Mohamed Kheider University of Biskra
Faculty of Letters and Languages
Department of Foreign Languages

MASTER THESIS

Letters and Foreign Languages
English Language
Sciences of the language

Submitted and Defended by:
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Entitled

Investigating the Use of English as a Persuasive Tool in Advertising in Algeria

A Case Study of Naming Shops in Biskra

Dissertation Submitted to the Department of English Language and Literature in Partial Fulfillment of the Requirements for the Degree of Master in Sciences of Language

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June 2022

Declaration

I, Torchi Sonia, do hereby declare that this submitted work entitled 'The use of English as persuasive tool in Advertising in Algeria: A Case of Study of Shop Signs in Biskra' is my original work and has not previously been submitted for any institution or university for a degree. I also declare that a list of references is provided forward indicating all the sources of the cited and quoted information. This work was certified and completed at Mohammed KHEIDER University of Biskra Algeria.

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DEDICATION

*To my family, my brother and
parents who have always
support me further my studies*

ACKNOWLEDGEMENTS

ABSTRACT

The expanded spread of the phenomenon of using English in business and naming signs has received great attention from researchers. Furthermore, this study focuses on exploring thedifferent perceptions of the participant towards the existence of this language in Algeria and it status and use in business. In the other hand, this work aims to investigate the main reasons for language choice and its preference for the sign name rather than the local language. In addition to,that attempt of discovering their perspectives towards the statement that the use of English in naming signs may promote its use among Algerians. This research was conducted in Biskra as a case of study for the linguistic landscape in Algeria, and the signboards with English names or words was the sample of this study, which seeks to answer the main hypothesis of this work that is the use of English in public sectors enhance its use in Algeria. To examine the use of English asa persuasive tool and answer the questions related to this work we use mainly an interview that was directed to randomly selected shop owners in Biskra in order to investigate and explore their perspectives towards English status in Algeria and its use in business. The finding and data collection were presented in tables and sentences to demonstrate the various ratios of participant responses. The interpretation of the collected data shows that the majority of participant concur on one idea which is the need to replace French with English in Algeria, and they support the hypothesis that the use of English in public sectors promote its use among Algerians specifically teens whom mostly influenced by English.

LIST OF ABBREVIATIONS AND ACRONYMS

EIL: English as an International language

EFL: English as a Foreign Language

BE: Business English

LL: Linguistic Landscape

FDI: Foreign Direct Investment

ESP: English for specific purposes

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GENERAL INTRODUCTION

Introduction

In recent years, the use of English in Algeria has taken a wide base and started to take a new turn in various fields, and one of these different fields witch attached importance to the use of this latter in its field is the world of advertising. Advertising has grown in importance, where different companies and shops all over Algeria started to advertise their products and services. Furthermore, advertising reflects different cultures and values and even a certain way of thinking. In addition, various companies and shops resorted to the utilization of English in advertising slogans and naming their shops signs according to its wide spread around the whole world

2. Statement of the Problem

The use of English in foreign advertising increased as result to the various waves of globalization, and the international spread of English has made it the first International language of communication and helped in marketing its presence in conveying the advertising message. The use of English in advertisements specifically the Advertising slogans, which has taken a wide base in non- English speaking countries. Therefore, with the increase of using English in advertisement in different foreign countries all over the world. Consequently, a number of companies and TV channels in Algeria shift from the use of French to English in addressing the consumer and attracting his attention.

3. Significance of the Study

Although French was always, the dominant and most used language in Algerian society in all fields. However, this did not prevent English language to take a wide

base of use inside Algeria and competing French strongly. As it has occupied the field of advertisements on Algerian television, as most TV channels are now using English in their advertising slogans and advertisements. In addition, the use of the English language in Algeria in certain period was limited to a few cities, but in recent time, English use in Algeria has increased. This new trend or shift in language use all over the country has attached different business sectors and fields in Algeria. Various shops and companies named their signs in English. As a result, the importance of this study is to shed light on the importance of using English language in advertising and naming signs and reasons of choosing this specific language. In addition, it attempts to investigate the main differences between English and local language and consumers perception towards English use

2. Aims of Study

This study aims to investigate the relationship that exists between language choice consumers perception and how it could be effective and persuade the consumer by the advertised product, and the main objectives of this study are:

-Investigating the main differences between English and local language in selecting the sign name.

-Find out the objectives of using English in naming the shop sign in non- English speaking countries.

-Explore the Algerians attitudes towards English Business.

3. Research Hypotheses and Questions

To investigate the aims of this study and investigating the use of English in naming signsthis work attempts to answer the following questions:

Q1: What are the reasons behind the English display in the sign name and its effective use in foreign countries?

Q2: What relation does exist between Language choice and persuasion?

 Q3: What is the impact of this new trend and shift in language use on the Algerians?

4.Research Hypothesis:

 To answer the previous research questions, we hypothesize that

H1: The use of English in public sectors promote its status in Algeria

5. Research Methodology

   This qualitative study aims to investigate the effective use of English in naming signs in, andworks to introduce an over view of people's perception toward English use from different partsfocusing on the language choice. This research was based on descriptive method that attempt to investigate reasons of using English and its power in conveying a message. Thus, the technique was used to collect data is mainly interview. This tool provide a variety of data gathered from different participant. To have a large overview about the topic this interview was administered for different persons who has selected English in naming their shops signs in Biskra. This research is conducted during the academic year 2021/2022 to demonstrate different perspectives, views and reasons of using English in naming board- signs in Biskra.

6. Limitation of the Study

This work investigates the use of English in naming shop signs in Biskra as a sample of this study. Merriam Webster defines sign to be a thought expressed through motion or gesture. As a result, the comprehension of the implicit meaning of the sign's language is a crucial process for the analysis of the collected data. These data includes 43 randomly photographed shop signs, which was arranged into three main categories, monolingual, bilingual and multilingual. On the other hand, it was devided into three categories, clothing stores, restaurant, and services. This study was conducted in Biskra as a sample of this study and the results of this latter could not be generalized. Furthermore, one of the major challenges we face when gathering data for this research is whether the shops were closed or the head of the work is unavailable, with the exception of workers who luck sufficient knowledge of the shop name and unable to provide us with the information required.

7. Structure of the Study

This study consist of three main chapters, the first chapter is concerned with the use of English as a persuasive tool in advertisements. This chapter focuses on the language power and persuasive function of English in Advertisements. In addition to the use of English in advertising slogans, providing examples of Algerian advertisements with English slogans. In addition to, it attempts to figure out the effective role persuasive and power language in conveying the advertised message, and its impact on the consumer's perception. Furthermore, this chapter shed light on the three persuasive techniques used in visual advertisement by providing examples presented on the Algerian television. While the second chapter focuses on the use of English in naming the signs and business. The last

chapter is concerned with the data analysis and interpretation of the data. Algeria is one of the non-speaking countries that has embraced this new trend, which is the use of English language in the various domains of business in various cities in Algeria. This has contributed to make the English language a strong competitor to French. Accordingly, this chapter introduces English in Algeria as the language of business oras a foreign language taught in schools. Moreover, this chapter outlines the language of shops and indicates the main studies related to the linguistic landscape. The last chapter is concerned with the discussion and interpretation of the collected data related to the fieldwork, which was conducted to explore perceptions of promoting the use of English inpublic sectors by using English in the shop signs in Biskra.

CHAPTER ONE

ENGLISH IN ALGERIAN

ADVERTISEMENT

The use of English in Algerian Advertisements

Introduction

The first chapter of this study aims to explore the use of the English language in Algerian Advertisements, and at the top of this study, English as an international language is going to be introduced with the clarification and reasons that led to the internalization of this language. In addition to, it attempts to figure out the effective role persuasive and power language in conveying the advertised message, and investigate the use of English in advertising slogans attracts the consumer's attention. Furthermore, it would shed light on the three persuasive techniques used in visual advertisement by providing examples presented on the Algerian television. Lastly, at the end of this chapter, this research tackles the use of English slogans in advertisements by mentioning the main elements that influence its success.

1.1. English as an International Language

The use of English language has increased in various parts of the world during the last decades. This latter has spread around the world since the 17th century because of the worldwide influence of the British Empire and the industrial revolution. This has increased the chance of English to become the leading language in the various business domains all over the world. In addition, was considered as the first international lingua franca in various regions in the whole world. On the other hand, according to Crystal (2003), military power is not the only thing that makes a nation strong, which helps in the dominance of language internationally, but it requires an economically strong one to extend it. Furthermore, in the twentieth and twenty-firstcenturies, English established itself as the most widely on a global scale; this widespread use of English makes it the first international language of business in various countries. As a result,a number of previous researchers have addressed the issue of English as an international

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language (EIL) and numerous articles have dedicated different explanations and interpretations of EIL.

Various studies was conducted on the concept of the EIL with the term global or globalization. However, some researchers preferred the concept English as a Lingua Franca (ELF) rather than (EIL). For example, Jennifer Jenkins is one of those researchers who explained lingua franca as a language used as a tool of communication among people who do not share the same linguistic background.

In addition, numerous interpretations of globalization are available. For instance, Guillen (2001) declares, "Globalization leads to greater interdependence and mutual awareness (reflexivity) among economic, political, and social units in the world, and among actors in general (Gullèn, 2001, p. 236)." (Cited in Dewi, 2012). He demonstrates that a specific set of conditions govern the English language, social, political and cultural circumstances that regard this latter as the world language and its role in communication was greatly influenced by the globalization. Likewise, in accordance with Guillen, Crystal in his entitled book 'English as a Global Language', says, "World English exists as a Political, and cultural reality" (David Crystal, 2003: xii). He indicates the same point of view that specific factors have influenced English globalization such as political, social and economic one. Moreover, for crystal what distinguishes English from other languages is that it makes itself unique and strengthened its position in the world where no other language could have a similar impact, as cited by Mufwene (n.d), "it is the world's truly first global language (Crystal, 2004, p.4)." (Mufwene, n.d). Furthermore, the ability of this language to contact all nations proves its universality. In

addition to, it was adopted by other countries either as an official language, for communication in formal events and occasions as a foreign language taught at schools. This was identified in crystal's say this "Mother tongue use by its self cannot give a global status". (Crystal, 2003, p.4).

Lastly, Linguists and researchers defined globalization as a process in which they have differentiate between the main "waves of globalization". The first period was spanned from 1492 to 1800; the second wave was from 1800 to 2000. English globalization is an ongoing process occurred during the second wave of globalization that was dropped out by the beginning of the Industrial Revolution, where the English language was increasingly associated with facilitating communications about the exchange of goods (Khameli, 2019, p.6).

To sum up, all the previous studies concur that the international spread of English has grew out as a result of a different reasons and factors, whether internal or external ones. Such as being a result of colonization, or foreign language learning or teaching and other different social and cultural factors, that has influenced the worldwide spread of English.

1.2. Language of Advertisement

Advertising in modern life has become a very well-known concept due to its widespread, which made people so accustomed to advertisements that it may seem strange to inquire about the meaning of this term and attempt to understand it. And Goddard (2002), announce, "We don't often pause to consider advertising's nature as a type of discourse, as a system of language usage in which, on a daily basis, enormous numbers of readers have ephemeral 'conversations' with the writers of numerous texts" (Goddard, 2002, p. 5).

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Language is one of the most prominent elements that have to be taken into consideration because it is one of the most important means, which has the capacity to build up a link between the advertiser and the audience through the transmission of a message.

Consequently, the effectiveness of an advertisement relies on the perfect presentation of language with its total elements, which includes vocabulary, grammar, sentence structure, and the appropriate choice of words and expressions, etc that forms an attractive language. Mathur asserts, "Consumer advertising deals with the actual buyers and users of the market segment and therefore use a language and a medium best suited to the target segment" (Mathur, 2008, p.336)." (cited in Messeguem, 2018, p.7)

Furthermore, in accordance with Mathur, Fletcher (2010) says, "Every advertiser attempts to bridge a gap between the sender and the receiver". This bridge is communication and he has said that to buy a whole page in a newspaper and leave it blank is not to advertise. Whether in words or pictures, or usually both, advertisements must communicate something to whoever sees or hears them" (Fletcher, 2010, p.2). In advertising, the advertiser aims to establish a link between the advertiser and the consumer, which comes in the form of communication that describes the way it closes the gap between the sender and the recipient. He goes on to explain that to purchase an entire page in the newspaper and leave it blank is not an advertisement. It means all the elements that the advertiser need during the transmission of the advertised message has to be available. Furthermore, the language of an advertisement is not designed to be the audience's language, but also the language of the show. The language is the most commonly used tool to mark a milestone in the advertising process. Moreover, language to work effectively, the advertiser should consider the characteristics of the advertising language.

First, the message of an advertisement should be recognized. Afterwards, there are several linguistic devices that are frequently repeated in the advertising language. Such as alliteration (repetition of initial sounds), rhythmic (repetition of the same rhythm pattern), rhyme (repetition of the same rhythm pattern), rhyme (repetition of the same final sound), grammatical parallelism (repetition of the same grammatical structure) as well as semantic and syntactic repetition (using the same syntactic) are all common words in advertising language." (Mebarki, 2006, pp. 117-118).

Additionally, considering the various relations within the field of advanced science, promoting a language for advertising may be an uncommon thing and a special field within advanced science fields. It was examined by different specialists like linguists, sociolinguists and other analysts. All of these analysts have diverse objectives in their work. Linguists has investigated methods of promoting a dialect in (phonetic, lexical, syntactic, morphological, complex); Psychologists considered methods of dialect management, and their effect on consumers. Meanwhile, it is expedient to study the role of the language of advertising in the development of life and society, as well as its features related to the style of the social environment. Undoubtedly, the clarity and comprehensibility of the elements of simple, fluent, coherent language, which exist within the language of advertising, are crucial in the field of sociolinguistics. Where linguists concentrate on how to present the advertised message (Mamirova, 2020).

Lastly, language is a crucial instrument in an advertisement that controls its communicating Message and demonstrates the advertisement's beauty. With the use of language, advertiser attempt to attract and convince the consumer. It is important to note that the language of

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advertising is a mirror that reflects the image of advertisement. The advertiser should know how to use it correctly to serve his aims and his publicity.

1.3. Language Power

Language in advertising is an important element used for variety of aims, such as persuasion. Language is the means by which the path of the advertisement is controlled, so the language has a crucial role in reflecting the right message of an advertisement. Whereas word choice has crucial influence on the success and effectiveness of an Advertisement, which is linked in turn to the degree of language power. In advertising, the advertiser needs to know how to employ the language; not just to cram as much information as possible with the fewest words, but to be innovative as much as possible and create an effective message with few words. According to Osundare (1996) producer or advertiser must be inventive and challenge himself to create a unique language or message that creates competition and has the ability to stand out from the throng of various advertisements (cited by Aknobde, 2012). Furthermore, the proper application of powerful language techniques, as the use of simple easy to understand language that conveys an impressive meaning, could be extremely effective in the persuasive process. The use of expressive words can establish a specific response or thought in the addressee's mind and attach his emotions (Mebarki, 2006). Moreover, colours another tool, which its existence within the language power is valuable. It is an attractive technique used to influence the audience. In addition, using colours effectively in an advertising content is an efficient way to control consumer's thinking and draw the right message about the product in his mind. Additionally, the producer can use colours differently to transmit a particular message. For instance, he can use bright colures for playfulness, fun and youth, while neutral colures for seriousness. (Johannessen, et al, 2010).

To conclude, advertisement success is linked to language power, and to ensure this the writer must be creative and use the techniques and characteristics that serves the power of language such as colors and linguistic devices perfectly.

1.4. Language of Persuasion

Persuasion is part and partial of the advertising that is indispensable, and it could be considered as the key tool that participates strongly in shaping the attitudes and decisions of people with words and expressions to make an impact on their feelings and emotions and influence their decisions. According to Seiter, persuasion is a concept that has a broad meaning of influence, and it could be used in an attempt to change someone's perceptions andmanipulate his attitudes towards particular products. Seiter has said in this issue, "persuasion involves one or more persons who are engaged in the activity of creating, reinforcing, modifying or extinguishing beliefs, attitudes intentions and /or motivation within constraints of a given communication." (Seiter & Gass 2015, p.33).

It should be mentioned that persuasion is closely linked with imagination, and Creativity. Therefore, if the word "persuasion" appears in a text it is generally a challenging task to understand the text and translate it particularly. This point can be emphasized in Peter Newmark's Approaches to Translation (1981), where he says: "It is not difficult to produce scrap examples of what I mean by creative translation". On the other hand, He illustrates with Patrick Creagh's brilliant translation of Claudio Magris's (1986) Danubio: una vera passione (a true passion) as 'a downright passion'; diventando una pure straziata rettorica (becoming a rhetoric, even thought, of literal translation, a for once justified attempt to go below the words

to the author's thinking" (Peter Newmark,1981. P.). He asserts in his focused study that translators are more capable to expand their imaginations, to exercise their choices, to unconsciously internalize internal images, memories of sensory impressions, emotional recordings of activities, permeating their own language, and he shed light to the point that translators achieve maximum creativity when managing the persuasion function.

Therefore, in language of persuasion, a various styles and techniques has was used for one goal that is to persuade the consumers about the product and convince them to buy the product. For instance, expressions and word choice are one of the effective persuading techniques used in advertising. Thus, the good utility of this persuasive tool could play a crucial role in changing consumer's mind and controlling his decisions and influence his personal perceptions towards the product. Consequently, the form of the language used in the advertisements should be taken into consideration according to its importance in convincing the buyers whether to buy the product or not, especially while choosing the words and expressions that serve the advertisement. Consequently, in terms of word choice, choosing words that fit with the presented advertisement subject is an effective way to attract the receivers' attention. Such as, the use of words that contains profits may be an effective way to attract consumers' attention. To illustrate, the last advertisements of Djezzy. They have made offer free bonus data "walk and win" which is an application that surely would attracts those consumers who have Djezzy Chip, or even whose addicted to the internet to buy a SIM card of Djezzy. This featured application serves Djezzy in an excellent manner. In this interesting update, Djezzy added a new features "walking and win" where the consumer can win up to 6GB as a gift:

#5000 steps = 1 GB for 24 hours

#More than 5000 steps = 2 GB for 7 days

#15000 steps = 4 GB for 7 days

20,000 steps = 6 GB for 30 days

Figure 1: Walk and Win Advertisement, University Biskra dz (facebook page, 2022)

   *To achieve its goal in persuading consumers to use Djezzy. It depends on the slogan: "gagnez santé et gagnez bonus data ", (win health and win bonus data)

   The advertiser has chosen special words that draw a pacific image of the advertised product in the consumer's mind. Since this product is directed to specific consumers, the choice of words and expressions should suite the advertisement and the addressed consumer. Where it could have great attach on the advertisement receivers' passion, and direct the selected words and expressions to the level of persuasion needed just like « using simple, funny and comfortable words" (Rizikia & Iman. 2019). This technique such as providing profits could make its impact on the consumer and easily convince him grace to those words. Consequently,

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(Widyanto, 2018) pointed out this idea, he claims that using unique words to persuade consumers about product makes the attempt more interesting (Rizikia &Ima,2019).

At least, the appropriate choice of words and expressions that fit with the advertisement has greater impact on the product image. For instance, the word "luxury". When a listener hears this word, the first thing that comes to his mind is that the advertised subject, whether it be a velvet perfume or a luxury soap. Word choice and expressions are one of the various techniques of persuasive language that serves the success of advertisement, and there are a number of other different techniques used in persuasion language. Moreover, producers use those various techniques for one common purpose, which is persuasion. Therefore, the language product compatibility is a crucial to persuasive effectiveness.

1.4.1. Rhetorical Techniques of Persuasive Language

Good visual rhetoric contains the three persuasive techniques [Ethos, Pathos, and Logos]. The concept ethos means, each design of an advertisement should have the credibility or ethics that the advertiser represents to deliver the message perfectly. While pathos is an emotional attraction that is needed to make an emotional impact on the audience's feelings. Lastly, Logos is an appeal to logic and reason. Kennedy defined rhetoric as being a part of human beings lives and actions, "rhetoric is the energy inherent in emotions and thoughts transmitted through decisions and actions" (Herrick, 2016. p.6).

Different techniques are used in the language of persuasion to prove the effectiveness of the work just as it is mentioned above, and those rhetorical triangles [ETHOS-PATHOS-LOGOS] are three major types of persuasive techniques used by advertisers to make the

advertisements a prime example of persuasive advertising. These persuasive techniques are an advertiser's strategy used for achieving the goals of persuasion, and it is achieved by indicating deviations in public attitudes and understanding them. This is because the memory of people's attitudes changes relatively and Morrisan (2015) confirms this thing, when she says, "Changing consumer attitudes is certainly done by adjusting other attitudes on a large scale." (Kubro, Suyitno, 2019).

In addition, Persuasive advertising techniques are ways to convince a product buyer through rhetoric visuals. More than 2,000 years ago, Aristotle invented persuasive advertising techniques and categorized the use of this rhetoric in arguments into three groups: ethos, logos and pathos. In other words, they are called rhetorical triangles or techniques of persuasion. (Detisch, 2020)

Lastly, each category creates its own way of attraction that links the sender and the receiver. Ethos demands ethics, in other word it has been called speaker's value. On the other hand, logos elicit emotional responses from the audience. Finally, the logos triangle uses evidences and facts to introduce logic and reason. Striking a balance between these three triangles is an excellent strategy to achieve persuasion.

1.1.1.1. ETHOS

In Greek, ethos refers to the trustworthiness and credibility of the writer. Aristotle defines the word ethos as the capacity of persuasion, which refers to the credibility of the writer or speaker (Aristotle, 1991). Ethos in rhetoric is the demonstration of a communicator's characters or credentials. Therefore, in Aristotle's view, this process was closely connected to the way the reader perceives a copywriter's characters, which determines the degree of persuasion

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and credibility of the copywriter while the transmission of information. (Ramage & Bean, 1998). In addition, Ethos advertisement seeks to persuade the receiver with the reliability and validity of the product especially when the advertiser is well known figure. Through their love and respect for this famous person, they automatically omit all doubts of untrustworthiness about the advertised subject (Ditch, 2020).

1.4.1.1. a. An Example of Ethos Advertisement

Dozia coffee is an Algerian example of ethos advertisement. This publicity of Dozia coffee has selected "Mohammed Hazim" and "Hamid Achouri", whom are a tow well known Algerian comedians to introduce Dozia cofee product in this publicity. They had repeated the word Dozia more than twice to be rooted in the viewer's mind. In addition, they had a small conversation to convince the consumer of the quality and taste of this coffee. Where at the end of this short dialogue, after Hamid asks Hazim with surprized facial expressions "you too Drink Dozia Coffee!" Hazim has answered him "if I don't drink Dozia I feel like I am abnormal"

Figure 2 : Example 1 of Pathos Advertisement of DOZIA Coffee, Oxbox Company (January 26, 2022)

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Figure 3: Example 2 of Pathos advertisement of Ifruit Drink Group Ifri (July 18, 2018)

Another ethos advertisement is for "ifruit juice." This advertisement attempt to persuade consumers with the author's credibility and persuade them that ifruit is the good choice. The advertiser focuses on two main sentences to prove the point that this drink has been made with the best types of natural fruits. Those sentences are, "the taste of fruits exists only in ifruit", "without preservatives, without artificial flavour or colorant." This persuasive technique in advertising is used to enhance the idea that this drink is 100% healthy. At the end of the advertisement, a thought based on the idea that "ifruit Juice" is the best choice would be built in the audience's mind. Consequently, the producer will achieve his goal, which is to prove his trustworthiness and credibility.

1.1.1.1. PATHOS

Pathos is an effective technique used in advertising that seeks to convince an audience through emotions. This advertising technique goes deep into the heart, and attempts to

influence the recipient's emotions. Thus, writers often resort to the use of different types of emotions for the sake of persuasion. In The Rhetoric, Aristotle (1991) defined pathos as effective or emotional appeals that deliver persuasive messages, their power being to move the audiences to action. (Cited in Ditch, 2020).

In addition, Fortenbaugh (1975) supported Aristotle's view, and he argues that Aristotle means that when a reader responds to a writer's emotional appeals, that exhibits some degree of intelligence that could lead to persuasion. Good writers create a positive image for the product with his words, an image that the addressed audience can identify the advertisement phrases. Furthermore, English of advertising, on this respect, carries phrases, which bring sturdy emotion. Those phrases should evoke sturdy emotional reaction in clients main to fine choices approximately merchandise and services (Ditch, 2020).

Lastly, English as an advertisement element is an emotional language that tends to change the reader's decisions and perspectives toward a specific service or product. However, promoting this latter in advertising can give viewers distinct feelings and reactions. For example, if there is a specific advertised product which is not in use, such as a medical product, the advertiser may address the audience's anxiety by demonstrating the negative effects of an illness; that pushes the reader or the viewer to have an adverse reaction. These words draw a strong emotional reaction to consumers and lead to positive decisions about products and services (Ditch 2020).

1.4.1.2. a. An Example of a Pathos Advertisement

Goûtez-lá. The writer of this advertisement is a smart person. He knew how to affect the Algerian audience and make them prefer this advertisement. He relied on a good point in his

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Advertisement, the idea has been inspired from the match of Algeria against Morocco, where he conveyed it in all its details. He knows how to affect the viewers' feelings. With Belaili's movement and Bounedjah's reaction after scoring the decisive goal, he makes this advertisement touch the sensitive chord of Algerian audience. Just as you are watching the of the quarter final match for the 2021 Arab Cup qualifiers between Algeria and Morocco once more.

Figure 3 Goûtez-la Advertisement, SWIK BOX production, February 3, 2022

1.4.1.3. Logos

The persuasive technique or in other words, the logical appeal that resorts to the use of reason and logic is called logos. It includes citation for facts, statistics, charts, and graphs. Using logos or reasoning in adverting message appeals to logical thinking. As cited in Richard's framework "Aristotelian Rhetorical Theory as a Framework for Analysing Advertising Texts in the Print Media in Ghana" major English advertising messages appeal to the logical side of the audience. Also, added that the use of negative appeals could be beneficial in English advertising. Those appeals are used to establish a priority or an assumption of an advertising argument to improve a product or service quality (Torto, 2020, p.272).

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The best logos advertisement examples are when a speaker appeals to logic. According to Herrick (1997), logos is the study of arguments or reasoning _a study closely related to logic. A writer's appeal to the reader's sense of logos. In a logical appeal, the writer can use two different kinds of logic: A writer can use inductive logic, through presenting to their audience a number of parallel illustrations and then drawing from them a general idea. On the other hand, a writer can employ deductive logic by presenting to their readers a few general propositions and then drawing from them a specific statement of truth. Statistics, surveys, facts,and historical data could make a product seem like a more reasonable decision. Whether the data is sound or not (cited by Ditch, 2020).

1.4.1. a. An Example of Logos Advertisement

Figure 4: Example of logos Advertisement (OPPO Reno 5 phone Oppo Algerie, February 20, 2021)

OPPO phone advertisement for the new advertisement of OPPO Reno 5, the company gives the best reasons for the consumer to buy this phone. They have demonstrated the positive features of this latter, a phone with four cameras and high-quality images as well as excellent night videos photography and dual video call feature. As a result, logically these reasons will

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effectively convince the viewer that purchasing this perfect phone with great attractive features will improve his life.

1.4 English in Advertising slogans

Slogans are an effective advertising strategy, which has the ability to encourage their customers to support the advertised item. According to Merriam-Webster online, a slogan is "a word or phrase that is easy to remember and is used by a group or business to attract attention. In addition, according to Wikipedia, a slogan is a memorable catchphrase utilised for different political, religious and commercial context, it is a repetitive expression of a concept. Slogans are used to graphically communicate, and it is a subject of a marketing campaign that has authentic function in people's lives.

Additionally, the best slogans are the instantly recognizable ones. Those who create a good image and interaction in the audience's environment while watching the advertisement, and it is essential to regard the language style selected for the slogans. In addition to, the well implication of the slogan within the advertisement to guarantee its persuasive function, and the purpose for selecting an appropriate language style is attracting the consumers' attention . (Shashikala, n.d).

According to Geoffrey Leech, the language style has positive influence in people's attention. They choose an interesting and attractive language style, which is easily understood by the consumer. Leech (1966) shows that Copywriters could control the audience's mind because they are well-known for altering or distorting words' meanings." (as cited in Vasiloaia, n.d). In contrast, Kohli, Leuthesser & Suri, (2007) argues that working with the base of

considering the audience's language while making a slogan is not always workable. Sometimes the copywriter needs to challenge himself and go overboard because taglines with syntactical or semantic complexity would attract them and motivate their curiosity to discover the underlying meaning of it more than the simple ones. In addition, its complexity makes them memorable, unlike the simple one which could be easily forgotten and omitted from the memory. (as cited in Abdia & Irandoustb, 2013).

Finally, the use of a foreign language in advertisements has become a common phenomenon in non-English countries. It demonstrated that English is the most frequently used language in foreign advertising (Bhatia, 1992 & Martin, 2002), (cited in Gerritsen et al, 2007). In addition, the interest in the use of English language in non-English speaking regions has grown, and businesses and advertisers use English to enhance and sell their products and services they offer. A number of researchers indicated the argument of English presence in advertising from different angles, in non-English speaking countries. Moreover, English advertisements are usually composed of carefully selected words and it is generally positive, and it focus on the good sides of the product or a service. The use of English in slogans or advertising creates a superior quality and image for the products, and it has an extreme impact on consumers. This latter, enables the viewer to imagine himself using the product and believe in its efficacy. Further, through encouragements, assurances and promises used in English, the advertisers increase the audience's believes and trustworthiness. The ethical appeal achieved in English advertising helps in convincing the consumer to make a purchase decision about a service or product. (Ramage & Bean, 1998).

At least, advertising slogans create better opportunities for companies and businesses to present their products and services, as it is mentioned above, slogans have to fit the consumers language and easily understood. Advertising slogans play a greater role in protecting the brand identity, where it is possible to build up relation between slogans and the advertised subject, because slogans reflect the image of the product or the company.

1.5.1. What Makes Slogans Successful

Slogans utility in an advertisement has various purposes, but its use as an effective persuasive tool to influence the consumer's decision to buy the advertised item may be the major one. In addition, Richard's (1915) claim that advertising is not used only for one real purpose, which is to present the product in a good way and great image that influence the costumers' perceptions and persuades him to buy the advertised item, but it should take consumers interests into account. He has said, "It is not merely an announcement that you have goods to sell, but a study in psychology and human interest. " (Richards, 1915, p.13).

Advertising slogan has an important function, which is to grab attention, insert itself in the Audience's mind, and settle in their memory. The power of advertising slogans lies in being clear and memorable. Moreover, slogans to be remembered it have to be repeated, shared, used or reused. The successful journey of an advertisement starts when the slogan goes out of the writer's circle of creativity and moves to be a common expression. Further, advertisers frequently attempt to create slogans in order to capture as much of the customers' as possible in order to represent their products and bring commercial or economic benefits to their business without paying attention to the attractive details of the slogan (Shashikala n.d).

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Fialva (2015) cited that, according to a study at Texas Tech University has found three major factors which identify whether the given slogan is accepted by consumers or not. The three factors indicated by Kolowich (n.d), creativity, clarity of the message and identification with the brand, which was seen to be the most important factors for the slogan's success. Undoubtedly, the slogan has to be exceptional in order to get the customers attention.Therefore, the message of the slogan has to be exceptional, and clear to ensure the consumer'simpression and emphasize the slogan idea. The last condition is that the slogan has to be familiar with the brand. Therefore, for Gatbonton (n.d) a good slogan, whether spoken or written, must match the brand name because it is strongly recommended to be linked to business (cited by Fialova, 2017).

Apart from the above factors, it is imperative to introduce another important means of making the slogan famous. One of the most useful principles is to keep your slogan short and simple. Cook (n.d) states that the slogan usually consists of five words, and according to its simplicity, it seems easy for people to remember it. The suggested limit for slogan length is up to ten words. Another principle related to differentiation, which could be clarified as follows: today, the market is over strewn with companies in the same industry. Therefore, companies need to create their own distinctive slogan that could make a difference in their production areas (cited by Gatbonton, n.d). In addition, they encourage them to find and use unique sales offers Cook (n.d) explains that slogan, especially in the industry specific vocabulary should be change over time. The advertisers try to eliminate repeated changes to the slogan by using words that guarantee the slogan's powerful presence. On the other hand, for some target markets it is advisable to create an understandable slogan for a particular target market. In other words, advertisers need to consider whether their customers are local, domestic or international

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, and change their slogan accordingly (cited in 7 tips for creating a memorable slogan, 2015).

To sum up**,** all the previous studies concur that the slogan is an effective mean of persuasion, and to investigate the aim of the company or the product the slogan must have some features that make its success. Such as creativity, recognizable, easy to be understood, distinctive and unique.

1.5.1.a. Examples of Algerian English Advertisements

Figure   6:   An   Example   of   Algerian   Advertiment,   August   28,   2021

The use of English in Algerian Advertisements

Figure 7: An Example of Algerian Advertisement, Ela group, April 18, 2021

Ela Advertisement depend on a variety of techniques to make a successful advertisement and memorable slogan, it also depends on the repetition to make the slogan recognizable, in which thy select a common, short and expressive word to create the slogan "I like it", and it was repeated three times during the advertisement. Moreover, the idea of the advertisement and the way it was presented, colours and music used has an efficient role in attracting the consumers, where all the comments in the official YouTube channel was approximately positive.

Figure 8 : An Example of Algerian Advertiment, Bosh Home Algerie, Octobre 22, 2019

The use of English in Algerian Advertisements

This Advertising slogan is bilingual; they have mix two different languages in this advertisement, which are French and English. The use of English counted for the slogan, which is a short, and easy to remember "perfect bake", "select the flame" .while the explanation of the meaning that is hold in the slogan was by the French language to give more details

Figure 9: An Example of Algerian Advertiment. Fbruary1, 2020

Be king in this advertisement is a metaphor about to enjoy with the services and benefits offered by Mobilis.

Figure 10: An Example of Algerian Advertiment, publicity Algérienne, January 25,2022l

The use of English in Algerian Advertisements

As we have mentioned before repetition of slogan words contribute its success , and this advertisement has depend on this technique or in other word it is called "Anaphora" which is a type of figure speech, that means to repeat a specific word in a sentence or a series of clauses and sentences . In this slogan the word repeated was clean, it has been used twice in the middle of speech and at the end of the sentence "Amir clean بزاف كلين "

Figure 11: An Example of Algerian Advertisement, 5 MARS, 2022

Coca- Cola company has selected two main words for its slogan, "Real and magic". The purpose behind this choice is to clarify the distinctiveness of its drink than other ones, and to assure that Coca-Cola is a magical drink and the hidden meaning behind those words is that she has the good taste and no other drink can compete it.

Conclusion

Advertisement linguistically means displaying or emphasizing something, whereas in business or commercial activities, it is to report the benefits of a products or a service. Along, advertising primarily is a communicative activity, as it involves a message of a persuasive nature. It aims to create responses on certain consumer's actions and convince him to buy the product. Advertising as a communicative activity uses a number of tools, the most important of which is language, as it is the most common human activity. Therefore, slogans are also an advertising tool that serves the persuasive aim of the advertiser. They should be memorable and its words well selected because it reflects the company or product image. Consequently, advertisers resort to the use of a variety of styles of persuasion to influence consumers' perceptions. Accordingly, the rhetorical triangles as they are known in Aristotle's rhetoric (Ethos-pathos-logos) are the most commonly used ones in TV. Each one of these three persuasive techniques plays an important role in the convincing process (Ethos credibility, logos logic, pathos passion), and its extremely great role is when the advertiser combine the three triangles Logic, passion and credibility together in one advertisement, which serves its success.

CHAPTER TWO

ENGLISH USE IN NAMING SIGNS

Introduction

Algeria is one of the non-speaking countries that has embraced this new trend, which is a source of concern in Biskra as well. In addition, this has contributed to the Algerian business taking a good place, and it has become a strong competitor to French, that has made a significant number of workers and merchants dispense with the use of French in their business and replaced it with English.

2.1. English in Algeria

Algeria is a multilingual country, and this feature has made the status of languages in Algeria in a divergence unclear. The divergence of languages in Algeria has given English the opportunity to prove itself in the Algerian community and compete French for its place in Algeria. Hence, Arabic is the mother tongue, besides as stated in Wikipedia the Tamazight language that is used by 21% of the population

French language came after the assorted colonial waves that struck Algeria. This colonial language settled inside the country over a century, starting from 1830 until 1962. As a result, French language has taken a broad sphere of use among the Algerians, and it has approximately invaded all domains in the country alike. Whether in scientific, cultural or business domains, the public or private sectors.

On the other hand, it could be considered the second language or in other words, the first foreign language. According to its wide use among the majority of people in their daily or business lives as well as its use in various national and international events and forums. In addition, English language that has been neglected for a time in the Algerian society. Whereas

it has been revived within the period the technological development, especially with the wide use of social media. The utility of the English language among the teens nowadays is common, and this has brought a bright impact on Algerians. Likewise, its development alludes to various reasons, and being the first global dialect of communication is one of the main reasons.

The sociolinguists David Gordon Algeria's leading writers and poets, has set the course for future development in 10 to 15 years. IN A recorded interview in 1963 has said, "Arabic will have replaced French completely and English will be on its way to replace French as a second language. French is a clear and beautiful language, but it holds too many bitter memories for us (Gordon, 1966. P, 113)." Cited by Benrabah (2007). The writer in his quote predicted a competition between three world languages, between Arabic and French, and French against English. He foresaw that Arabic would replace French and be the dominant language in the country. On the other hand, he has expected that the English will break down the French language and take its place as a second language in Algeria.

In conclusion, the Divergence between languages used Among Algerian has been found as a result to the complexity of languages variety history in Algeria. Nevertheless, in recent years English has drawn a new way for itself in Algeria especially with the various waves of Globalization, and the different factors that has contributed its use such as those noted down above. Finally, English in Algeria is competing French language for its status.

2.1.1. English as foreign language in Algeria

English in Algeria occupies an auspicious position, where it is considered a second foreign language. Its status has been on a difficult track since 2000, when the supportive

educational reforms in the United States has been introduced by the government. The main change in this reform is that English is now taught in the first grade in the middle school. The English language has granted such status, due to a number of reasons. On the other hand, the policy of Arabization has resulted in a generation of teachers with no training in foreign languages, as they seek to increase their teaching time in Arabic at the expense of English and French. Moreover, Benrabah mentioned that "in the early 2000s, corresponding to the transition to the free economic market with less assertive Arabization" (Benrabah, 2007, p.226). Besides, it is linked to the high degree of collaboration between the United States and Canada, which has promised to freely support this policy of educational reform in Algeria. English has became a major tool for Algerians to work in key areas to access the work in foreign companies in Algeria. English is neither an official nor a national language, but it plays a significant role in the communication process. And it has been mentioned in Benrabah work that A large number of citizens of all ages are trying to learn this global language because it is important in almost all spheres of life (Benrabah,2007).

According to Benrabah (2007), the grade for learning French and English has been changed in 2004, instead of being taught in 4th grade in elementary school and 8th grade in junior high school, and French and English were learned in 2nd and 7th grade. For him, the main reason for the rapid spread of English rather than French in the postcolonial world, is the choice of learning level and the smooth learning of the English language. English in Algeria performs an important function that is inaccessible in other different languages. It provides greater opportunities for economic growth that improves the socioeconomic status of Algerians, it also contributes to knowledge and youth employment and creates stability in all domains and sectors (socially and politically) in the country. Moreover, English is used for different

purposes, such as making friendships or conducting business and it is considered the linking tool between Algeria and the rest of the world (Benrabah, 2007).

A number of conditions and circumstances enhance the usage of English in Algeria as cited in Benyounes (2017). He mentioned in his study that Algerians use social networks extensively such as Facebook, and they use English for the aim of communicating and contacting different people all over the world. On the other hand, at the university, English has been presented in different curricula of various faculties, where students are required to take the following modules: Linguistics and Literary Studies, Civilization and Culture, Phonetics, Written and Oral sessions, and taking these courses is whether additional or compulsory according to each department curriculum (Benyounes, 2017).

2.1.2 Teaching English as a Foreign Language

According to Wikipedia, the English language as a foreign language has been taught to the majority of students from the middle level since the independence of Algeria in 1962. In addition, the Euromonitor International site indicated that by the year 2012, English language has been spoken and learned by 7% of Algerians. In addition to a number of Algerians who have emigrated to the United Kingdom and other English-speaking countries.

In Algeria, English is considered as a foreign language (EFL) unlike French, which is considered as a second language and closely a local language according to its wide use among Algerians. While French is taught in primary schools, English is taught in middle ones. As far as the middle school is concerned with teaching the students English since their first year, the learners study the language three times a week with a specialized teacher in EFL. In addition to, English classes in Algeria should meet the goals and objectives of the language use as well.

Boukri, an Algerian teacher and curriculum writer, listed the objectives. First, by providing the learner with some essential linguistic tools for effective communication, which could help Algerian society live in harmony and uniqueness. Secondly, support for national and common morals and principles. Thirdly, cultivate critical thinking, toleration, and global awareness. Moreover, identifying the definition of a good citizen who must be aware of present and future changes and challenges is crucial. Finally, while avoiding the dangers of acculturation, every learner should have access to science, technology, and world cultures (Algerian Curriculum, p. 4). (cited by Boukri 2021).

Additionally, teaching English in primary school is an old topic that some Algerians have asked to give it a chance and support this step. However, it has been cancelled because the majority rejected the idea. As stated in Rezig's work (2011), teaching English in Algeria and Educational Reforms: An Overview on the Factors Entailing Students Failure in Learning Foreign Languages at University. She mentioned that a new procedure was implemented to improve the teaching of foreign languages at a young age by allowing Primary School students to select either French or English as a required foreign language in the beginning of 1993. In addition to, more than 90% of instructors at all levels were Algerian, and one of the key goals of the 1990s was the Arabization of the educational system. During the Reorganization of the mid-1970s , secondary vocational education acquired focus. While only a few primary schools had the curriculum, which was discontinued since most parents preferred French to English (Rezig, 2011 pp.1329,1330).

Likewise, the subject has been reopened by the year 2021, by the Deputy Khawla Talbi, who has asked the written question edited on December 13, 2021 to the Minister of National Education, Abdel Hakim Belabed. Where the latter has declared the possibility of including

English in the primary school without any official confirmation. Nevertheless, he said that if that goes for real, it would be according to certain conditions, standards, measures and instructive educational syllabus (Kuadri, 2022).

2.2 English in Algerian Business

2.2.1 Definition of Business English (BE)

The globalization of English has given this language the ability to knock on various doors throughout the world. As a result, the various countries over the world have opened its doors for it to impose itself within their community and made its cultural impact on these societies. Business English is defined to be a subpart of English for specific purposes. According to Wikipedia, English Business is a subset of English for Specific Purposes, and it could be considered as a discipline in learning and teaching English, or an alternative to international English.

In a focused study of Jones and Alexander (2000), He asserted that BE is not a particular language used with specific terms. Although the type of the terms used varies according to each business sector requirement. Furthermore, any department in a company may use its own terminology and could request its own workers to communicate efficiently in a language that is not theirs because of business requirements. They identify in their work that English business is extremely versatile. "Business English is not a special Language. It is simply English used in business situations" (Jones & Alexander, 2000, p7).

In accordance with Jones and Alexander, Ellis and Johnson (1994) pointed out that English business in the last two decades has increased and no sign of slowing has been demonstrated to impede its growth. In addition, knowing the difference between English for general purposes

and specific purposes makes learning business English much easier for learners to be able to use it effectively. Moreover, Salminen in her study showed that 90% of the respondents needed English at work, and the amount of oral and written language skills required in the workplace is roughly equal (Salminen, 1996, p.18).

Numerous non-native English speakers study this subject with the aim of doing business with English-speaking countries or non-English speaking companies, but they still using English as a common language. BE frequently occurs between non-native speakers in the workplace, and in such cases, the object of learning BE is efficient and effective communication. BE is certainly language, vocabulary, grammar, functions, but also contents (marketing, management, finance, etc.). Besides, it is communication skills. First of all, BE is needs based, of course any teaching programme should be designed around the needs of the learners, but BE teachers tend to make this a high priority" (Sebda, 2012, p.22).

As it is mentioned above, BE is a part of ESP. Consequently, learners' study and learn BE to develop certain skills they need to use in their life to achieve their dreams and reach their goals, which are mostly related to business. Learners' age or level during learning the last mentioned is not as important as their desire to learn or study to improve their skills. Those learners take English business courses for various aims and reasons such as, developing their communicative skills in the workplace, preparing for a future job, or attending international meetings, etc. B.E is linked to business communication . Moreover, learners take courses in BE to be able to use English effectively in the workplace.

BE affects all parts of business world in both commercial contacts and language teaching, and it is recognised as the global language of business communication. Therefore, it is an important activity that businesses should learn it when it requires, because it is needed in different contexts such as, reading a report, listening to instructions, filling out an application form, or speaking about interests, etc. Finally, Communicating effectively needs to develop speaking, writing, listening, reading, and observing skills, because misunderstanding can occur easily at any time and situation-especially in the electronic age, where even the pressing of a button needs to read all instruction to avoid any kind of mistakes (Sebda, 2012).

2.2.2. Business English as a Lingua Franca

English is now the global language of business and undoubtedly, it is the most popular language in all regions of different countries. Then, systematically has started to have a great demand by various multinational and non-English-speaking companies to be their common primary business language.

In relation to the case, the professor of business administration Neely (2012), narrates a situation she has witnessed in her workplace. She narrates that selecting a familiar way of speaking is not just a good idea, but also essential for the American and French companies, which have branches outside the country. She has addressed the reader saying "Imagine that a group of salespeople from a company's Paris headquarters get together for a meeting. Why would you care whether they all could speak English?" (Neely, 2012). Then, she has continue explaining the situation addressing the reader, considering that the same group is pitching with a company that is also based in Paris, unaware that the potential clients would bring non-French-speaking staff from elsewhere. This has occurred at a company she worked with. She was sitting

with the employees of the two French companies in Paris, they were unable to make a deal because those people in the room because they do not share a common language. It was an eye-opening experience and the company soon developed an English corporate language strategy (Neely 2012).

When it comes to the impact of English on international business, there are two affects to consider, Inter and Antra language effects. Intra language refers to the impact that English has on promoting international business between non-English speaking countries. While the Inter language effect, refers to its impact of English on stimulating Foreign Direct Investment (FDI), whether as an international transaction between English speaking and non-English speaking countries or as a linking language between two non-English-speaking countries, and also known as lingua Franca (Hejazi & Maja, 2011, p. 153).

The reason why English remains to be the language of business to this day is because of the significant economic expansion in Great Britain and united states that have been witnessed in the last two centuries. Both countries have risen to economic prominence, and commerce brings opportunities, and businesses hastened to take the advantage of Dollar's development as one of the world's most strong currencies as cited in (Why English will Remain the Language of Business, 2017).

To conclude, English is the most popular language globally, and this automatically has made it the dominant language in the world's business, as it allows companies to reach the largest number of potential customers. Additionally, being a fluent speaker will aid negotiations with potential partners, which is another good way to boost your business.

2.2.3 English in Algerian Business

English allows for the global development of BE is the only language that has attracted billions learners globally, as cited in Wikipedia, which is not surprise, considering the opportunities this language reveals for businesses. Even though their native languages are different, communication between individuals from various nations has became simpler by the large number of people who fluent in English. This facilitates an easy medium for discussions and negotiations, which are the main aspects of business relationships. Benrabah (2013) affirmed that English is used internationally, when both Arabic and French cannot create link of communication with the speaker. In addition, administrators use when they interact with foreign officials with whom he has no common language. Foothold in the Algerians landscape. Because Algerians are reluctant to switch to a completely free one in a market economy, English could build a foothold in the countryside of Algeria. Such possibilities have been expected to materialize as Algeria slowly transitions to the free market economy (Benrabah, 2013).

Finally, English is known as the first international language of communication, this popularity has made it the dominant language in the business world, while in Algeria is used as a Linking tool for Algeria's international business. However, French dominates as local language of communication inside or outside the country and even for its global business. English is widely used by multinational American and British companies have contracts with Algeria. They train local Algerian citizens in such fields as plumbing and electricity, consequently so these companies can hire local employees who are qualified to work and speak English proficiently. (Khameli, 2019).

2.3 Linguistic Landscape

The Linguistic landscape (LL) concept refers to the presence and distinctiveness of language use on commercial and public signs in specific areas and regions. According to Wikipedia, the LL has been documented as somewhere between sociolinguistics, sociology, and social psychology, geography and media studies. It is a notion that emerged in sociolinguistics and language policy as scholars investigated how languages are visually displayed and hierarchized in multilingual societies ranging from.

According to Lundry & Bourhis (1997), the linguistic landscape of a given area is the language of public road signs, advertising billboards, street and place names, commercial shop signs, and public signs on government building. The LL refers to the visibility and excellence directs dusty graphics associated with and pubic warning signs. Such as, cyber from building streets and shops (cited in Backhaus, 2007).

Another terminological suggestion has been recently presented by Qtagi and Singh (2002) in their introductory chapter of publication about the linguistic landscape of India. They investigate the bema LL and define it to be the written form of language presented in signs. Likewise, Rafael (2014) has defined the LL to be the internal or external sign or announcement of public or private entity in a particular sphere. (Grishaeva, 2015)

To sum up, people most of time do not pay attention to the LL, but the wide spread of the written language of signs had influenced researchers to develop their researches on the subject especially with the increase of English in the signs in the various non- English speaking countries all over the world.

2.4. Language of the Shop Signs

The globalization of English brought with it a new trend, that has been expanded in a respected number of and respected number of regions the whole world what she says to use of English into the shop signs. This trend is the use of English in naming the shop signs in non-English speaking countries. In addition, the word sign is defined according to the online dictionary as "a board, placard, etc., displayed in public and inscribed with words or designs intended to inform, warn, etc.

A considerable number of studies have tackled with the object of English use in the sign. First, Miller (1865) has tackled with the classical language of the shop sign, and he demonstrated that the issue of signs on the doors of shops and other places of business was a very common feature in that time. He has affirmed the traces of this activity still be found in London especially on canton's streets, and has stated that they give an unusual vision to the visitors. In addition to, he describes the Canton's streets to be very narrow and strewn with signs and advertisement in all directions. In addition, every shop has upright, London each side of the door usually painted white, with a list of items sold written in red or black (Devens, 1865, pp.310-317). Additionally, the language choice in the shop sign refers to the owner's preference; thus, a few studies have been focused on that object according to the storeowner preferences.

On the other hand, the present studies of language on signs have been mainly focused on the language use on shop signs. For instance, Griffin (2004) examined English use in various 17 Italian streets specifically in Rome. He has indicated that English is primarily used for commercial reasons, either alerting non-Italians or providing a global image over what is

advertised; as a result, to his examined study of the wide use of a diverse set of English words on window shops, doors, or shop signs in the streets of the city (Backhaus,2007, p.40).

Khosravizadeh (2011) indicated the difference between old people and teenagers in language choice. If English or Persian alphabets for Persian words, participant with (35.4 %) chose English who are teenagers while only 16% chose Persian letters for Persian words (Khosravizadeh. 2011, p.37). In addition, this study shows that this trend has mostly influenced teenagers rather than old ones.

Accordingly, there are three main types of used languages in the signs, monolingual (two languages) Bilingual (one language) multilingual (more than three languages). Therefore, some of the few studies shed light on this point is Shang, University of Bergen. He shows in he is a steady linguistic Lands in Singapore: what shops names reviews about Singapore's multilingualism. In addition, he presents three main languages First, English-Chinese 96.7percentage. Then English-Tamil 1.3%. Thirdly, English-Malay 0.5%. In addition, 1.5% other pairs (Shang, 2016, p.191)

Lastly, a number of reasons and factors influence language choice in the shop sign naming, they have been listed in Sidhoum (2016) thesis for Master degree. First, signs belonging to Global Chains and brands. A regarded number of people has been influenced by the different international companies; which the globalization of business unloads them or give opens up their way to create a new brands or small branches in different countries all over the world. People consequently has been borrowing those international companies sign names, although there is no relation between the sign name and the shop goods and services. Second

factor, foreign investments. The international spread of English leads to open up the way to the to create different international relations and contracts, The last factor Small private businesses, Businessmen also use English in their work or shop sign names for the sake of attracting clients. (Sidhoum, 2016, pp 48, 49).

Conclusion

Algeria is a country that has embraced many languages, most notably French, which controls a large proportion of the daily dealings among Algerian. Because of this wide use of the language in the daily life, it become to some extent considered as a local language, not a foreign one. Algerians has been conducted to different new languages because of with the development of social media and globalization; which helps English to chart its steps toward Algeria and make its impact on its society. To change. Where the beginning of English has been, to be taught as a foreign language in middle school. In addition to, the various use of this latter in the distinct business domains both public and private sectors. Besides, its influence is purely clear, because of the new tendency that appears in Algeria, which is the utility of English for the shop names, where French start to disappear from signs to leave her place to English.

CHAPTER THREE

The Use of English in Naming Shop Signs

Introduction

This chapter discusses the fieldwork adopted in this research that was conducted to explore perceptions of promoting the use of English in public sectors by using English in the shop signs. Therefore, stages that are necessary to find the needed results were explained including the research sample and the piloting, and analysis of the data collection method through an interview. Besides, discussion of results and recommendations are also provided in this chapter. It presents the analysis of data that include interview and collected photographs of shop signs.

3.1 The Sample

This research was conducted to discover Biskra shops owners' perspectives towards the use of English in Algerian business, specifically its use in naming the shop signs. This sample has been directed to randomly selected participant of various shops in different areas in Biskra. In addition to, their answers were collected to investigate the reasons behind language choice in naming the signs, and their attitudes towards the use of English in Algeria.

3.2 Validating and Piloting the Interview Questions

For this reason, the researcher's interview questions has been provided to the supervisor, who agreed that questions meet the objectives of the study. Nonetheless, changes included the addition of question related to the status of English language in Algeria that serves the aims of this study, which is investigating perceptions of Algerian people towards English use whether as a communicating tool or in the shop signs' names.

3.3 The Administration of the Interview

The interview was conducted face to face with the participants to contact people who have used English language in their shop signs. The interview was designed to meet this research objectives reasons behind English use in the signs' names. It was designed using the Developer tab in word. This service provides a number of facilities to vary the questions' structure including, multiple choice, open questions and other features. The first interview was only with 20 participants, but then copies of the interview questions were increased to the number of the shop owners, which consist of 43 shops for the applicability and credibility of the data collected.

3.4 Description of the Interview

The interview is a semi-structured interview was organized in English and provided translation in front each question. It was based on open-ended questions, and tow choice questions with "agree" or "disagree" and "Yes, No", which was used to collect data and figure out the shop owners perspectives toward English language. Questions aimed at exploring mainly the reasons for English use in business generally and in the shop sign names as a case of study, and secondly the status of English language in Algeria from Algerian perception.

3.5 Data Collection

The photos of signs were taken in May 29th and Jun 1st, 2022 in different regions of Biskra, and every store name was captured as best we could through our camera. The data collection revealed that some shops' signs may have multiple names. Consequently, we have selected

signs with one name to analyze, and indicate the implicit meaning behind the patterns used on the photographed signs from our analytical database.

3.6 The Results Description

3.6.1 Results related to Question 1

Question 1: Do you speak or understand English?

This question aims to know whether participant understand/speak English or not.

Option	Frequency	Percentage
YES	30	30.2%
NO	13	69.8%

Table.1: Percentage of participant speak or understand English.

This question was asked to discover the prevalence of English use among Algerians and to what extent it does influence them. As it is shown in the table the ratios of both answers Yes and No are converging, as 30 participants answered yes with 50%, while the rest 13participant has answered by No. This ratio demonstrates the penetration of English language among the people and its impact on them according to the larger percentage of this question that has got yes. Moreover, a sub-question related to the first general question was directed to the participant

who had answered with yes, they do understand English, which is how did they learned English.

The entire answers were that they learned it from TV series or the online movies, except two

participants answered differently they said that they learnt English from YouTube and online

courses. The answers of this question show the crucial influence of technology and social media

on the spread of English language globally and its impact on the participant.

3.6.2 Results related to Question 2

Question 2: what are the reasons for using English in the shop sign naming?

This question aims to discover the reasons behind the choice of English language in naming the

sign shop.

Option	Frequency	Percentage
Commercial	12	27.9
Modernity	18	41.9%
Prestige	8	18.6%
To eliminate the French use and because it is global language	6	13.9 %

Table.2: Language choice in naming shop signs

The results are recorded in the table demonstrated a variety of reasons behind the choice of

language for the shop sign name. According to the results of the predominant percentage is

associated with modernity 41.9% and Commercial reasons 27.9%. While the lowest first

percentage is for Prestige 18.66. Lastly, to eliminate language French and because it is global language and two participants have provide us with commercial and modernity global language and eliminating French language use to gather as one answer. Which is they use English for commercial reasons for a number of purposes such as, when the sign is related to thecommercial activity of the shop to or express a type of goods or services offered. For instance,the sign of "sweety kids" shop owner for that question that explains the purposes behind the commercial choice of the sign. Moreover, this shows that the selection process of the sign namesometimes when it is related to commercial it needs to take into consideration the goods and products sold in the shop. This has been asserted by Charmasson (1998), he mentioned that thetype of goods plays a crucial role in the selection of the shop sign (cited by Nofal 2014). On the other hand, they choose modernity to keep face with their time requirements, as English language became a global trend in store sign naming in various speaking and non- language- speaking countries. The beautiful house store, which is a shop of furniture. They added the wordbeautiful to the store name to be" beautiful house البيت الجميل للمفروشات". They were asked about the relation between the shop name and modernity they answered that they added the word beautiful to the sign to give the shop a modern touch and to reflect the modernity on the shop goods. On the other hand, the rest participants have selected English for their sign to add a prestigious shape to the shop, and the last suggested answer by the participant has been becauseEnglish is global language and to eliminate the French language.

*Examples of some participant answers:

* تجارية لان نوع المنتج الذي نسوقه يحمل نفس العالمة *

استخدمنا اللغة الانجليزية لكي تضيف لمسة عصرية وطابع حديث للمحل*

*لأنها لغة عالمية وللقضاء على الفرنسية

استخدمتها في تسمية المحل ألنها لغة عالمية ولكي نقضي على استخدام الفرنسية

 *because it is international language and I want it to replace French

* It represent the types of products we sell

Figure 11: Example of sign name used for commercial reasons

Figure12 : Example of sign name used for modernity.

Figure 13: Example of shop sign used for prestige

The results shows that the English language has an impact on the field of business according to the participant answers, and it is used for various reasons than influencing and attracting consumers especially modernity and commercial reasons on the first rank of answers.

3.6.3 Results and Discussion of Question 3:

Question 3: Does the use of English in the sign has commercial advantages?

 This question seeks to explore whether using English in the shop sign refers to the owners with commercial advantages. The majority of answers for this question was yes , in which 40 participant respond that the use of English refers to them with financial benefits, while only three participant with answered with "No". In addition, the sub-question what are those advantages? Which was directed to those who answered with "yes" has been concluded with three major answers

- 20 participants جذبت المزيد من الزبائن
- 15 participants: Improved the sales of the shop حسنت مبيعات المحل
- 5 participants: increased the financial income رفعت المدخول المالي المحل

The results show that the use of English in the sign has positive effects on the work, where93% of the responds shows that its use refers with financial advantages to the shop. However, a small percent of participant 6.9% answered that its use has came back to the shop with neither commercial nor any other advantages.

3.7.4 Results Related to Question 4

Question 4: what are the reasons for the choice of the shop name?

Option	Frequency	Percentage
Representing global trend	12	27.9 %
appropriate and, better sound with the shop services and represents a marketable product	16	37.2 %
Representing uniqueness and memorable	17	39.5 %
Customers attractive	13	30.2 %
Representing type of goods sold or services offered and customers attractive	7	16.3 %

Table 3: Percentage of reasons for the shop name choice

This question aims to investigate reasons behind the choice of the shop name. All people participate in this mean of collecting data has provide a various answer, most of them affirmed that language choice for the name of the sign is whether their personal preference or a friend suggestion. The selection of the sign name process was done according to a variety of reasons and what fits the shop goods, services and products, such as the use of English in the name because it represents a global trend or the name is appropriate and sound better in describing the services or goods of the shop. In addition, to unique and memorable and attractive, and the last reason is to reflect a marketable product. The ratios were in a divergence according to the

participant answers, where in the first place representing uniqueness and memorable has the highest percentage with 39.5%. Secondly, appropriate and better sound with the shop services and represents a marketable product with 37.2%, and customers attractive offered by 13 participants with percentage of 30.2%. Lastly, representing global trend with 27.9, and representing a type of goods sold or shop services with 16.3. There are some answers are shared in which participant provide the participant have offed the same answers, such as participant 1& 7& 8 & 12 have share the same answer where they explain their choice of the name that it is Attractive and unique. Lastly, in a focused studies on foreign brand names of Leclerc, Schmidt, and Dub' e-Rioux 1989- 1994, Thankor and Pacheco 1997, demonstrate that the integration of foreign language and a product is essential for the persuasive function of advertising. It is usually encountered that foreign language comprehension in non-speaking language countries is low and substantial, because the main purpose of utilizing this language is for its symbolic value, merit and how attracts consumer attention rather than communication

3.6.5 Results Related to Question 5

Question 5: Did you use any tool when naming or translating the shop sign name into English?

This aims to explore whether they resort to use any tool to name the sign or not.

Option	Frequency	Percentage
Yes	22	51%
No	21	50%

Table 4.1: the Percentage of the used translation tools

Option	Frequency	Percentage
Google translator	14	32.5%
Apps of translation	7	16.2%
Online dictionary	1	2.3%

Table.4.2: The Type of the Tools Used in Naming the Sign

The results are almost close the results recorded in the table shows that most participant has used a translation tool to make the sign name where 22 participant of total 43-participant use translating tools (51.1), while 21 participants answered with No (50%). Those who use tools offer us only three tools, which they use in translating the sign name. The three tools used are google translator provided by 14 participant (32.6%), and 7 others answer was they use apps of translation (16.2%) and only one participant said he use an online dictionary (2.3%). the answers were:

Google translation 14 participant : P 12 & 5 & 6 & 9 & 10& 12 & 22 & 14 &15 & 16 & 17 & 18& 21

Translation Applications 7 participant : P 3 & 22 & 47 & 8 & 11 & 19

Online dictionary 1 participant: P 13

3.6.6 Results Related to Question 6

Question 6: what type of mistakes you face when naming or translating the shop sign name into English?

This question aims to explore if they have faced any mistakes or difficulties while naming or translating the sign into English.

Option	Frequency	Percentage
Spelling Mistakes	1	2.3%
Literal Mistakes	4	9.3%
No Mistakes	38	88.4%

Table.5: Percentage of Mistakes in the Shop Sign

The first question was "have you face any difficulties while naming the sign"; the question aims clear up the difference in the number or ratio of participant who did face mistakes and those who did not. On the other hand, this question was important that helps us to move to our important question, which aims to discover the type of mistakes found on the sign. The finding of this question registered a considerable difference in response rates, where 88 percent of participant has been alerted to any possible mistakes or errors they might make while creating the sign. In addition, the forty participant whom answered the question with No showed that they were aware to any significant mistake that may occur, and they attempt to avoid it as much as possible to make a correct sign name without neither errors nor mistakes. However, the five

participant who encounter errors and mistakes gave two different answers either spelling mistakes or literal translation, and some of those participants stated that the sign has some mistakes, despite of the fact that the name of the sign is correct. Their justification was that they correct the mistakes found after they pay attention to them. On the other hand, the other shop owners or workers who affirmed that they face no mistakes provide a variety of answers that explains why they did not make mistakes. Such as, borrowed name from other shop, taken from movies, documentaries, and proper or common names that does not need to be translated.

*Some examples of participant answers:

*ا سم المحل أخذته من محل اخر طبق الأصل ولم أغيره

*اسم المحل ألنه يتكون من اسم أخي صاحب المحل

* المنتج الذي نسوقه يحمل نفس اسم العالمة التجارية

* اسم المحل كان اقتراح من صديق

* أخذته من اسم ماركة عالمية

*I took it from a documentary

3.6.6.1 Examples of signs with mistakes:

Figure 14: Examples of signs with spelling mistakes.

3.6.7 Results of Question 7:

Question 7: how does language displayed in the shop sign?

Category	The language display in the shop sign	Frequency	Percentage
Monolingual (one language)	Only English is displayed in the sign	20	46.5%
Bilingual (two languages)	Code switch between English and Arabic 30.2%	13	50.1%
	Code switch between English and French 20.9%	9	
Multilingual (more than three languages)	Code switch between English, French and Arabic	1	2.3%

Table 6.1: The Language Display in the Shop Sign

3.6.7.1 Examples of Different Monolingual,Bilingual and Multilingual Signs

- **Monolingual signs only English Language:**

Figure 15: Example of a Monolingual Sign

In the figure 3.5, a set of words are used "Hollyood Restaurant, pizza, Cafeteria" to demonstrate the multi services offered by the restaurant, and the word Hollywood is used to attract consumers especially teens who are mostly influenced by the English language.

- **Bilingual signs: English plus Arabic or French**

  ▪ **English and French**

Figure 16: Example1 of a bilingual sign, Red-One Canin

The word CANIN is a French word refers to a kind of dogs, while Red-One refers to the color of a type of Dogs food. The word Red-One is used to make more expressive and unique name.

  ▪ **English and Arabic**

Figure 17: Example 2 of bilingual sign

As seen in the figure 3. The word "lady" is used to reflect the content related to the shop, products and services offered by the shop for women. They also relied on transliteration to provide the best term of the shop, and it is an Arabic transliteration, which means English words with Arabic letters. The use of transliteration "لايدي كوسميتيك "sounds better and more attractive than the use of literal translation.

English use according to the classification of shops services		
Category	Shop numbers	Percentage
Clothing shops	6	14%
Restaurants & coffee shops	17	39.5%
Services	20	46.5%

Table.6.2: The Total Number of Shops in Accordance to each Shop Sector.

Figure 18 : Clothing stores English names

Figure19: English names of Restaurants and Coffee shops

Figure 20: English names for multi service shops

This question aims to discover the most used kind of language among the three monolingual, multilingual and bilingual and in which type of business English is widely used. This helps to explore the owner's language choice and preference.

After we have collected data, the photos were divided into two main types of categories as indicated in the tables above, each one include three elements the first table consist of the category related to language patterns or language choice, Monolingual, Bilingual, Multilingual.

While the second was categorized according to the business or work type, clothing stores, various services and Restaurant and coffee. The photographed signs were categorized with microsoft excel spreadsheet. The results show that the predominant type of the selected language in the sign is monolingual that includes only English in the sign with 46.5%. Then 30.2% for bilingual signs that included Arabic & English and English & French 20.9%. The last one is just one multilingual sign of 43 Sign. The finding of this question demonstrate that this study conclude English language is the most dominant language in namingthe store sign. In addition, the second table signs were divided into three categories according to the provided services in the shop, Restaurant & coffee; services, and clothing. The purpose of the second table is to discover in which type of business English is dominant through the language patterns used in the sign name.

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The results show that the domain of the different services is the dominant one 46.5% then
Restaurant & coffee with 39.5%, and lastly 13.9% for clothing shops.

3.6.8 Results Related to Question 8:

Question 8: What is the difference between the use of English and local language in naming
the sign?

This question aims to discover the difference between the use of English and Arabic in the sign
name and explore the reasons behind the language choice. The 43 participants gave a range of
explanation for their preference of English language. Such as, being a global language and more
prestigious, more attractive than Arabic, more acceptable by teens and provide the best term,
etc. The majority of participant shared almost the same answers in which their common answers
include significant words such as global language and more attractive, more prestigious and
those are some examples of their answers that demonstrate distinct reasons for their preference
of the language:

P1 &2& 3: لغة جذابة تشد انتباه الزبائن أكثر من العربية

P4&6 &7: لغة معبرة تعرض معنى الاسم أفضل من اللغة العربية

P7&1&12&14: الإنجليزية تعطي هيبة وانطباع جيد السم المحل

P13& 10& 9& 8: تساعد في إضفاء البريستيج على المحل

P5&3&20: تساعد في إيصال فكرة معينة وجذب الزبائن كما انها تعطي هيبة للمحل

P22&12&1&6: لغة عالمية تضيف هيبة للمحل وتجذب الزبائن

P9&7&22: تجذب الزبائن فهي لغة عالمية ومنتشرة بين فئة الشباب

P2&1&11: لغة عالمية متداولة بين الشباب وتعطي المحل طابع راقي وأنيق

P11&3&5&4: الإنجليزية لغة عالمية وأيضا تكسب المحل طابع راقي وانيق

The results show that most businesses select English for the sake of attracting English and because it is more prestigious and attractive than the Arabic ones and this reflect on the shop image. This result concurs with Simonson (1997) and Campbell (2004) that the need and prestige are primary features that influence the shop name choice (cited by Phillips, Macquarie & Griffin).

3.6.9 Results Related to Question 9:

Question 9: What is the positive attitude towards the use of English in business?

This question aims to explore the participant perspectives towards the use of Business English in the workplace or in the commercial activities.

The responses about the attitudes towards the use of English in business varied. They demonstrate that English is crucial in this domain because it is the first global language of communication, and the rise of international trade is an aspect which helps in the wide use of BE in the whole word. In addition, they show that it is helpful and facilitates the various business activities, and the responses shows that they need it in business especially in the trade.

* Examples of participant answers:

تساعد اللغة الأجنبية في التأثير على نظرة الزبائن للمجل فهي لغلة عالمية تستخدم في جميع المجالات المهنية وتجذب اهتمامهم

أكثر من اللغة العربية

*تساعد في التطور الاقتصادي والتجاري للبالد فهي لغة التجارة العالمية

* تساعد في التواصل مع التجار وبناء عالقات تجارية معهم خاصة ان اغلب تعاملاتنا مع الصينيين والأتراك

* تساعد في تقوية العالقات التجارية فهي لغة التواصل العالمي

* لغة فعالة وجيدة تساعد في التعاملات التجارية العالمي

*تساهم في معرفة جودة السلع المستوردة والتواصل مع التجار والسياح

* تقوي العالقات الخارجية للبالد وتسهل التواصل التجار

3.6.10 Results related to Question10:

Question10: To what extent do you agree that the use of English in naming shop signs

influence its use among Algerians ?

This question aims to identify Algerians perspectives towards the influence of English use in

the process of shop sign naming on its spread among Algerians as a tool of communication.

The use of English in naming signs enhance its use among Algerian.

Option	frequency	Percentage
Agree	37	86%
Disagree	6	14%

Table.7: The Use of English in Naming Signs Enhance its Use Among Algerians

The results recorded in the table demonstrates a significant difference in ratios, where the majority has agreed on its influence and impact on Algerians. The divergence of views was clear according to the answers. Where 35 participants agreed that this issue has an impact and support its use among Algerians with 81.4%, and 6 participant with 14% strongly agreed this thing, while only (4.6%) two participant disagree and asserts that is a low likelihood that the use of English in naming shop signs would have an impact on its use among Algerians.

3.6.11 Results Related to Question 11

Question 11: How do you see the future of English in Algeria?

In relation with the last question, this question aims to explore Algerians attitudes towards the future of English in Algeria. The participant whom answered previous question with agree and disagree are the same ones who support the idea that French will be replaced by English in all cultural, scientific and commercial domains, etc. Contrarily, 2 participant of total 43 in

this question their answer was neutral, in which they saw that the use of English may have a future in Algeria, but least likely to be on the same status as French. This in some way is close to Benrabah (2007) study language maintenance in which in his survey investigate perspectives towards the replacement of French by English, where the majority rejected this issue with 26.2% disagree and 23.1% completely disagree, and 13.9 for agree and 17.8 completely agree.

3.7 Textual Analysis of some Signs

Figure 21: The use of transliteration in a shop sign

They use transliteration which is defined as the process of writing words in different

letters a nd the transliteration in this sign is is the word food which is written as an English

word in Arabic alphabets. They depend on transliteration to not lose the value of the name,

which is better presented in this way. DAMASCO Food is a distinct and attractive name that

reflects specific meaning behind the language patterns used in the sign, in which DAMASCO

Food in its literal meaning for the Syrian city Damascus, but the combination of those two

words DAMASCO and food represent a total different meaning. This name reflects a specific

culture of food that is unique and totally new in the area. This distinctiveness would definitely

attract the consumer to try to discover this culture expressed through the sign name.

Figure 22: Example of Bilingual sign

Dreamland shopping list name consists of two nouns shopping and the compound noun dream plus land these two words work effectively for the shop this word this word Dreamland creates an effective image in the consumer's mind that is this in this shop he would find what he needs and looking for in this shop. The sign name attempts to convince the consumers that he would be satisfied with this shop services. However, the word Dream reflects the consumer needs and land is the place where he would find his needs.

Figure 23: Example of a Unique Sign Name

Elegance Castle name identify specific meaning which reflects the quality of work and the shop goods, and it reflect fashion and stylishness. The underlying meaning behind of this sign is reflected in the word "Elegance and Castle", in which the word Elegance express the fashion and modernity. However, the word castle in its literal meaning is a large building of the medieval period. But the implicit meaning behind the word castle is obscurity and authenticity and even luxury. Consequently, the message behind the selection of this unique name is to convince the consumer that this shop is the right destination.

Figure 24: Example of a shop sign name belong to a global brand

When the owner has been asked about the meaning of the sign name his answer was that the sign is borrowed from a brand. Accordingly, this sign name was selected only for the sake of modernity and attracting consumers. English became a significant part of business though English names are used only to influence consumer with out paying attention to whether the name is appropriate to the shop or not. In this example, the owner of this shop is influenced by the global fashion label Off-White, for this reason he borrowed the name for his shop even there is no relation between the brand name and the services of his shop.

Figure 25: Example of a Proper Noun and English Word Next Him

This sign demonstrates a proper noun in the shop sign and beside him an English word. English according to the interviewee indicates modernity and prestige and it is more attractive than any other language and it would be more effective when they use English beside the proper noun.

3.8 Results Related to the Research Hypotheses

The data gathered from the interview was conducted to different randomly selected shop owners in Biskra to respond to the research hypothesis. Consequently, they have favorable view to the status of English in Algeria in which this language is crucial and needed in all sectors, services, and business domains, and the use of English in public sectors encourage people to enhance the use of this latter. They accord that use of this foreign language in public sectors promote its prominence in Algeria and give her the opportunity to be a sub-part of the Algerian culture of the various languages because its widespread in the public sectors may increase its use among the Algerians.

3.9 Discussion of the Results

The analytical study of the interview finding of the use of English in naming shop signs has yielded a diversity of perspectives on English use in Algerian community. Whether in business or as a language of communication, with the majority agreeing that the utilization of English in the sign names has an impact on its use among Algerians and enhance its use in the distinct domains. The finding highlighted various reasons that influence the language choice and its preference by businesses, and it demonstrated a significant positive attitude towards the status of this latter in Algeria. Furthermore, the variety obtained data has shown the desire of the different participant for

the French language replacement by English especially this language is the first international language that has dominated all business sectors to be the first global language of business.

3.10 Recommendation

- Merchants should consider the meaning of the sign and its role in conveying during the process of the shop sign.

- The English language should replace French in Algerian business because English is the first international prominent language of all business and cultural domains.

- The use of English in naming the sign plays significant role in attracting the consumers and influencing their perceptions.

3.11 Data Analysis

Due to the remarkable and huge expansion of English use in naming shop signs in Biskra's different streets, this study has collected data through using a semi-structured interview. This interview was directed to 43 randomly selected participant to better improve the credibility and reliability of the data. This latter has investigated the reasons for the language choice and its impact on Algerians, as well as revealing the key difference between the use of English and native language in the sign. On the other hand, it has explored if the use of English contributes the optimization of their business, and the reasons for using this latter in business communication. Additionally, the interview questions attempt to get a directional insight about people's thoughts by studying the underlying structures of meaning of such signs' names. Moreover, this study includes a textual analysis on the language choice in the captured photos

of the shop signs, and the results of the collected data would be analyzed based on the way the language is displayed in the sign. It was coded and presented in percentage and displayed in

tables, and the language of the sign is labeled into three categories, Monolingual, Multilingual, and Bilingual, and divided into three other different categories, Clothing shops, Services and Restaurant. Furthermore, the analyzed data of the interview was classified into two sections, the first one focuses on language choice and its use in the shop signs, while the second section developed a general question that seek to investigate the participant attitudes towards the English language use in Algeria.

Conclusion

This chapter represents the fieldwork of this research study that seeks to explore Algerians perspectives and attitudes towards the use of English in Algeria and investigating the hypothesis promoting the use of English in public sectors through its use in naming signs. In addition, explore the various reasons behind the language choice that have been conducted in Biskra. The finding revealed that English has positive impact on business and the majority of participant demonstrate a huge acceptance for the English language to be a crucial part of their business or culture, and to analyze the data we maintain the descriptive and contextual analysis.

GENERAL CONCLUSION

The wide spread of English language in the various regions all over the world enhance its global status. This contribute in its occupation of the different business domains and occupied public spaces, where the different signs are written in English. Moreover, a considerable number of shops in various non-speaking countries have adopted English to be the advertising interface of their shops or their first global language of business. Accordingly, this wide spread

influence researchers to develop an arranged studies about English language and its global spread in business, and based on numerous previous studies we develop our research.

This work was labelled into three chapters, the first chapter provide an over view about advertisement, and this chapter present different crucial concepts related to the advertisement. Such as the use of language in an advertisement and its efficient role in the success of the advertisement, it also demonstrated the persuasive power of the Advertising language providing different examples of Algerian persuasion advertisement that included the three rhetoric persuasive techniques Logos, Pathos and Ethos. In addition, this study also outlines the use of slogans with noting down the right techniques used for a successful slogan with some examples of Algerian advertising slogans.

The second chapter has direct the focus to the linguistic landscape and the wide spread of this phenomenon, and the status of English in Algeria as a foreign language and as a language of business. This chapter identify and define the linguistic landscape and the language of the shop sign.

Last chapter was concerned with the translation of the collected data. This chapter detected a variety of results according to participant answers, where this chapter discovered the different reasons of language choice and their preference for English rather than the local language. Furthermore, we investigate their perceptions toward English language in Algeria as a business language, and we seek to explore their perspectives for the future of this latter in Algeria.

Lastly, this investigation recorded positive attitudes for this study, where the majority of the participant demonstrate a huge acceptance for the language. Moreover, approximately all the answers related to the attitudes toward English has found a highly interaction, especially the one speaks about the future of English in Algeria where 95.3% concur on one main idea which is their desire that in the future English would replace French.

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List of Appendices

APPENDIX 1: A SAMPLE OF COLLECTED ENGLISH SIGNS IN BISKRA

I CLOUD
BEYPASS
FLASH
FRP
XBOX
PS5

mobione

شحن الحسابات الالكترونية والألعاب

NETFLIX

Google Play

Restaurant
SAVORY

Beautiful House
beautiful house
البيت الجميل للمفروشات

ream Land Shopping
دريم لاند للتسوق
BIENVENUE

DREAM LAND

DAMASCO Food داماسكو فود

DAMASCO FOOD

DECOHOME

H.Ibrahim 0661 11 56 65   R. Djalale 0663 46 32 74

Sham FOOD

Planet FOOD

HAMZA SHOOP
CLASIC SPORT

Dream House
Dream HOUSE
vetements et accessoires enfants & bébé

Sari
FOR Kids

NADIN Kids Kids
Kids
NADIN
NADINKIDS
كل مستلزمات الرضيع

OPPO
DELTA PHONE
DJEZZY
معاهـاقـدر
OPPO Reno6
Rich Men

B
THE BROTHERS
the_brothers.db
Drinks & food

Lady Cos
Lady Cos
lady COSMETIQUES
لايدي كوسمتيك

QUICK

Why NOT? Food

TOP VIDANGE
LIQUI MOLY
AMRI SERVICES
LIQUI SHOP
LIQUI ACCESS
ACCESS

COFFEE SOFIANE

RESPECT SALLON

PIRATE FOOD

HOME & LINGERIE
BY DAISY BOUTIQUE
Daisy Cosmétique
Daisy Queen

RED-ONE CANIN
@REDONE CANIN
📞 0559 13 14 33

BiG BOSS

STATION MICHELIN
محطة ميشلان
تغيير الزيوت و بيع العجلات و لوازم السيارات
MICHELIN
BRIDGESTONE

KIOSQUE LAYAH
MULTI SERVICE

Dadi FOOD

مركز الزيبان لتصفية الدم و الكلى
Zibans Center for Hemodialysis and Kidneys

ELEGANCE CASTLE+
FASHION & MODERN

HUGO

POSSESSE FOOD
PIZZA
TACOS
BURGURE
MAQLOUB

Off White
Chez : Gh

فود   كليوباترا   CLEOPATRA   FOOD

BEST FORM GYM
قاعة كمال الأجسام ←
0557.44.57.50
0551.45.57.57
0551.54.59.45

KIOSQUE
MULTI SERVICE

GOLDEN SERVICE
ADVERTISING MARKETING SALES & PROMOTION
☎ 0550.600.624 / 0794.90.86.96   ✉ gs.goldenservice@gmail.com

Appendix 2: Interview of the Participants

Interview: investigating the use of English in naming shop signs in Biskra

استبيان حول استخدام اللغة الإنجليزية في تسمية لافتات المحلات في ولاية بسكرة

Dear participant

You are kindly requested to answer the few following questions which are a tool for gathering data for master dissertation about "Investigating the use of English in naming shop signs in Algeria" Your contribution will be of great help for the success of this research . Please make sure to answer by ticking the appropriate answer(s), and providing full statement whenever it is necessary.

Thank you for your time, effort and collaboration.

عزيزي المشارك في هذا الاستبيان.

يرجى التفضل بالإجابة على الأسئلة القليلة التالية التي تعد أداة لجمع البيانات لأطروحة الماجستير حول "التحقيق في استخدام اللغة الإنجليزية في تسمية لافتات المتاجر في الجزائر" ستكون مساهمتك مفيدة جدًا لنجاح هذا البحث. يرجى التأكد من الإجابة عن طريق تحديد الإجابة (الإجابات) المناسبة ، وتقديم الإجابة الكاملة عندما يكون ذلك ضروريًا. شكرا لك على وقتك وجهدك وتعاونك معنا.

QUESTIONS:

1.Do you understand or speak English? هل تتكلم او تفهم اللغة الإنجليزية؟

☐ نعم Yes

☐ Y N

2. What are the reasons for using English in the shop sign naming? Is it: ماهي أسباب استخدام الإنجليزية في تسمية لافتة المحل؟

....
....
....

3. Does the use of English came back with commercial advantages? هل عاد استخدام الإنجليزية بفوائد تجارية؟

☐ نعم Yes

☐ لا NO

If the answer is yes , what is it: اذا كانت الإجابة نعم فما هي هذه الفائدة

....
....
....

4. What are the reasons for the choice of the shop name? ماهي خلفية او اسباب اختيار اسم المحل؟

....
....
....

5. If you use any tool in naming or translating the sign name into English please mention them.

اذا استخدمت اي وسيلة معينة في تسمية او ترجمة اسم اللافتة الى اللغة الانجليزية اذكرها من فضلك

....
....
....

6.what type of mistakes you face when naming or translating the sign's name into English? ما نوع الصعوبات او الاخطاء التي واجهتك اثناء تسمية اللافتة الى اللغة الإنجليزية

7.How does the English language displayed in the shop sign كيف عرضت اللغة الإنجليزية في لافتة المحل؟

....
....
....

8.What is the difference between the use of English and local language in naming the sign?

ماهو الفرق بين استخدام اللغة الانجليزية واللغة المحلية (العربية) في تسمية لافتة المحل؟

....
....
....

9.What is your attitude towards the use of English in Business?

ماهي النقطة الإيجابية في استخدام الأنجليزية في مجال العمل ؟

....
....
....

10.To what extent do you agree that the use of English in naming shop signs influence its use
among Algerians ? الى أي مدى تؤيد فكرة تسمية المحلات باللغة الإنجليزية يعزز استخدامها بين الجزائريين

Agree   أؤيد   ☐

Strongly agree   أؤيد وبشدة   ☐

Disagree   لا أؤيد   ☐

Strongly disagree   لا أؤيد بشدة ☐

11.How do you see the future English language in Algeria? كيف ترى مستقبل اللغة الانجليزية في
الجزائر

....
....
....

الملخص

حظي الانتشار الواسع لظاهرة استخدام اللغة الإنجليزية في الأعمال التجارية وتسمية لافتات المحلات باهتمام كبير من الباحثين وقد انعكس ذلك من خلال الدراسات الكثيرة التي عالجت الموضوع من زوايا مختلفة. وعليه فان هذه الدراسة أجريت حول استخدام الإنجليزية في الاشهار وتسمية لافتات المحلات كأسلوب اقناعي لجذب الزبائن، علاوة على ذلك تركز هذه الدراسة على استكشاف التصورات والآراء المختلفة للمشارك في هذه الدراسة اتجاه وجود هذه اللغة في الجزائر ومكانتها واستخدامها في الأعمال التجارية. ومن ناحية أخرى يهدف هذا العمل لمعرفة اهم الأسباب والعوامل التي ساهمت في هذا الانتشار، وتفضيل استخدام الانجليزية بدلاً من اللغة الاصلية. بالإضافة إلى تلك تحاول هذه الدراسة اكتشاف وجهات نظرهم تجاه القول بأن استخدام اللغة الإنجليزية في تسمية المحلات والقطاعات العامة قد يعزز استخدامها بين الجزائريين. تم إجراء هذا البحث في ولاية بسكرة كحالة أو حيز دراسة لتسمية المحلات بالإنجليزية في الجزائر. وكانت اللافتات التي تحمل أسماء أو كلمات إنجليزية هي عينة هذه الدراسة التي تسعى للإجابة على الفرضية الرئيسية لهذا العمل وهي استخدام اللغة الإنجليزية في القطاع العام يعزز استخدامها في الجزائر. لدراسة استخدام اللغة الإنجليزية كأداة مقنعة والإجابة على الأسئلة المتعلقة بهذا العمل، نستخدم بشكل أساسي مقابلة تم توجيهها إلى أصحاب المتاجر المختارين عشوائيًا في مدينة بسكرة من أجل التحقيق واستكشاف وجهات نظرهم اتجاه وضع اللغة الإنجليزية في الجزائر واستخدامها في مجال الاعمال. تم عرض النتائج وجمع البيانات في جداول وجمل لإظهار النسب المختلفة لاستجابات المشاركين. يوضح تفسير البيانات التي تم جمعها أن غالبية المشاركين يتفقون على فكرة واحدة وهي الحاجة إلى استبدال الفرنسية بالإنجليزية في الجزائر، وهم يدعمون الفرضية القائلة بأن استخدام اللغة الإنجليزية في القطاعات العامة يعزز استخدامها بين الجزائريين على وجه التحديد المراهقين الذين هم في الغالب. متأثرًا بالإنجليزية.