔۔ آجاو سیل لگ گئی سیل
Customer	بھائی وہ خشک ڈالنے والا ڈبہ ہے؟
Vendor	یہ والا؟
Customer	نہیں اس کا تو پلاسٹک نہیں سہی۔۔ اچھی کوالٹی میں نہیں؟
Vendor	وہ والا باجی مہنگا ہوتا ادھر لوگ لیتے نہیں۔
Customer	یہ جو ہے ساتھ اسکے یہ دکھاؤ
Customer	یہ کس طرح؟
Vendor	سو کا
Customer	کوالٹی نہیں ہے۔۔ مہنگا دے رے
Customer	رہن دو

Table 4 depicts an example of a street vendor where he employed the cultural script of inviting the customers by using terms like “100 Rs, Sale-Sale-Sale”. It must be acknowledged that not everything there was worth a hundred rupees, still, he managed to attract the audience as this is commonly

a shared practice in Pakistani culture, where people bargain on normal prices and when the sale tag is given to the same prices, they are satisfied to buy the product. Also, the customer employed the cultural script of negotiating and emphasizing quality, where the customer complains about the low quality of the box and then shows dissatisfaction about the price, trying to get a discount from the seller. The non-verbal cultural script is also employed by them where the vendor asks “this one?” by pointing to that box, then picks it up and gives it to the customer. The customer then points towards another box and says, “Show me which one is beside that”. Cultural scripts facilitate understanding and help vendors streamline communication.

Semantic Primes

Semantic primes are the splitting of words and phrases into essential and universal primitives, which can be combined to create meaning in various ways (Goddard, 2006). Goddard (2008), in his Natural Semantic Metalanguage (NSM) theory, proposed semantic primes as substantives, relational, attributes, determiners, quantifiers, temporal, and spatial. Pakistani vendors’ communication has various semantic primes that contribute to creating meaning.

Table 5

Instance 1 of Semantic Primes

Customer	بھائی یہ ام کس طرح ہیں؟
Vendor	ڈھائی سو
Customer	ڈھائی سو؟ سارے ڈھائی سو؟

In Table 5, the example depicts the desires/wants of the customer, and an inquiry concerning price is also given. The example has a semantic prime of a determiner. The customer employed the determiner primes and identified the totality of the product by using the word ‘all’ (سارے). Semantic primes used in communication identify meaning and concepts of categorization and similarity.

Table 6

Instance 2 of Semantic Primes

Customer	کیسے لگائے ہیں یہ؟
Vendor	تین سو
Customer	یہ سارے تین سو؟ کوئی اچھا دکھاؤ

Vendor	سب اچھا ہے۔ بڑا والا چار سو کا ہے
Customer	مردانہ والٹ نہیں ہے؟
Vendor	یہ ہے نا لینا ہے؟
Customer	نہیں اچھا نہیں ہے بس ٹھیک ہے

The example in Table 6 depicts the desire of a customer and the evaluation of quality. The example has a semantic prime of the attribute and the determiner. The customer employed the attribute prime of positive evaluation “Good” (اچھا), and also the negative evaluation “Bad” (نہیں اچھا), and the vendor employed the attribute prime of positive evaluation “Good” (اچھا) and attribute prime of size “Big” (بڑا), and also the determiner primes of proximity “This” (یہ) and totality “All” (سب). The semantic primes identified in this example create meaning and build concepts of categorization, quality, and totality.

Table 7*Instance 3 of Semantic Primes*

Customer	یہ والا چوزہ کتنے کا ہے؟
Vendor	پچاس کا
Customer	یہ کتنا کیوٹ ہے پنک والا یہ سب 50 کے؟
Vendor	یہ چھوٹے والے رنگین چوزہ ایک 50 کا اور وہ والے الگ الگ قیمت پر
Customer	یہ والا ایک دے دیں

The instance in Table 7 portrays the comparison and categorization of the price of chicks (چوزہ). The example has a semantic prime of quantifiers, determiners, and attributes. The customer employed the determiner primes of proximity “This” (یہ), then totality “All” (سب), and quantifier primes of quantity “Much” (کتنے). The vendor employed the attribute primes of size “Small” (چھوٹے), the determiner primes proximity “This” (یہ), and distance “That” (وہ). The quantifier primes of multiplicity “Many” is depicted by (الگ الگ), which shows multiplicity of rates instead of singularity.

Pragmatic Particles

This includes pragmatic elements that reveal attitude, social relationship or politeness, for example thank you, please, or sorry (Goddard, 2006). Pakistani vendors articulated such elements as a positive gesture of thanking, requesting, or apologizing.

Table 8*Instance 1 of Pragmatic Particles*

Vendor	روٹی چھان ویچ
Customer	انکل پلیز یہ لے جائیں

In Table 8, the example is of a street vendor who collects stale bread and items. The vendor made a call to inform people. The female customer asked him to take the stale bread, and she used the pragmatic element of politeness by making a request using “Please”. The customer requested this as she was not going to the vendor but calling him to pick up stale items instead. The customer used “Please” to give respect and to show kindness, revealing social dynamics in the conversation.

Table 9*Instance 2 of Pragmatic Particles*

Customer	اسلام علیکم انکل یہ پلانٹ کس طرح دے رہے ہیں؟
Vendor	80 روپے کا ایک
Customer	دے دیں پلیز یہ والا

In Table 9, the customer showed the pragmatic particles of politeness and respect. The customer said “Salam,” which shows respect for a vendor. After getting the information about the plant, the customer requested him to give the plant that he wanted and used “Please” to request with politeness and kindness. This is used to make communication respectful and healthy and to uphold social relationships.

Table 10*Instance 3 of Pragmatic Particles*

Vendor	بیٹا کھلونا لے لو
Customer	تین چار دے دیں
Vendor	اس کا کھلا نہیں ہے میرے پاس
Customer	اس کا کھلا نہیں چاہیے آپ کھلونے دے دیں
Vendor	بہت شکریہ بیٹا
Vendor	اللہ خوش رکھے
Vendor	بہت شکریہ

In Table 10, the vendor requested the customer to buy balloons for children, and the customer asked for 3 to 4 toys but gave rupees one thousand, and the vendor did not have the change to return the remaining

amount to the customer. The customer showed a kind gesture and asked the vendor to keep the remaining amount. The vendor thanked the customer in return for this kindness and used the term “Thank you very much” twice to show his level of thankfulness. This also shows his kind gesture. Moreover, to depict more respect and gratitude, he used the phrase “May Allah bless you”. This is used to express gratitude and blessings as a result of a customer's sympathy.

Table 11*Instance 4 of Pragmatic Particles*

Customer	بیٹا یہ آلو طول دو سو روپے کے اور یہ ادھر ٹوکری میں ڈال دو
Vendor	اچھا آپی
Customer	شکریہ بچے

In Table 11, the customer asks a child who was vending vegetables in the street to give potatoes, and as she was dealing from the second floor, she threw a bucket and requested to put the potatoes be put in it. As the customer was asking for an extra favour, in return, she used “Thank you” as a pragmatic particle. This is used to express gratitude for fulfilling the request, and this contributes to smooth, healthy, and effective communication, revealing social relationships.

Linguistic Evidence

Linguistic Evidence includes features of spoken language that help to understand the situation. Street vendors' communication is analyzed using the categories of Speech Acts, Term of Address, turn-taking, Overlapping, Elliptical Expressions, Code Mixing, Code Switching, and Adjacency Pairs.

Table 12*Instance 1 of Linguistic Evidence*

Customer 1	یہ کس طرح ہے ایک گجرا
Vendor	Hundred
Customer 1	Hundred کا ایک ہے؟
Customer 1	Hundred کا ایک تو نہیں لے رہی میں
Vendor	دو سو کے دو لے لو باجی۔۔ کس کو پہنانے ہیں؟
Customer 1	انکو پہنانے ہیں لیکن سو کے دو دو
Customer 2	ہاں پچاس کا لگاؤ ایک بیٹے
Vendor	تم خود نہیں پہنو گی؟
Vendor	چلو دو سو کے تین لے لو

Customer 1	ڈیڑھ سو کے تین دو
Vendor	نہیں بہنا ابھی تو تجھے اتنے سستے لگا دیے ہیں
Customer 1	نہیں پھر بس دو کرو
Vendor	نہیں لے لو بس
Customer 2	نہیں کاکے ایسے نہیں کرتے ہیں۔۔ پھر پہناتے نہیں نا
Customer 1	اچھا اچھا ٹھیک ہے بس چپ

In Table 12, the instance is observed where a girl child was vending flower garlands, and three friends wanted to purchase flower garlands (gajras). The first customer asked her about the price of a flower garland in Urdu, and the vendor answered it in English (Hundred). She switched her language within the same discourse. Customer 1 employed the strategy of code-mixing in *میں ربی لے نہیں تو ایک کا Hundred*, where she used hundred from English, and the rest of the dialogue is in Urdu. In this example, the customers and vendor are using the speech acts of offering and requesting throughout the communication, where the customer is negotiating the price by making the request, and the salesperson is offering to achieve her goal of selling the flower garland (gajras). Moreover, in this example, turn-taking was followed but also at some places, communication was overlapped. Customer 1 gave the turn to a vendor after completing her turn, but there was a point where customer 1 (*نہیں پھر بس دو کرو*), vendor (*نہیں لے لو بس*), and customer 2 (*نہیں کاکے ایسے نہیں کرتے ہیں۔۔ پھر پہناتے نہیں نا*) overlapped and started speaking simultaneously. In addition, the terms of address were also used as “*کاکے, بہنا, باجی*”. The instance also employs adjacency pairs that are not followed by the vendor and customers. The first adjacency pair is Q/A, which is not followed as the question was asked by a customer, then an answer was given, and the second question was asked to the vendor, but instead of an answer, the customer herself made a statement. Again, when the vendor asked, *تم خود نہیں پہنو گی؟*, the answer was missing, and the seller added an offer. The second adjacency pair is Offer-Acceptance, which is also not followed, as when a salesperson made the offer of Rupee 200 for 2 gajras, that was not accepted, instead another offer was made by a customer of Rupee 100 for 2 gajras, again that was not accepted and a new offer was made, and at the end, the customer accepted the offer made at first by the vendor but that pair of offer-acceptance was violated by many new offers in between the first offer and acceptance.

This example employs many strategies such as the linguistic evidence of code-mixing is used to clarify meaning. Furthermore, for pragmatic

purposes to achieve a goal, the speech act of requesting and offering facilitates the interaction and also aids negotiation. Turn-taking aids communication by avoiding conflict, and overlapping occurs due to competition for the floor where they wanted to make an offer but all three wanted theirs to be accepted. Thus one may assume that overlapping was the result of their emphasis or emotions. Furthermore, terms of address were used instead of customer and seller to create an informal environment since this is a marketing strategy to develop trust and increase sales, and client devotion. In addition, the adjacency pairs were deviated due to disagreement, negotiation, specific intentions and goals, and interactional conflict, where the vendor and customer had different prices in mind with different goals.

Table 13*Instance 2 of Linguistic Evidence*

Vendor	آگیا جی آگیا۔۔پائی تازی پالک لے کے آگیا۔۔ تازی پالک آگی۔۔ 100 دیاں تین گڈیاں۔۔
Customer	انکل پالک ہے؟
Vendor	جی
Customer	کس طرح ہے؟
Vendor	100 کی تین گڈیاں
Customer	دو دے دیں ادھر وائٹ گیٹ میں

In Table 13, an instance is observed where a vendor was vending spinach in the streets. The vendor called out first in both languages, Urdu and Punjabi, starting with Urdu, switching to Punjabi, again moving to Urdu, and switching back to Punjabi. Code-switching is employed to make it understandable for customers of all backgrounds. Code-mixing was employed by the customer, where she used words from English like “Uncle”, “White”, and “Gate”, due to her linguistically moderated background. Moreover, there was no overlapping in this instance, and turn-taking was followed smoothly, which shows effective communication by understanding each other’s utterances and giving each other turn to avoid interruptions. Furthermore, the speech acts of information and clarification are used to make a purchase. In this example, the terms of address “پائی” and “انکل” are used. The seller called himself “پائی” which means brother, to create an informal atmosphere and used it as a strategy to increase trades. In addition, the adjacency pair of Q/A did not deviate, and it showed cooperative conversation and clear understanding.

Table 14
Instance 3 of Linguistic Evidence

Customer	والٹ کس طرح دے رہے ہیں آپ؟
Vendor	تین تین سو
Customer	جی؟
Vendor	Three Hundred
Vendor	کوئی سا بھی لے لو
Vendor	بڑا لے گا تو چار سو کا
Customer	یہ new ہیں؟
Vendor	ہاں new ہیں نا۔
Vendor	یہ دیکھو۔ ہاتھ لگا کر دیکھو۔ بالکل نئی ہے۔۔
Vendor	یہ لنڈے والا جو ہوتا ہے وہ ایسا نہیں ہوتا

In Table 14, an instance is observed where the vendor was selling wallets. The customer asked for the price of the wallets, and due to noise, it was interrupted and the customer again asked “جی؟”, The vendor presupposed that the customer might not understand Urdu counting, or to facilitate the communication, he switched to English “Three hundred”. The customer mixed English words like “new” with Urdu due to her moderate learning background. Additionally, the interrogative speech act is used where the purpose is to get information or to clarify the query. Furthermore, the absence of terms of address creates a direct tone of conversation. Likewise, there was no overlapping, and efficient turn-taking shows effective communication by understanding the context and avoiding disruptions. Also, Elliptical Expression like “this” is used instead of repeating “wallet” over and over to avoid unnecessary repetitions and focus on necessary information. Moreover, this example incorporates the no deviation of the adjacency pair, there is Q-A-Q-A-Q-A, although the extra information is added in lines 5,6, and 9, it does not deviate from the Q/A pair, the answer is provided after the question, which shows clear understanding and facilitated conversation.

Table 15
Instance 4 of Linguistic Evidence

Customer	یہ کس طرح دے دے رہے؟
Vendor	duster سو روپے کا ایک
Customer	بچھانے والا کپڑا ہے نا یہ؟
Vendor	نہیں نہیں بچھاڑ آلا نہیں صفائی والا۔ گڈی دی صفائی آلا

In Table 15, an instance is observed where a vendor was selling microfiber cloth for cars. In this example, there is a straightforward conversation as there is no term of address used. The vendor used the English word “duster,” and he was calling that cloth a “duster,” which is used for dusting a car. He used this purposefully since if he had used جھاڑن, most of the people would not have understood. To make communication successful and achieve his goal of selling the product, he used code-mixing. Moreover, the speech act of giving information is used, and in this example, the customer and vendor took the floor on their turns without overlapping to facilitate communication smoothly. Additionally, the adjacency pair of Q-A-Q-A was followed and led to efficient and fruitful communication.

Discussion

In the current study, street vendors’ communication was analyzed using Goddard’s Ethnopragmatics approach (2006), with an adaptation of adding three strategies (code-mixing, code-switching, and adjacency pairs) under the category of linguistic evidence. The instances are analyzed under four analytical categories, the first category holds instances for shared cultural knowledge and non-verbal cultural scripts, the second category discusses the semantic primes in examples that create the meaning, the third category analyzes the examples with pragmatic elements, and the last category studied the linguistic evidence example to achieve the communicative goal by using Speech Acts, Term of Address, Turn Taking, Overlapping, Elliptical Expressions, Code Mixing, Code Switching, and Adjacency Pairs.

Even though these examples were studied under categories, an observation is made that examples cannot be linked only to one category. For instance, the examples in Tables 2 and 4 also have turn-taking, terms of address, and adjacency pairs. The examples in Tables 7 and 8 have non-verbal communication, and Table 12 also has examples of cultural scripts of negotiation and bargaining. This demands a thoughtful and meticulous approach. Further, Tables 14 and 15 show the code mixing and code switching where the language is fully shifted to another language, like from Urdu to English, and at times, some English words are employed in Urdu communication.

Conclusion

Through a meticulous examination of the sample, the researcher has addressed two fundamental research questions. Firstly, the researcher has

explored the language and communication strategies used by Pakistani street vendors to negotiate meaning. This research has identified strategies such as cultural scripts, semantic primes, pragmatic particles, and linguistic evidence (speech acts, terms of address, turn-taking, overlapping, elliptical expressions, code-mixing, code-switching, and adjacency pairs) as prominent tools in navigating the ways for Pakistani street vendors to communicate smoothly.

Secondly, this analysis delved into the adaptation of ways street vendors use according to different customers. This research has identified that Pakistani street vendors use various strategies like code-mixing, code-switching, terms of address, and pragmatic elements differently for different customers according to the needs of context and their goal. The vendors adapt the use of strategies for customers according to their needs, and this is how they interact positively and negotiate meaning to facilitate effective communication to achieve the desired outcomes.

In summary, this research not only contributes to the field of anthropological linguistics but also provides a valuable and deeper understanding of cross-cultural communication, and sheds light on how vendors negotiate meaning and achieve their goals by conveying meaning effectively to different audiences.

Author Contribution

Umm-E-Ruman: sole author

Conflict of Interest

The author of the manuscript has no financial or non-financial conflict of interest in the subject matter or materials discussed in this manuscript.

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