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كلية الآداب اللغات و الفنون

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..... Speaking to the Wall... English... in commercial Signage
and the Construction of Global Identity by (Dr. Bel Abbès)
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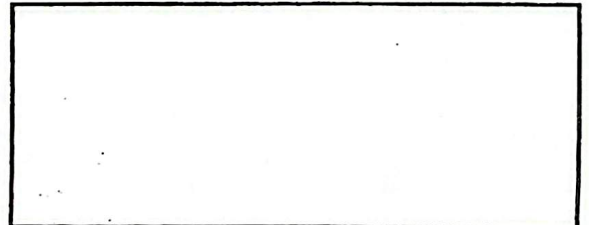
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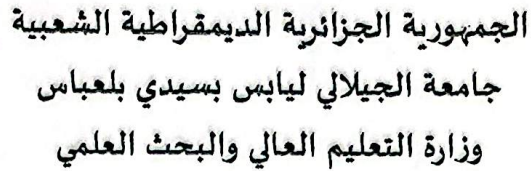
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DJILLALI LIABES UNIVERSITY OF SIDI-BEL-ABBÈS
FACULTY OF LETTERS, LANGUAGES AND ARTS'



DEPARTMENT OF ENGLISH

**Speaking to the World: English in Commercial Signage
and the Construction of Global Identity.**

Case study: Sidi-Bel-Abbès

Dissertation Submitted to the Department of English in Partial Fulfilment of The
Requirement for the Degree of Master in Linguistics

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DEDICATION

We dedicate this work to our beloved parents, whose constant love, support, and sacrifices have been our greatest strength. We are deeply grateful for everything you have done for us.

To our dear sisters and brothers.

To all our family members, friends, and to everyone who loves us.

Finally, we dedicate this work to ourselves, for our perseverance, strength, and determination to overcome all challenges.

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ABSTRACT

The present study examines the sociolinguistic landscape of the use of English on commercial signage in the city of Sidi Bel Abbès, within the context of contemporary linguistic practices and globalization. It focuses on the linguistic choices made by shop owners and aims to understand why English is increasingly used in commercial spaces, despite the existence of the law on Arabization. Indeed, although official language policy advocates the use of Arabic in public signage, the results of the investigation confirm that this regulation is not sufficiently respected or implemented within the commercial landscape of Sidi Bel Abbès. Furthermore, this investigation examines the representations that both shopkeepers and customers have regarding the use of English as a display of commercial activity; and the results have shown that the use of English is associated with modernity, prestige, and commercial appeal. This explains its increasing visibility in the socio-commercial landscape in recent years.

Key words: Sociolinguistic Landscape, English Language use, Commercial Signage, Language Policy (Arabization).

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General Introduction

In recent years, in Algeria, especially in urban areas like Sidi Bel Abbès, the use of English in commercial signage has significantly increased. The visibility of English reveals its role as a language of modernity, technology, and globalization. In addition, it demonstrates its influence on the local linguistic landscape, which has traditionally been formed by Arabic and French. Despite the fact that Algeria has launched Arabization laws to promote the use of Arabic in different fields, most business owners still prefer English as the language for their establishments. From their perspective, English represents prestige, creativity, and global openness. This strategy is commonly used to attract customers and make businesses appear more modern and global. This situation illuminates the gap between Algerian linguistic policy and actual linguistic reality.

The use of English in commercial signage in Sidi Bel Abbès has become a noticeable linguistic trend. This phenomenon calls for a deeper analysis of its social and linguistic impact, as it raises important questions about language choice, identity construction, attitudes, and the growing status of English in contemporary Algerian society.

The main objective of this study is to examine why people choose English in this context and to understand how English reflects both social prestige and globalization in Algeria. The study also seeks to clarify how English, as a global language, helps shape identity and everyday language use in modern Algerian society. In addition, it aims to explore the gap between the official Arabization policy and actual language use in commercial signage.

After this introduction and multiple enquiries, the study addresses the following research questions:

1. What do business owners in Sidi Bel Abbès aim to convey by using English in their commercial signage?
2. In what ways does the presence of English in commercial signage in Sidi Bel Abbès reflect modernity, identity distinction, and English in contemporary Algerian society?

3. What social, cultural, or economic motivations lead business owners to choose English instead of Arabic or French?

Based on these questions, the following hypotheses are proposed:

1. It is assumed that business owners in Sidi Bel Abbès choose English for their commercial signage because it symbolizes prestige and modernity.
2. It is also believed that English is used as a strategy to attract young customers who associate it with trendiness, globalization, and innovation.
3. Furthermore, it is hypothesized that there exists a noticeable gap between official language policy and actual linguistic practices in Algeria's commercial sphere.

This study is descriptive and analytical in nature and adopts both quantitative and qualitative research methods. Data were collected through questionnaires answered by shop owners, as well as direct observation and photographic documentation of signage in urban areas of Sidi Bel Abbès. The target population includes shop owners who differ in age, gender, and commercial activity.

The dissertation is divided into three chapters. The first chapter deals with the literature review of previous studies and official documents that examine language use in Algerian commercial signage, focusing on Arabization laws enforcing Arabic shop names, and explores the reasons behind the continued use of English in this signage despite the sanctions imposed by these regulations. The second chapter describes the research methodology, the analysis. And the interpretation of the main findings, integrating both quantitative and qualitative approaches, and explains the data collection tools used in the study, supported of statistical evidence to justify the hypotheses discussed. The third and final chapter presents the recommendations and Suggestions.

The APA style was adopted throughout the writing process of this dissertation. The target population of this study includes shop owners differing in age, gender, commercial activity, and their choice to use English names for their shops. The data were collected through answered questionnaires, and direct observations of shop signs in urban commercial areas, to gather different qualitative and quantitative data.

**Chapter One Literature Review:
Theoretical and Conceptual
Framework of English Use in
Commercial Signage.**

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I.1. Introduction:

The First chapter presents the main review of theoretical and empirical studies on language policy, Arabization, linguistic landscape, and language choice in commercial signage. Its aim is to establish a theoretical framework that explains how languages are regulated and represented in public areas, especially in Algeria. Overall, this chapter presents the key concepts relevant to the topic of investigation, starting with the following features.

I.2. Language Policy and Arabization:

This section addresses the definitions of the main terms and concepts related to language policy and language choice in commercial signage. It also explores the Arabization policy, its historical background, and its intended objectives regarding the regulation of language use in Algerian shop names.

I.2.1. Language Policy:

Language policy involves considered decisions and practices to regulate language use in societies, often through laws, education, or planning. Scholars present different definitions of it with focusing on specific practices, ideologies, and management strategies. It has been defined as “A body of ideas, laws, regulations, rules and practices intended to achieve the planned language change in the societies, group or system” «KAPLAN and BALDAUF (1997). Additionally, SPOLSKY explained that it is divided into three components:

“A useful first step is to distinguish between the three components of the language policy of a speech community: (1) its language practices – the habitual pattern of selecting among the varieties that make up its linguistic repertoire; (2) its language beliefs or ideology – the beliefs about language and language use; and (3) any specific efforts to modify or influence that practice by any kind of language intervention, planning, or management”. (Spolsky, 2004).

The three components coordinate to shape how languages are used, valued, and regulated in different domains of society. Language policy reflects social attitudes and everyday linguistic behaviour, and it performs not only at the legislative level.

I.2.2. Language policy in Algeria:

After the independence, Algeria has adopted language policies in order to promote Modern Standard Arabic (MSA) as the official language and encourage its use at the expense of colonial French language. These policies have been implemented strictly by government authorities to establish national priorities of preserving cultural religious identity, reinforcing national unity through the recognition of Tamazight as a national language in 2002 then official language in 2016, and generalizing the use of Arabic. While, also responding to international necessities, through the continued presence of other languages like English.

Nourredine Bessadi highlights the gap between policy and reality: "Algeria has one official language: Arabic. But Free language integral part of everyday life and Tamazight, a Berber language, is also designated in the constitution as a national and official language." (Bessadi Nourredine. "Algeria's Thorny Language Policy." Goethe-Institute, 2007.).

However, despite the official status of Arabic, Algeria remains a multilingual society, using Tamazight, French and increasingly English in everyday communication.

I.2.3. The Concept of Arabization:

Arabization is defined by Al-Kasimi (2015), who gave four meanings: First, once the Arabic language is adopted by the whole population as the language of communication. Second, making the necessary modifications to the translated word from a foreign language into Arabic. Third, translating an entire text from a foreign language into Arabic. Fourth, The adoption of Arabic as the language of education, administration, and everyday communication instead of foreign languages.

Many scholars have discussed the importance of Arabization in the Arab countries, one of them Kharyoush (2003), who suggests that it is shown in four ways:

First, Arabization helps expand Arabic by introducing scientific vocabulary, symbols, and specialized dictionaries. Second, it enriches the Arabic language through the production of scientific books written in clear and expressive Arabic. Third, it encourages creativity and composition among students by enabling them to learn and engage with science in their own language. Fourth, Arabization provides us with modern scientific terms indispensable in its scientific development: it enriches the language with words expressing all human meanings (Khalifa, 1992).

I.2.4. Arabization policy in Algeria:

In the Algerian context, Arabization has emerged affecting education, media, administration, and public signage, as a response of historical and socio-political factors. Algeria is the only Arab country that experienced the heaviest colonial impact. During 132 years, French colonial rule dominated most aspects of intellectual and cultural life leading to a significant decline in the use of MSA modern standard Arabic. After the independence, Arabization emerged as a central policy and ideological project aiming to restore national identity and reinforce the status of Arabic as Ahmed Ben Bella said (1963-1965) on Arabization: "We feel Arab, but our Metric System is not Arab». According to Ahmed Taleb Ibrahim (1973): "Arabic must take an increasingly important place in our education and in our lives. While it is pointless to rush, it is also dangerous to delay too much.' He saw it as cultural decolonization: 'The revaluation of our culture must be based on the Arabic language (deeply rooted in the country).'"

However, Arabization in Algeria faced several challenges, French was established as the dominant language in several domains such as education and administration making it difficult to replace. In addition, the linguistic diversity in Algeria including Berber languages, French, Arabic, and English complicated the process.

The resistance of Arabization was strong in educated and urban areas because of the continued importance of French in economic opportunities and international

communication. While, in education field the shortage of qualified Arabic teachers and limited Arabic language materials made it challenging.

I.2.5. Historical Background of Arabization in Algeria:

Historically, Arabization represents a long-term process shaped by different historical circumstances. It is divided into three distinct eras.

❖ The first Era is the Post-Independence Era (1962-1991):

Algeria was massively affected by 132 years of French colonization which led to the fade of Arabic language in the important domains, like education, as a result the Muslim Scientists Association started a fight to keep protect Arabic. Abdel Hamid Ibnbadis the president of the association believed that Arabic is the one and only language that should be used.

After the independence the Arabization policy started after the first Algerian constitution formed by the government under the first president Ahmed BEN BELLA. In Houari BOUMEDIENE term Arabization policy was accelerated, an order was made in 1968 that oblige the employees to use Arabic in all fields, in 1970, all the civil documents must be written and printed in Arabic. One year later, the president created the national organization of Arabization. After that, a decree was made that shaped the Algerian education system in its current form. This decree created a social polemic in Algeria, the francophones were against the Arabization, so they started to manifest in 1979.

Following 1979, Arabization continued to spread gradually despite the opposition. Then in 1989 constitution, the use of Arabic was mandated across all domains, and was reinforced by the 1991 legislation that formalized the generalization of Arabic usage.

❖ The second Era is the Regress Era (1992-2019):

In 1992, the project of Arabization regressed due to the civil war, which significantly contributed to the slow realization of the Arabization project's initial goals. Lamine Zeroual, the president at that time (1994-1999), revived the project by creating the High Council of the Arabic Language. However, Abdelaziz Bouteflika, the president with francophone background, put the project in danger of failure.

❖ The Last era The Slow Resurgence Era (2019 until now):

In February 2019, a large popular movement emerged in Algeria with the objective of opposing Abdelaziz Bouteflika's candidacy for his fifth presidential mandate. This movement was successful in its objective, and as a result, people voiced their support for reviving the Arabic language and the Arabization project. Later, these demands were accepted by government officials, and Arabic began to be gradually reintroduced.

The president, Abdelmadjid Tebboune, gave orders for some ministries, including "youth and sports" and "Employment and Vocational Training," to use Arabic in all communications and documents. This process began on November 1st, 2021, a date that marked the Algerian Revolution. The Ministry of Culture later followed on April 2nd, 2022, by banning the use of French and making Arabic the only language used. (Hlissi, 2022).

1.2.6. Commercial Signage Laws in Algeria (English Translation):

After the historical background and development of Arabization in Algeria, it is essential to examine the specific language laws that regulate public and commercial signage. The aim of this study is to prioritize Arabic in official and public spaces, such as education, administration, and media. This section of the law focuses on the rules governing shop signage and their role in shaping the linguistic landscape of Algerian cities.

The laws regulating shop signage, as extracted from the Official Gazette of the Algerian Republic:

- Article 20

“All signs, notices, slogans, symbols, and advertising boards, as well as all written, painted, engraved, or sculpted inscriptions that indicate an institution, a profession, a location, or the nature of the activity carried out, must be written exclusively in the Arabic language, with due regard to the quality of the script and the clarity of meaning. Foreign languages may be added to Arabic only in tourist locations. “(Appendix A).

This law shows that all public written signs must be only in Arabic, including shop signs, advertisements, symbols, and so on. Foreign languages can be added in tourist areas, but Arabic must come first.

- Article 31

“Any violation of the provisions of Articles 18, 17, 19, 20, 21, and 22 of this law shall be punished by a financial fine ranging between 5,000 and 10,000 Algerian dinars.” (Appendix B).

The article explains that anyone who does not respect the language rules will face a financial penalty, for instance, must pay a fine between 5,000 and 10,000 DZD.

- Article 33

“The managers of private institutions, traders, and craftsmen who violate the provisions of this law shall be punished by a financial fine ranging between 1,000 and 5,000 Algerian dinars. In the event of repetition, the institution may be closed temporarily or permanently.” (Appendix B).

This article shows the financial and physical penalties resulting from the neglect of the rule in Appendix A, a fine between 1,000 and 5,000 DZD, and the temporary or permanent closure of the shop.

I.3. Linguistic Landscape and Commercial signage:

The concept of linguistic landscape focuses on the visibility and the use of languages in public spaces; it has gained a lot of attention in sociolinguistic research lately. It investigates in which way language is written in signs, shop names, billboards, and other public displays, it mirrors the social, cultural, and ideological dimensions of language use.

I.3.1. Linguistic Landscape: Concept and Scope:

The concept of Linguistic landscape has been defined by several scholars, most notably Landry and Bourhis. “Linguistic landscape refers to the visibility and salience of languages on public and commercial signs in a given territory or region” (Rodrigue Landry & Richard Bourhis 1997). They add: “The language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government

buildings combine to form the linguistic landscape of a given territory, region or urban agglomeration” (Rodrigue Landry & Richard Bourhis 1997).

Linguistic landscape is a useful tool for understanding the choice of language in commercial signage, especially in multilingual societies where the language policy and the real social practices may not consistently correspond.

I.3.2. Language Choice in Commercial Signage:

The Language used in commercial signs such as those for shops, depends on both practical needs and social reasons because the choice of language is not that easy or simple. According to Algeria's historical background, shop owners usually use Arabic and French in their signs. Recently, English has begun to appear gradually in some shops, cafes, and brands, especially in cities, which reflects changes in business language use.

This view is supported by Landry and Bourhis, who states: “The linguistic landscape may serve important informational and symbolic functions as a marker of the relative power and status of the linguistic communities inhabiting the territory.” (Rodrigue Landry & Richard Bourhis,1997); it shows that linguistic landscapes are not merely informative but also reflect social power and language status. In the context of this study, the use of English on commercial signs may symbolize prestige, modernity, and the growing influence of English in Algeria's commercial sphere. , and Shohamy said: “It is the attention to language in the environment, words and images displayed and exposed in public spaces, that is the centre of attention in this rapidly growing area referred to as linguistic landscape (LL).” (Shohamy Elena & Gorter Durk 2008).

I.3.3. English in Urban Linguistic Landscapes:

English has become an essential symbol in the city landscape around the world, like on signs and advertisements. Its presence in public urban areas usually indicates links the global world, modern life and international culture. In Algeria English still less common than Arabic and French but it is slowly appealing in main cities and popular commercial areas, their appearance on signs and in public spaces often shows the influence of Globalization, youth culture, and modern identity. Studying English in these contexts helps us to understand how global languages shape urban identity

and social meanings. This idea is confirmed by Thongtong (2016): “Monolingual, bilingual and trilingual signs were used to attract foreigners from other countries” (Thongtong, T. 2016).

I.4. Globalization and Language Choice:

Globalization means the rise of connectivity among remote societies via economic, technological, and cultural exchanges. It influences the language directly, which has resulted in the attainment of a symbolic value for English, affecting language choice and use in local contexts.

I.4.1. Globalization:

The beginnings of globalization date back to the first interconnections between human communities across different geographical areas. However, its origins are still debated among scholars, some of whom think it began in modern times, whereas others argue that its history began with ancient civilizations and empires.

It refers to the increasing connections between countries, societies, and cultures across the world, which are supported by developments in technology, transportation, and communication. Globalization does not affect only the economy; it also has a strong impact on culture and language, such as societies becoming more interconnected, languages influencing each other, and changing how people think and communicate at work and in daily life.

Some scholars defined globalization, Mark Ritchie described it as:

“I will define globalization as the process of corporations moving their money, factories and products around the planet at ever more rapid rates of speed in search of cheaper labour and raw materials and government’ swilling to ignore or abandon consumer, labour and environmental protection laws. As an ideology, it is largely unfettered by ethical or moral considerations.” (Mark Ritchie 1996).

And Richard L. Harris said:

“Globalization refers in general to the worldwide integration of humanity and the compression of both the temporal and spatial dimensions of planetwide human interaction.’ It ‘has aggravated many of the region's most chronic problems--such as the pronounced degree of economic exploitation and social inequality that has

characterized Latin America since it came under European colonial domination in the sixteenth century.” (Richard L. Harris, 1995).

I.4.2. English and Commercial Communication:

From being just, a simple dialect not much used in southern England to the most widely used language worldwide. As Broughton states: "From its position 400 years ago as a dialect, little known beyond the southern counties of England, English has grown to its present status as the major world language." (Geoffrey Broughton 1997).

However, many people learn it as a foreign language, either as a first or second additional language. The English language is now widely spread around the world and plays a key role in facilitating tourism, higher education, and global commerce, which allows businesses to access international markets and cultivate a modern, global image in commercial settings. English is visible in advertisements, brand logos, and shop signs, especially in cities influenced by globalization and international trade. This shows that it is not only used for practical communication purposes, but also for social and cultural motivations, such as prestige and modernity, which shapes how businesses are seen and how customers view their products around the world.

Although English is not an official or national language, but it has a significant role in today's Algerian communication and use. Citizens across different age groups are learning this global language due to its worldwide importance.

I.4.3. Globalization and English Use in Algeria:

In Algeria, globalization has influenced many domains, including economic, culture, and education. The rise of international trade, digital communication, and global media made Algeria more connected to the wider world. Therefore, globalization encouraged the exposure to new languages and practices, such as English in Algeria, which is causing French to fade, despite its historical dominance in major sectors, because of its significance as a global language. This shift aims and governs the erasure of colonial legacy.

“In Arab North Africa, and even though French has had a strong foothold in Tunisia, Algeria and Morocco, it has been retreating and losing a lot of ground to English. In fact, the tendency of what can be termed a shift from French to English in these countries cannot be cancelled.” (Raji Zughoul, 2003).

I.5. Language, Modernity, and Prestige:

Modernity is a historical and social circumstance that first appeared in Europe then expanded globally. It has implications for language use and policy by promoting standard languages, formal regulations, and language planning, using these areas to promote social cohesion and national identity. In this regard, language plays a symbolic role, in which some languages are considered as signs of progress and innovation. These languages are often described as prestige languages, which are associated with power, education, and globalization, giving them high social value.

I.5.1. Modernity and Language:

Modernity is the state of being aware of the present, embracing the latest trends and technology. Being modern also means being open to the world, including new ideas and ways of thinking, which can help us to grow as individuals, develop our society, and culture. In business, for instance, shop owners who can stay on top of the latest trends, advancements, and integrate more with the world are most likely to succeed in today's highly competitive world. Modernity remains essential because it enables us to stay informed, current, and competitive in today's fast-paced world. Anthony Giddens conceptualized modernity as: “Modernity refers to modes of social life or organization which emerged in Europe from about the seventeenth century onwards and which subsequently became more or less worldwide in their influence.” (Anthony Giddens, 1990).

Marshall Berman, on the other hand, views it as: “Modernity is a mode of vital experience—experience of space and time, of the self and others, of life's possibilities and perils. It is an experience shared by men and women all over the world today.” (Marshall Berman, 1982).

I.5.2. Language prestige:

Prestige refers to the language or dialect is evaluated by speech community. It is a social construct, shaped by the speakers and the social, cultural, economic, and political conditions of the community. Prestigious languages are often used by elites, governments, and education making them desirable to learn for social advancement. Wardhaugh defined it as: “Prestige refers to the evaluation of a language or a dialect by a speech community. It is not an inherent quality of a language, but rather a social construct based on a range of factors, including the status of the people who speak it, the history and culture of the community, and the economic and political power of that community.” (Wardhaugh, 2010).

Sairio&Palander-Collin view it as:

“Prestige in language essentially refers to the social evaluations that speakers attach to a language rather than to the characteristics of the language system as such. The prestige of a language or a variety is closely connected to the prestige of its speakers, so a variety gains prestige if its speakers have prestige, while the variety of low-prestige people has low prestige.” (Sairio&Palander-Collin, 2012)

I.5.3. English as a Symbol of Modernity and Prestige:

Modernism is a cultural movement that began in the late 19th century and sought to break away from traditional ways of thinking and doing.

English developed its rich vocabulary, influenced by industrialization, urbanization, and technological innovation. While, compared to the Old English, its grammar became less complex than before, with clearer words, it also evolved into an international communication language through the British Empire, commerce, science, and education, by adopting words from various cultures. As a result, English became a symbol of modernity, which made the language more modern and universally understandable.

Crystal, David supported this view by stating: “A language achieves a genuinely global status when it develops a special role that is recognized in every country.” (Crystal, David 2003). And according to Pennycook, Alastair (1994), English has come to symbolize modernity, progress, and participation in the global economy.

However, the language is not only a global lingua franca, but it is also considered a symbol of prestige that can be seen used in many parts of the world, which is associated with cultural sophistication, education, and professional opportunities. As Pierre Bourdieu (1991) argues, linguistic prestige is socially constructed and closely tied to power, which influences how languages are valued across societies.

I.6. Conclusion:

This chapter has appraised the fundamental concepts of language policy, Arabization, linguistic landscape, globalization, modernity, and language prestige. It emphasized the historical and legal framework of Arabization and examined the way language policies influence public and commercial language use. Furthermore, it discussed the role of globalization in shaping language choice, particularly the rise of English's presence in commercial signage. The chapter also explored the relationship between language, modernity, and prestige, showing the recurrent association of English with modernity and social status in urban contexts.

Chapter Two

Research Methodology, and Analysis of the Questionnaire Findings.

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II.1. Introduction:

This chapter deals with all the aspects of the research methodology that were used in the conduct of this study, which includes research questions, hypotheses, the research approach and tools, the sample chosen, and the instruments that were used during the research process. The research methodology chapter serves as an overview of the case study and the process of how English is used in Commercial names, despite the existence of Arabization laws regulating public signage, and covers the data analysis and the interpretation of the main findings.

II.2. Research Methodology:

According to John W. Creswell (2014), research methodology is defined as: “Research methods involve the forms of data collection, analysis, and interpretation that researchers propose for their studies. Research methodology, on the other hand, refers to the overall strategy and rationale of the research project.” Research methodology is about the logic, tools, and structure that guide the entire study.

II.2.1. Statement of the Problem:

With the increasing spread of English worldwide and the influence of globalization on social and economic life, English has become visible in many commercial domains, including shop names. In Algeria, where Arabic is the official language and where Arabization policies regulate language use in public signage, the frequent appearance of English in commercial names raises important questions. Despite existing laws that require the use of Arabic in public signs and commercial names, many shop owners continue to choose English for their businesses. This situation shows the gap between official language policy and actual language practices in the commercial sphere. Therefore, this study aims to investigate why Algerian business owners prefer English names, how this choice reflects modernity and prestige, and whether the language regulations are applied.

II.2.2. Purpose of the Study:

The aim of this study is to analyze the use of English in Algerian commercial signage and to examine the motivations behind this linguistic choice. It seeks to explore the relationship between language policy and language reality in commercial signage, and to understand how globalization, modernity, and prestige influence the owners' decisions. The study also attempts to determine whether the use of English represents a generational distinction from older linguistic practices.

II.2.3. Population and Sample:

The population of this research is represented by all shop owners of English commercial signage located in Sid Bel Abbes. To reach a great result in given research, we must collect data from a group of people. Therefore, the participants of this study are all shop owners, regardless of the type of business, excluding restaurants. The sample that participated in this research consists of twenty respondents, coming from the field of commerce and businesses. The shops of the informants are located in the two main streets, the city center and Sidi Djilalli area. The researcher divided the population into categories according to their ages and their level of education, because they noticed that age and the level of education play role in the process that is being examined in the study.

II.2.4. Research Methods:

Mixed methods were used in the conduct of this research. According to John W. Creswell and Vicki L. Plano Clark (2011), mixed methods research is: "An approach to inquiry that combines or associates both qualitative and quantitative forms. It involves philosophical assumptions, the use of qualitative and quantitative approaches, and the mixing of both approaches in a study." This is evident from the research tools employed. Firstly, a quantitative method was used through a structured questionnaire, as the gathered data consisted of numbers and statistics. This tool helps in collecting standardized data,

facilitates analysis, reaches many participants, and captures their opinions and responses independently. Secondly, a qualitative method was applied using indirect observations to gather non-numerical data, which allows for a deeper understanding of the research problem, provides direct evidence, and enhances the validity of the results obtained from the questionnaire. In addition, photography was used to provide visual data and support the interpretation of the findings.

II.2.5. Instruments:

The instruments used in this research were a structured questionnaire administered to business owners, including coffee shops, restaurants, clothing stores, and cosmetics...etc). The questions focused on shop signs and their compliance with the Arabization law. In addition, direct observation was conducted to examine commercial signage without interviewing the owners. and Photography was also used to document and analyze the linguistic features of the signs.

II.2.5.1. Questionnaire:

The questionnaire used in this study was a structured, closed-ended survey with four sections (Appendix C). It collected personal information of owners, language choice in shop names, attitudes towards English, and compliance with the Arabization law and language policy. No open-ended questions were included because such questions require more time and effort to answer, and shop owners generally do not have sufficient time to think and write detailed responses. This is why the researchers believed it would be easier to avoid including open-ended questions.

There are many advantages to using a questionnaire which are:

1. Allowing the collection of data from a relatively large number of respondents.
2. It enables reaching respondents across different locations.
3. It is easy to administer and does not require extensive preparation.
4. It saves time and resources compared to interviews or other techniques.

5. It ensures uniformity of questions, making data easier to analyze.
6. It reduces researcher bias, since respondents answer directly.
7. It is simple and concise, which allows respondents to answer quickly without wasting time.
8. It includes light questions, making it less demanding for participants.

II.2.5.2. Observation:

Observation is one of the most reliable tools for data collection. It allows the researcher to collect authentic data by directly observing real-life situations without manipulating them. This method is considered an effective tool for identifying linguistic practices as it naturally ensures a certain level of objectivity and reveals real behavior or practices related to the research topic. This observation focused on commercial signage in its natural setting. The researcher visited various commercial locations to note the languages used, their form, visibility, and compliance with the Arabization law. This method made it possible to examine the linguistic landscape in public spaces, and the researchers chose direct observation to be used, where they observed the signs without asking questions or manipulating variables; it relied on a firsthand, visual examination of the signs. Unlike indirect observation, which relies on recorded data.

II.2.5.3. Photography:

Photography was used as a documentary tool to observe signage. The pictures of commercial signage were captured in different locations with the permission of their owners to provide visual evidence and to support the validity of the findings.

II.2.6. Limitations:

During the research process, the Researchers faced many obstacles. One of the main difficulties was data collection in the field. On one day, they visited around twenty shops from different categories in the city center and in Sidi El Djilali, which required a significant amount of time and effort. Another challenge was the absence of shop owners during visits. We found shops open, but the owners were absent. This required spending time and waiting for the owners' arrival or returning later. Some owners asked them to come back the next day, due to a lack of time and being fully occupied. Others were closed, which obliged the researchers to revisit them several

times until the owner was available. The questionnaire was translated into Arabic before distribution to ensure clarity and accessibility for all participants. Despite this, some shop owners still needed explanations from them for specific questions, unfamiliar with the concept or purpose of the questionnaire. Others asked if it was written in English because they could not understand the language. However, even with the Arabic translation, a few participants still faced difficulties in understanding some questions.

II.3. Analysis of the Questionnaire Findings :

This part presents and analyzes the gathered data collected from the questionnaire and observations. It aims to present the results and their interpretation both qualitatively and quantitatively, followed by an overall discussion of the findings obtained.

Section A: Personal Information

This section presents the personal information of the participants collected through the questionnaire in order to provide an overview about their gender, age, education level, and the type of their business.

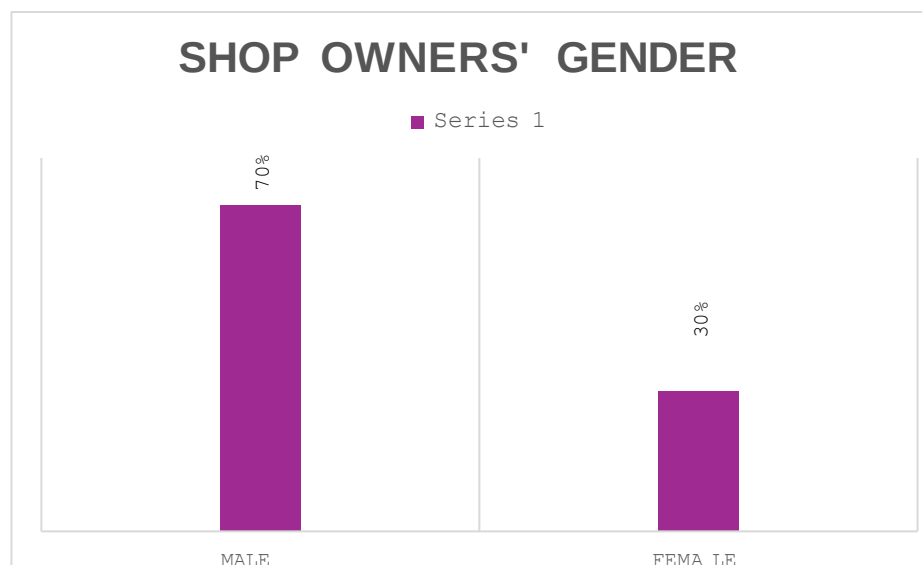


Figure 1: Shop owners' Gender

Starting with the gender of the 20 respondents, the majority were males with 70% (14), while females represented 30% only (6).

The figure shows that most respondents were male (70%), while females represented only 30%. This indicates that men are more represented among the surveyed shop owners.

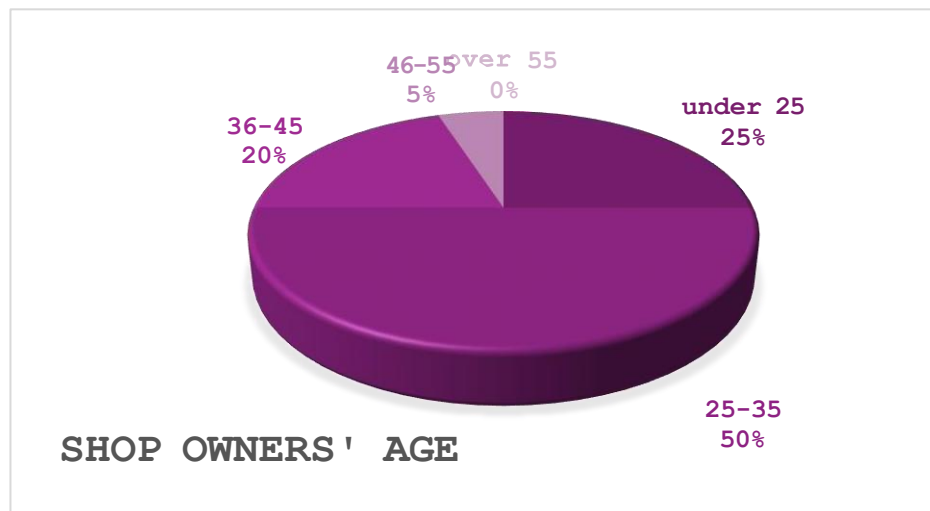


Figure 2: Shop owners' Age.

In this figure, the majority of the participants are aged between 25 and 35 years old with 50%(10). This is followed by those under 25 years old with 25%(05), then the participants aged between 36 and 45 years old with 20%(04). Only 5%(01) are between 46 and 55 years old, and none of them are over 55 years old 0%(0).

Most shop owners were between 25 and 35 years old (50%), followed by those under 25 (25%). This suggests that young adults are the most active group in managing businesses with English signage.

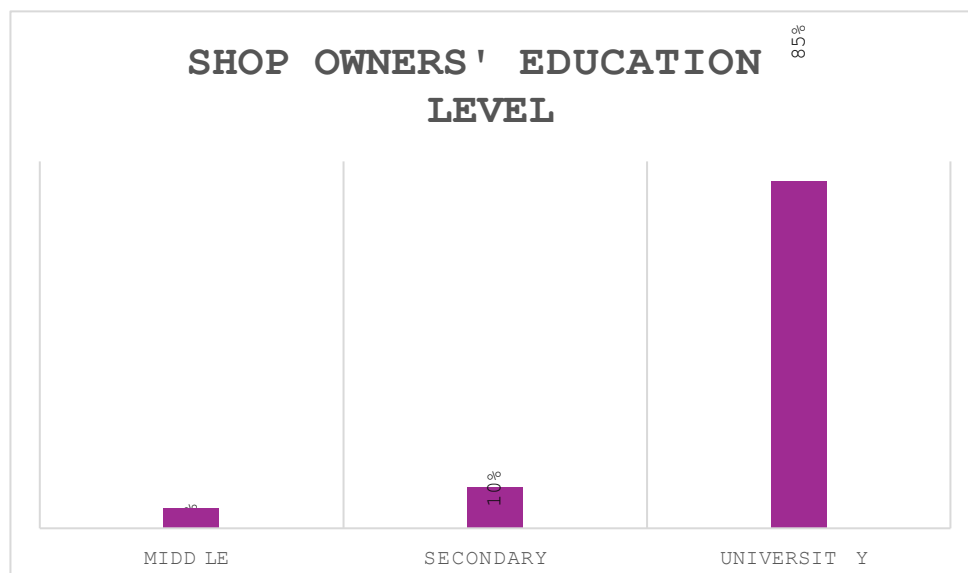


Figure 3: Shop owners' education level

The statistics presented in the third figure show that the university level represents the largest proportion 85% with 17 shop owners, then 10% for secondary level (02), and only 5% for middle school level with 1 participant.

The majority of respondents had a university education (85%). This may indicate that higher educational attainment is associated with greater openness to using English in commercial names.

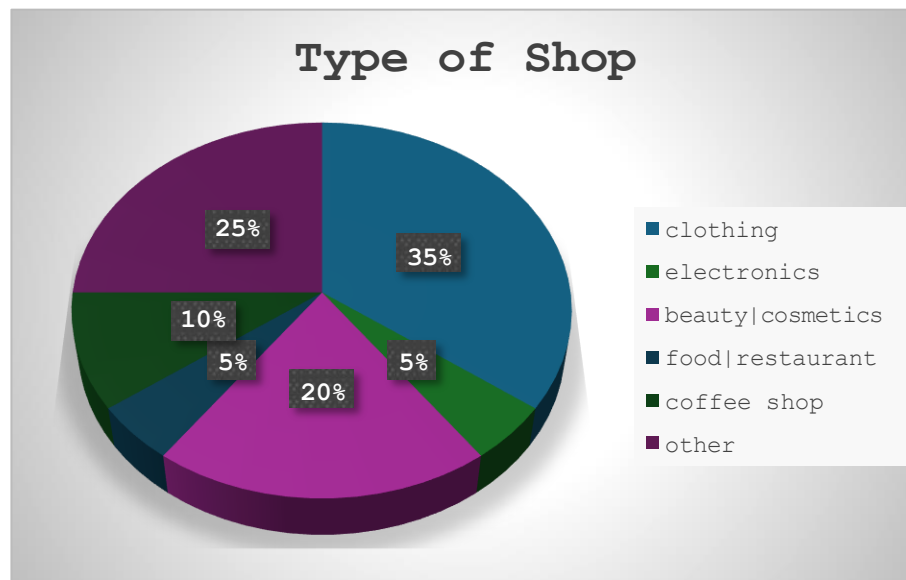


Figure 4: Type of shop

Figure 4 illustrates the distribution of commercial shop types among the respondents. Clothing shops are dominant with the largest proportion of the sample 35% (07), followed by other types of shops 25% (05), and beauty | cosmetics shops 20% (04). Coffee shops account for 10% (02). while electronics and food | restaurant each represent 5% (01) of the sample.

Clothing stores formed the largest category (35%), followed by beauty/cosmetics shops (20%). This suggests that businesses related to fashion and appearance are more likely to adopt English names.

Section B: Language Choice in Shop Names

This section presents the participants' responses concerning language choice in shop names, as collected through the questionnaire, in order to provide an overview of their naming decisions, attitudes toward English, and perceptions of its commercial value

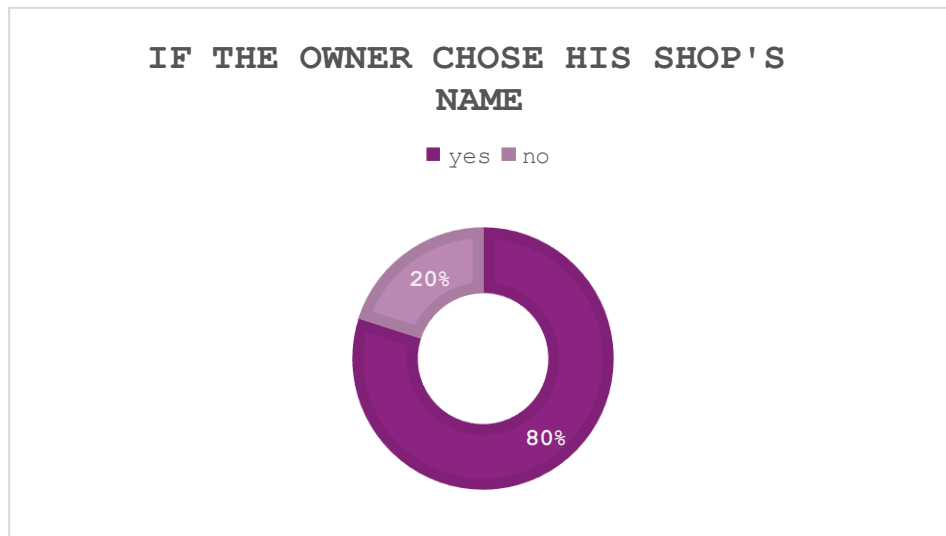


Figure 5: If the owner chooses his shop's name

Participants' responses indicate that most of the owners chose the name of their shops themselves 80% (16), while 20% (04) reported that the name was chosen by a family member, a friend, or a designer.

Most respondents (80%) stated that they personally chose their shop names. This shows that the use of English is generally a deliberate choice made by the owners themselves.

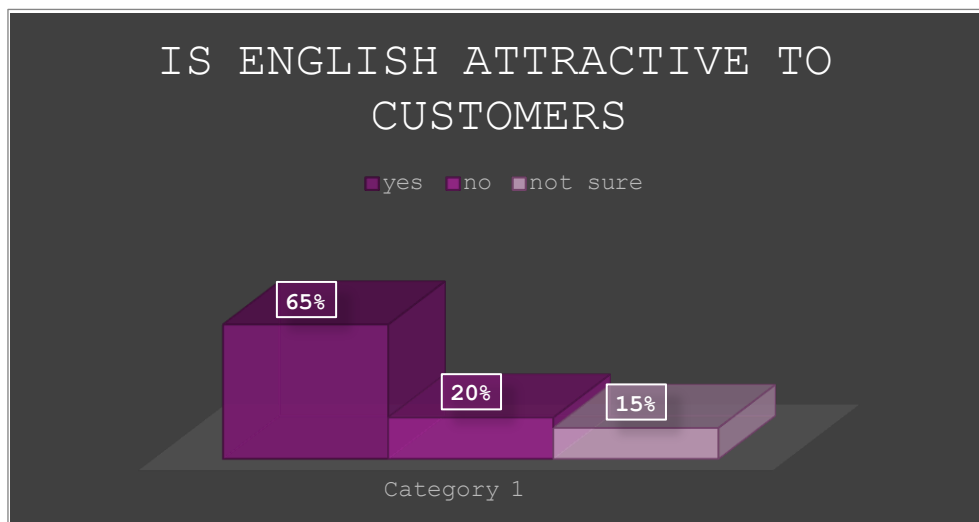


Figure 6: Does English make business attractive to customers?

In this figure, 65% (13) of the participants perceive that English shop names attract customers, whereas 20% (04) have the opposite view, while 15% (03) express uncertainty.

About 65% of respondents believe that English makes a business more attractive to customers. This indicates that English is viewed as an effective marketing tool.

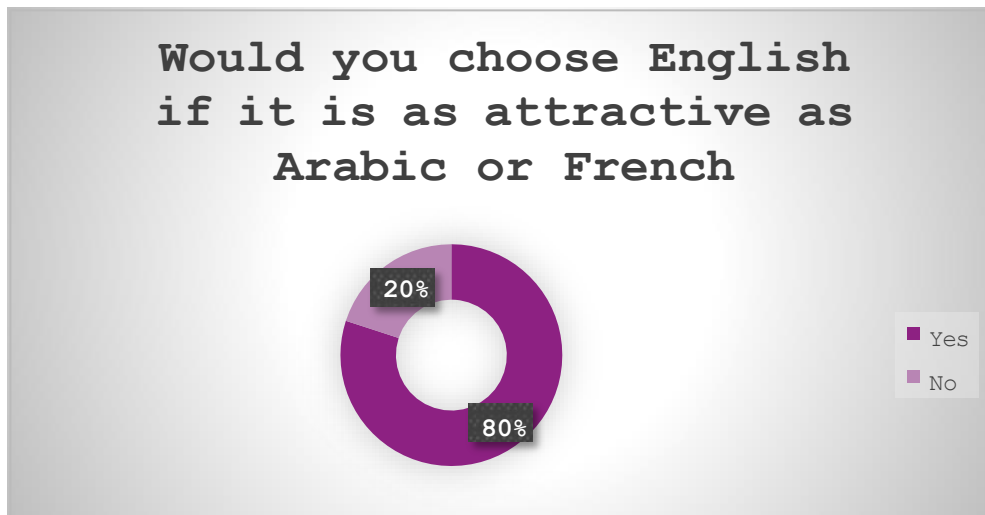


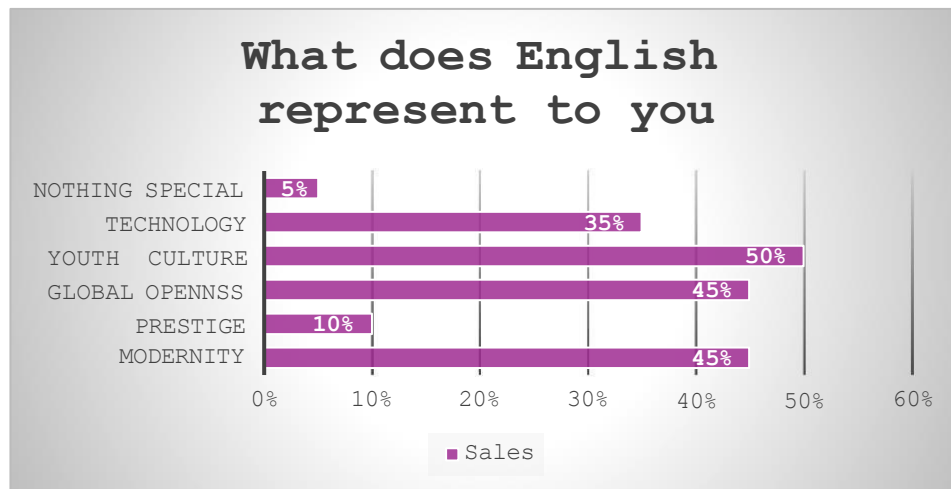
Figure 7: Would the shop owners choose English if it had the same attractiveness as Arabic or French?

As illustrated this figure ,80% (16) of the respondents would still choose English over Arabic and French even if these languages were equally attractive, while the other 20% (04) express the opposite view.

A large majority (80%) would still choose English. This suggests that their preference for English goes beyond attractiveness and reflects a positive attitude toward the language itself.

Section C: Attitudes Toward English

This section presents the participants' attitudes toward English, as collected through the questionnaire, to provide an overview of their perceptions and preferences



II-3-1 Figure 8: What does English represent according to the shop owners?

The figure shows that most shop owners associate English with youth culture 50% (10), which makes it the most dominant perception. It is also strongly linked to global openness 45% (09) and modernity 45% (09), showing its connection with globalization and contemporary trends. In addition, technology 35% (07) reflects its relation to digital and modern communication. However, only 10% (02) see English as a symbol of prestige, while a small percentage 5% (01) consider it nothing special. Overall, English is perceived more as a practical language of modern life than as a marker of status.

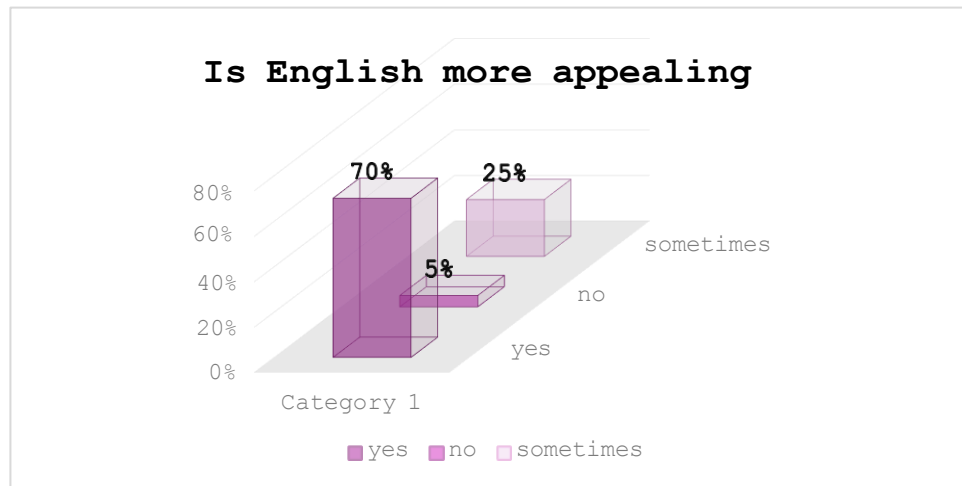
Most respondents associate English with youth culture (50%), global openness (45%), and modernity (45%). Therefore, English is mainly perceived as a language connected to globalization and contemporary lifestyles.

Table 1:

Representation of English According to the Respondents.

Representation of English	Frequency	Percentage
Youth Culture	10	50%
Global Openness	9	45%
Modernity	9	45%
Technology	7	35%
Prestige	2	10%
Nothing Special	1	5%

This was a multiple-choice question; therefore, respondents could select more than one option, and the total exceeds 20.



II-3-2 Figure 9: Do shop owners think that English is more appealing than Arabic and French?

Figure 9 participants' responses indicate that most of the respondents believe that English is more appealing than Arabic and French 70% (14), while 25% (05) think it is sometimes appealing, and only 5% (01) do not consider it appealing.

Most shop owners (70%) believe that English is more appealing than Arabic and French. This highlights the strong symbolic and commercial value of English in the local market.

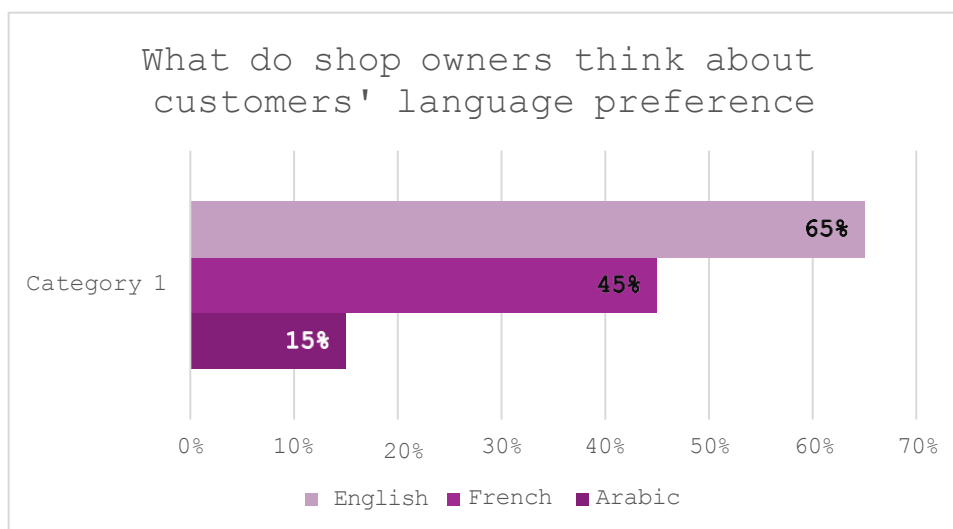


Figure 10: Which language do shop owners think that customers prefer to see on shop signs?

This question was asked to see the preferred language of shop owners among the three languages existing in the same speech community, which are Arabic, French, and English. Most answers were in favor of English, with a percentage of 65% (13) of the respondents, while 45% (09) of the population preferred French, and only 15% (03) preferred Arabic.

According to respondents, customers prefer English (65%) more than French (45%) or Arabic (15%). This suggests that English has become the most attractive language for commercial signage.

Table 2: Preferred language of shop Owners

Language	Frequency	Percentage (%)
Arabic	03	15%
French	09	45%
English	13	65%

The sample consisted of 20 shop owners (N = 20). The question allowed multiple responses; therefore, the total percentages exceed 100%.

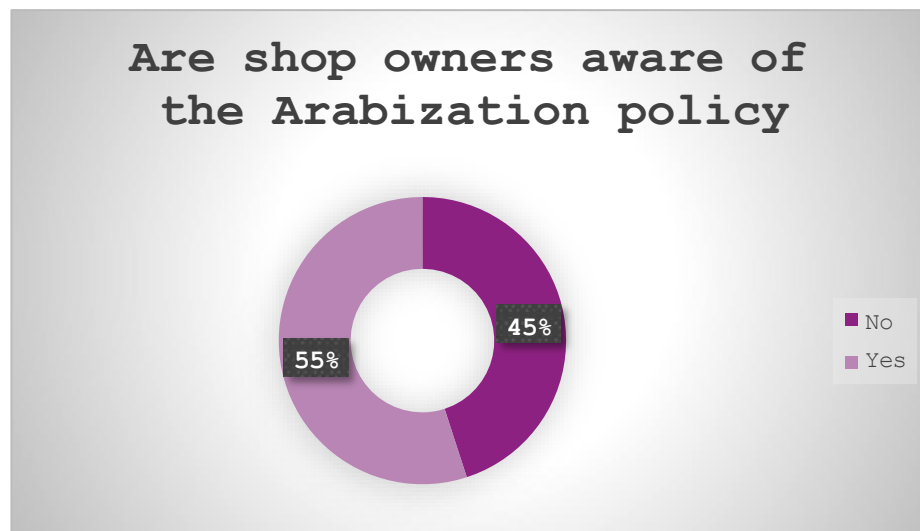


Figure 11: If shop owners are aware of the requirement to use Arabic according to the law

According to the statistics, 55% (11) of the participants claim that they are aware of the Arabization policy and the requirement to use Arabic according to the law, while 45% (09) of them believe that they are not aware of this policy.

More than half of the respondents (55%) reported being aware of the Arabization policy. This shows that many shop owners know about the legal requirement to use Arabic in public signage.

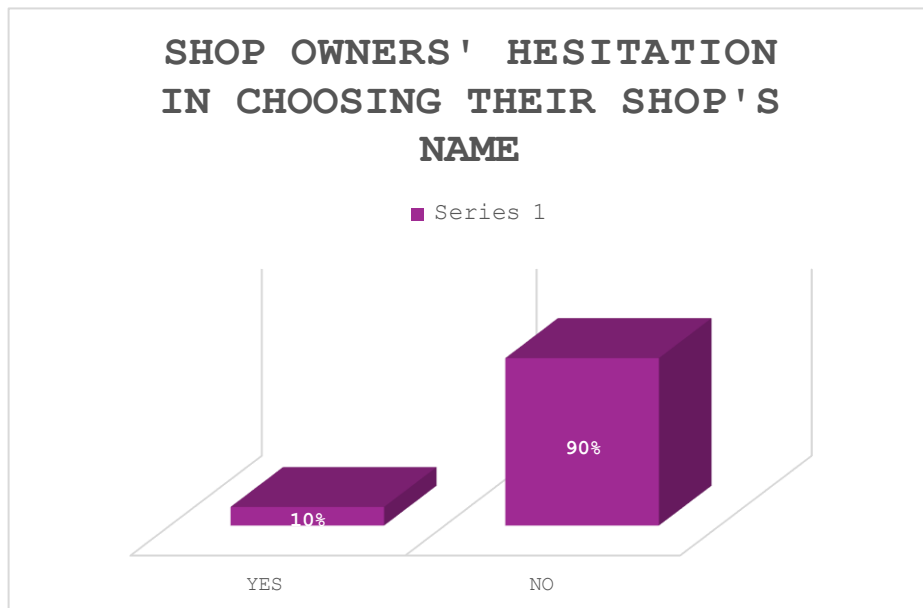


Figure 12: If they have hesitated to choose an English name for the shop because of the law.

According to the respondents in this figure, 90% (18) of them never hesitated in choosing their shop names with English, while only 10% (02) reported that they hesitated.

Most respondents (90%) stated that they never hesitated to choose an English name despite the existence of language regulations. This indicates confidence in using English for commercial purposes.



Figure 13: If shop owners have ever been asked to change their shop's name or pay extra fees

This is the last question of the questionnaire, and according to the respondents in this figure, 100% (20) of them stated that they have never been asked to change their shop's name or pay extra fees.

All respondents (100%) reported that they had never been asked to change their shop names or pay penalties. This suggests that the Arabization policy is not strictly enforced in the commercial sector.

II.4. Conclusion:

This chapter discusses the research methodology and the research instruments used for data collection, as well as the questionnaire analysis based on the collected data. The use of the questionnaire as a quantitative instrument has helped in collecting valid data and obtaining clear findings. The results have identified the main factors related to the phenomenon at the micro-sociolinguistic level and have highlighted its significance within the selected speech community

Chapter Three
Qualitative Findings,
Interpretation of the Findings, and
Recommendations.

Chapter Three:

Qualitative Findings, Interpretation of the Findings, and Recommendations.

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III.1. Introduction

This chapter presents the qualitative data, the interpretation of the findings, and a set of suggestions drawn from the analysis discussed previously. After analyzing and interpreting the collected qualitative data, it became necessary to provide interpretations and propose some suggestions for the authorities, business owners, and future researchers concerning the use of English in commercial names, especially with the existence of Arabization laws that regulate public signage. This chapter also attempts to offer suggestions that may help organize language use in the commercial field and open the way for further studies related to this phenomenon.

III.2. General Observations

During the administration of the questionnaire, we made several interesting observations. Although the questionnaire was translated into Arabic (Appendix D) from the beginning, some participants asked for clarifications because they did not understand certain terms. A few shop owners were worried about the language of the survey, thinking it was written in English because they would not be able to understand it, despite the language being present on their shop signs. This situation suggests that English serves more as a symbolic tool for commercial valorization than as a language mastered.

We also noticed that some participants answered with confidence and enthusiasm when English was mentioned on their signs, while others preferred French. This preference highlights the complexity of multilingual dynamics in the commercial environment, where English holds prestige and marketing power, French offers some familiarity in communication, and Arabic remains the official language of administration.

Commercial signs in English were generally correct without spelling mistakes, which may indicate carefully considered branding strategy choices. Alternatively, they may have a good level of English or used a designer who could be an Anglophone. The majority of participants were cooperative and appreciated the survey. Some shop owners willingly devoted their time, despite their commercial activities, in order to answer the questions attentively. The fact that the questionnaire was composed only of simple and clear closed questions facilitated quick answers, making the survey easier to conduct, both for us and for the chosen sample of the population.

III.3. Photography:

This section is devoted to describing and analyzing a set of commercial signs observed during the fieldwork. Some signs are written exclusively in English, whereas others are bilingual, combining English and Arabic. The analysis focuses on their linguistic structure and examines their degree of adherence to Arabization law.

Sign 01: Monolingual sign.



- This perfumery is written entirely in English. There is no Arabic translation that appears on the storefront.

Sign 02: Bilingual sign (English + Arabic).



- This clothes shop is bilingual, combining both English and Arabic. The English wording appears more visually and more prominently than the Arabic version.

Sign 03: Monolingual English sign.

- The commercial sign shows the name “Gelato Club” written in large letters. Next to it, the phrase “Coffee Shop”, indicating the type of business. The sign is written in English and presents the name of the shop and the type of service offered

Sign 04: Multilingual sign (Trilingual)

- The sign displays three languages: English ("Innova Phone"), Arabic ("بيع بالتقسيط"), and French ("vente par facilité"), each language serves a distinct purpose. Showing that the shop sells phones with installment payment options.

Sign 05: A Monolingual sign.

- The pharmacy signboard consists of a simple English word, with no French or Arabic translation. It demonstrates that the place sells medical products and medicines.

III.4. Interpretation of the Findings:

The results obtained from the questionnaire and observations, and after their analysis, have shown that the use of English in commercial signage is not accidental, but rather a conscious and meaningful choice made by the owners.

The results manifest that, the personal information table revealed that the majority of the commercial owners are males and are mainly aged between 25 and 35 years old with most of them holding university degrees, which means the largest proportion of the respondents are young and highly educated. This may explain their openness towards English and their tendency to adopt modern and globalized trends. It appears that this younger generation are influenced by youth culture, technology, and social media. The dominance of clothing and beauty shops may also explain the tendency toward modern and attractive naming practices, which are often associated with English language.

Concerning language choice, the majority of business owners reported that they personally chose their commercial's names, which indicates that the use of English is conscious and deliberate decision. In addition, most of them believe that English makes their business more attractive to customers, and a large proportion would still choose

English even if Arabic and French had the same level of attractiveness. This strongly demonstrates that English is perceived as useful commercial tool.

Furthermore, the findings related to attitudes toward English show that it is mainly associated with youth culture, global openness, modernity, and technology. Only a small percentage consider it a symbol of prestige. The majority also believe that customers prefer to see English on shop signs, which reinforces the idea that English functions as a marketing strategy rather than only a linguistic choice.

Regarding language regulations, the results have shown that although more than half of the participants are aware of the requirement to use Arabic according to the law, most of them never hesitated to choose an English name. In addition, none of them have ever been asked to change their shop names or pay extra fees. This may indicate that the language policy is not strictly applied in the commercial domain, which allows shop owners to freely adopt English in their signage.

According to the observations collected from photographs of commercial signs, naming practices reflect different linguistic strategies, as predicted by sociolinguistics theories on linguistic landscape and language choice in public space. The data reveal different naming practices adopted by shop owners.

The commercial sign of picture one, "Golden (Perfumes)," is written entirely in English, with no Arabic translation on the storefront. The choice of the word "Golden" may symbolize luxury, value, and high quality. It could refer to the precious nature of gold, suggesting that the perfumes sold in the shop are valuable or refined. The store's golden decor reinforces this impression and strengthens the association with elegance and prestige. The absence of Arabic may indicate a preference for English as a marketing strategy rather than compliance with the Arabization law.

The name on the pharmacy's signboard is written entirely in English, without an Arabic translation, while some pharmacies use Arabic or French; however, this one remains exclusively in English. After inquiring with the pharmacist, he explained that he did not personally choose the name; rather, it was imposed by administrative rules. This suggests that he is aware of the legal regulations. Interestingly, he mentioned that he would have preferred to use French instead of English, which reflects his personal linguistic preference and highlights the multilingual context. This preference may be

explained by the fact that he studied in French, possibly as a result of the country's colonial history. Additionally, generational factors may also play a role in shaping such linguistic choices.

The sign "Jackets Club" (نادي جاكيت) in the picture number three is bilingual, combining English and Arabic. However, the Arabic part, "نادي جاكيت," is not a full translation, but rather a transliteration of the English word "Jackets." The presence of Arabic may indicate an attempt to comply with the Arabization law and may also ensure accessibility and understanding for local customers. Though, the English version remains more prominent, which suggests that English still carries greater symbolic or commercial value. The combination illustrates the coexistence of global and local languages in commercial signage.

The commercial signage, "Gelato Club" (coffee shop), is written in English. What caught our attention is that the menu (Appendix E) inside the shop is also entirely in English, with no Arabic translation provided. The name and the colorful design of the shop create a modern and attractive image aimed at customers, especially young people. Words such as "Club" and "Coffee Shop" are often associated with trendy urban places where people can relax and socialize. The term "Gelato" appears to be a creative or stylized brand name that gives the business a distinctive identity. Even though the word does not have a clear meaning in English, it functions as a memorable commercial label and gives an Italian vibe. From a sociolinguistic perspective, the use of English serves a symbolic and marketing function rather than a purely communicative one. However, the presence of English in both the sign's name and its menu may reflect contemporary youth culture and the growing influence of English in everyday life. Even though the business operates in an Arabic-speaking environment, English appears to be used as a tool for prestige, modernity, and attractiveness.

The "Innova Phone" signboard embodies multilingual practices in the commercial landscape. English appears as a symbol of modernity and connection to the global market. Arabic serves a legal purpose, while French maintains its historical and practical presence, reflecting its continued role in Algerian commercial communication. Each language serves a distinct function and is not a direct translation of the others. This combination illustrates the coexistence of English, Arabic, and French in public

space. It highlights the complexity of language policy and demonstrates how globalization influences commercial signage.

To conclude, the results that we obtained from our present work show that the use of English in commercial signage is a deliberate, widespread practice that is popular among shop owners. English is mainly adopted to enhance attractiveness and appeal to customers. It is linked to youth culture, modernity, and global trends, as shown by their great designs and correct writing. Despite the existence of language regulations requiring the use of Arabic, these policies do not appear to be strictly enforced in the commercial sphere. As a result, English occupies a prominent position in the linguistic landscape. Overall, the findings confirm that English has become a vital marketing and symbolic resource in the local commercial environment. It conveys trendy, prestigious, and modern vibes in our landscape, and it coexists with Arabic and French within a multilingual context.

campaigns about the real-world and economic values of English in business, which helps business owners to understand the importance of English and its effects. Finally, it would be beneficial to promote the use of culturally appropriate English terms that respect local values.

III.5. Suggestions for Authorities:

Based on the data acquired in this study, and in view of the increasing presence of English in the Linguistic Landscape of Sidi Bel Abbès, several suggestions can be addressed to the authorities.

First, it is necessary to create clear and precise guidelines regulating the use of English in public signage. An official framework should be developed to determine when and how English can be used in commercial signage. In addition, a local committee responsible for reviewing and approving foreign-language commercial names before registration should be created.

The authorities are also encouraged to promote a balanced language policy that allows the use of English while respecting national linguistic regulations. In this respect, encouraging the adoption of bilingual commercial names (Arabic and English) instead of English-only signs would help maintain linguistic balance.

Moreover, monitoring the correct linguistic use of English is highly recommended

in order to avoid spelling and grammatical errors in commercial names. Providing a standardized transliteration system when English and Arabic are combined in the same sign would also ensure clarity and consistency. Offering advisory services to business owners regarding appropriate and meaningful English naming choices, as well as encouraging professional translation and linguistic consultation, would improve accuracy and clarity.

Furthermore, it is also recommended to organize some workshops and seminars to spread awareness about language use in marketing and branding, along with running campaigns about the real-world and economic values of English in business, which helps business owners to understand the importance of English and its effects. Finally, it would be beneficial to promote the use of culturally appropriate English terms that respect local values.

III.6. Suggestions for Surveyed Retailers:

We offer a few recommendations to guide participants toward compliance with applicable laws, improve their illuminated signage, and create storefronts that attract their target customer base.

III.6.1. Balancing Language Choices, Marketing Appeal, and Legal Responsibility:

Merchants could balance the language used on commercial signs with marketing strategies and social responsibility. They may use English because it is often associated with modern marketing practices and can improve visual appeal while conveying an image of elegance and prestige. Their choices may also be motivated by personal preferences in order to expand opportunities and open up to the commercial world.

III.6.2 Preserving Cultural and Linguistic Identity:

It is essential that retailers balance this choice with their cultural and linguistic identity. Arabic, the official language, must be clearly included alongside foreign languages in order to comply with legal requirements. Therefore, an Arabic equivalent should be added to the design to create a distinctive local imprint while maintaining aesthetic harmony.

III.6.3 Ensuring Clarity and Consistency in Signage:

Retailers and designers should use consistent and accurate text written in clear and simple English so that both local and international customers can easily understand it.

The use of harmonized English on commercial signage often reflects modern trends and aesthetic preferences. Indeed, elegant, contemporary, or bold typography gives the store a modern, trendy, and attractive appearance, especially for young customers, while high-quality and prestigious logos give the business a unique and professional image.

III.6.4 Combining Marketing Appeal with Cultural Awareness:

By combining marketing appeal and cultural awareness, retailers can benefit from the symbolic value of English without neglecting their identity in public spaces.

III.7 Future Development:

For the future development of our city, we thought it would be useful to suggest a few ideas.

Firstly, local authorities could organize awareness campaigns to inform merchants of the importance of complying with the Arabization law when choosing commercial signs. However, it might be more effective not to strictly restrict them or force them to apply these laws, as mandatory enforcement and additional costs may negatively influence their choices.

Giving merchants the freedom to choose their preferred language could be more effective. The law may exist in government institutions but may not always be suitable for commercial settings.

Secondly, in cities such as Sidi Bel Abbès, encouraging the use of English in commercial spaces can help integrate local markets into a more globalized commercial environment. The appearance of signs is also important. Attractive and interesting colors can enhance the city's image, giving it a modern and developed atmosphere, as colors play a key role in conveying messages.

The use of multiple languages in commercial signage, particularly English, could make the city more accessible to tourists and visitors from different backgrounds. This linguistic diversity can also support the city's economic growth. It should not be forgotten that English deserves to be promoted because of its global reach and its strong association with innovation, modernity, development, and technological progress.

Furthermore, even if the authorities do not strictly enforce fees or regulations, the city and its businesses can strike a balance between English and Arabic. English can be used for marketing purposes, while Arabic remains clearly visible as the official language. This allows Sidi Bel Abbès and its commercial sector to benefit from the international prestige of English without compromising the country's linguistic identity.

III.8. Conclusion:

In this chapter, we have presented the qualitative data, interpreted the main findings, and provided some suggestions based on the results of the study. The interpretation of the findings has helped to better understand the use of English in commercial names and the factors that influence language choice in public signage. The suggestions proposed may contribute to a better organization of language use in the commercial field while taking into account the existing language regulations. They may also help promote a modern image of commercial signage and open the way for further studies related to this phenomenon.

General Conclusion

The present research sought to investigate the use of English in commercial signage in Sidi Bel Abbès city and to understand the reasons behind its increasing presence despite the existence of Arabization laws that regulate language use in public signage. This research was conducted in three main chapters. The first chapter was the theoretical one, which attempted to provide the study with the necessary conceptual and theoretical background related to language policy, Arabization, the linguistic landscape, and the role of English as a global language. The second chapter was the practical one, which focused on data collection and the analysis of the results through the use of questionnaires, observations, and photographic documentation of commercial signs. The last third chapter presented a set of suggestions and recommendations that may help organize language use in the commercial field.

In theory, the first chapter dealt with the main concepts related to the topic of the study. It discussed about language policy and its role in regulating language use in society. It also explored the concept of Arabization in Algeria and its historical development, as well as the laws that regulate language use in public signage. In addition to that, it introduced the concept of the linguistic landscape and explained how language choice in commercial signage reflects social meanings and cultural values. Furthermore, it emphasized the influence of globalization and the growing role of English as a global language, often associated with modernity, the language of prestige, and technology.

After analyzing the results obtained from the questionnaire, the observations, and the analysis of photographs, it appeared that the use of English in commercial signage is not accidental, but a deliberate and meaningful choice made by shop owners. The findings revealed that most respondents believe English makes their businesses more attractive and helps them reach more customers, particularly young people. English was strongly associated with youth culture, modernity, global openness, and technology. This shows that English is often used as a commercial strategy to create a modern and appealing image for the business.

Regarding language regulations, the results have shown that although more than half of the participants declared that they are aware of the requirement to use Arabic

according to the law, most of them never hesitated to choose English names for their shops. In addition, none of them reported being asked to change their shop names or pay extra fees. This situation clearly shows the gap between official language policy and real linguistic practices in the commercial domain.

According to the observations collected from the photographs of commercial signs, different linguistic patterns were identified in the commercial landscape. Some signs were written entirely in English, while others were bilingual or multilingual. These examples reflect the multilingual nature of Algerian society, where different languages coexist in public space. From this perspective, English is often seen as a symbol of modernity and marketing attractiveness, Arabic represents the official language, and French still maintains a certain presence due to historical and practical reasons.

Overall, the outcomes of this study seem to confirm the initial hypothesis proposed at the beginning of the research. It showed that shop owners use English in their commercial signage because it gives their businesses a modern image and helps attract customers, especially young people. The study also revealed a gap between the official language policy and real linguistic practices in the commercial field. Therefore, the proposed hypotheses were confirmed.

At the end, based on the results obtained from the questionnaire, observations, and photographic documentation, a set of recommendations and suggestions was proposed for authorities, business owners, and future development. These suggestions intend to provide better organization of language use in commercial signage while respecting both national language policy and the realities of globalization.

In conclusion, the results obtained from this study have shown that English has become a visible and important element in the commercial linguistic landscape of Algerian cities. Its presence reflects the influence of globalization, youth culture, and modern commercial practices. At the same time, the coexistence of English, Arabic, and French demonstrates the multilingual reality of Algerian society. Understanding this phenomenon can contribute to the development of language policies that protect the

General Conclusion

status of Arabic while also taking into account the current linguistic practices present in contemporary Algerian society.

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Glossary:

- Arabization: The process of promoting and implementing Arabic as the main language in education, administration, and public life.
- Commercial Signage: Written signs used by businesses to display their names, products, or services.
- Globalization: The increasing interconnectedness of countries through economic, cultural, technological, and social exchanges.
- Language Attitudes: People's beliefs, opinions, and feelings toward a particular language or its speakers.
- Language Choice: The selection of a specific language for communication in a given context.
- Language Policy: Official rules, laws, and practices that regulate language use within a society.
- Language Prestige: The social value or status associated with a particular language or language variety.
- Linguistic Landscape: The visibility and presence of languages on public signs, billboards, shop names, and other written displays in public spaces.
- Modernity: A social condition associated with progress, innovation, technological development, and contemporary lifestyles.
- Monolingual Sign: A sign written in only one language.
Bilingual Sign: A sign that uses two languages.
- Multilingual Sign: A sign that contains three or more languages.
- Prestige: The respect, status, or attractiveness attached to a language or social practice. Shop Sign: The displayed name or identification of a commercial establishment.
- Symbolic Function of Language: The use of language to convey social meanings such as identity, modernity, or status rather than merely providing information.
- Transliteration: Representing words from one language using the script of another language while preserving their pronunciation.
- Youth Culture: The values, trends, and practices commonly associated with younger generations.

Appendices

Appendix (A)

46	الجريدة الرسمية للجمهورية الجزائرية / العدد 03	30 جمادى الثانية عام 1411 هـ
المادة 9 : تنظم وتجرى باللغة العربية الفترات التدريبية، والملتقيات الوطنية، والتربصات المهنية والتكوينية، والتظاهرات العامة. يمكن أن تستعمل استثناء اللغات الأجنبية إلى جانب اللغة العربية في الندوات والملتقيات والتظاهرات الدولية. المادة 10 : تكون الاختتام الرسمية والدمغة، والعلامات المميزة للسلطات والإدارات العمومية والهيئات والمؤسسات مهما تكن طبيعتها باللغة العربية وحدها. المادة 11 : تكون مراسلات جميع الإدارات والهيئات والمؤسسات والجمعيات باللغة العربية وحدها. المادة 12 : يكون تعامل جميع الإدارات والهيئات والمؤسسات والجمعيات مع الخارج باللغة العربية. تبرم المعاهدات والاتفاقيات باللغة العربية. المادة 13 : تصدر الجريدة الرسمية للجمهورية الجزائرية الديمقراطية الشعبية باللغة العربية وحدها. المادة 14 : تصدر الجريدة الرسمية لمداولات المجلس الشعبي الوطني باللغة العربية وحدها. المادة 15 : يكون التعليم والتربية والتكوين في كل القطاعات، وفي جميع المستويات والتخصصات، باللغة العربية، مع مراعاة كفايات تدريس اللغات الأجنبية. المادة 16 : يجب أن يكون الاعلام الموجه للمواطن باللغة العربية مع مراعاة أحكام المادة 13 من قانون الاعلام. يمكن أن يكون الاعلام المتخصص أو الموجه إلى الخارج باللغات الأجنبية. المادة 17 : تعرض الافلام السينمائية و/أو التلفزيونية والحصص الثقافية والعلمية باللغة العربية أو تكون معربة أو ثنائية اللغة.	المادة 18 : تجري جميع التصريحات والتدخلات والندوات وكل الحصص المتلفزة باللغة العربية مع مراعاة أحكام قانون الإعلام. وتعرب إذا كانت باللغة الأجنبية. المادة 19 : يتم الإشهار بجميع أنواعه باللغة العربية. يمكن استثناء استعمال لغات أجنبية الى جانب اللغة العربية عند الضرورة وبعد إذن الجهات المختصة. المادة 20 : تكتب باللغة العربية وحدها، العناوين، واللافتات، والشعارات، والرموز، واللوحات الإشهارية، وكل الكتابات المطبوعة، أو المصنوعة، أو المنقوشة، التي تدل على مؤسسة، أو هيئة، أو محل، أو التي تشير الى نوعية النشاط الممارس، مع مراعاة جودة الخط وسلامة البناء والمعنى. يمكن أن تضاف لغات أجنبية الى اللغة العربية في الأماكن السياحية المصنفة. المادة 21 : تطبع باللغة العربية، وبعدة لغات أجنبية، الوثائق، والطبوعات، والأكياس، والعلب، التي تتضمن البيانات التقنية وطرق الاستخدام، وعناصر التركيب، وكيفية الاستعمال التي تتعلق على وجه الخصوص بما يأتي : - المنتجات الصيدلانية، - المنتجات الكيماوية، - المنتجات الخطيرة، - أجهزة الاطفاء والانقاذ ومكافحة الجوائح. على أن تكون الكتابة باللغة العربية بارزة في جميع الحالات. المادة 22 : تكتب باللغة العربية الاسماء والبيانات المتعلقة بالمنتجات والبضائع والخدمات، وجميع الاشياء المصنوعة، أو المستوردة، أو المسوقة في الجزائر.	

Appendix (B)

30 جمادى الأولى سنة 1411هـ	الْجَزِيرَةُ الرَّسْمِيَّةُ لِلْجُمْهُورِيَّةِ الْجَزَائِرِيَّةِ / العدد 03	47
يمكن استعمال لغات أجنبية استعمالا تكميليا.	تحدد كفايات تطبيق هذه المادة عن طريق التنظيم.	
تحدد كفايات تطبيق هذه المادة عن طريق التنظيم.		
الفصل الثالث	الفصل الرابع	
هيئات التنفيذ والمتابعة والدعم	احكام جزائية	
المادة 23 : تنشأ هيئة وطنية تنفيذية في مستوى رئاسة الحكومة تتكفل بمتابعة تطبيق احكام هذا القانون.	المادة 29 : تعد الوثائق الرسمية المحررة بغير اللغة العربية باطلة.	
يتم تكوين هذه الهيئة وتحدد كفايات عملها عن طريق التنظيم.	تتحمل الجهة التي اصدرتها او صادقت عليها مسؤولية النتائج المترتبة عليها.	
المادة 24 : تقدم الحكومة امام المجلس الشعبي الوطني ضمن بيانها السنوي عرضا مفصلا عن تعميم استعمال اللغة العربية وترقيتها.	المادة 30 : كل إخلال بأحكام هذا القانون يعد خطأ جسيما يستوجب جزاء تأديبيا.	
المادة 25 : تسهر المجالس المنتخبة والجمعيات في حدود صلاحياتها على متابعة سير عملية تعميم استعمال اللغة العربية وسلامتها.	المادة 31 : كل مخالفة لأحكام المواد 17، 18، 19، 20، 21 و 22 أعلاه، يعاقب عليها بغرامة مالية تتراوح بين 5.000 دج و 10.000 دج.	
المادة 26 : يسهر المجمع الجزائري للغة العربية، طبقا لأحكام القانون، على إثراء اللغة العربية، وترقيتها، وتطوير استعمالها لضمان إشعاعها.	المادة 32 : يعاقب بغرامة مالية من 1.000 دج الى 5.000 دج كل من وقع على وثيقة محررة بغير اللغة العربية، أثناء ممارسة مهامه الرسمية.	
المادة 27 : ينشأ مركز وطني يتكفل بما يأتي :	غير أنه يمكن التوقيع على بعض الوثائق المترجمة التي يحتج بها في الخارج.	
- تعميم استعمال اللغة العربية بكل الوسائل الحديثة الممكنة.	المادة 33 : يتعرض مسؤولو المؤسسات الخاصة والتجار والحرفيون الذين يخالفون أحكام هذا القانون لغرامة مالية تتراوح بين 1.000 دج و 5.000 دج، وفي حالة العود تغلق المؤسسة أو المحل مؤقتا أو نهائيا.	
- ترجمة البحوث العلمية والتكنولوجية من اللغات الأجنبية الى اللغة العربية، ونشرها.		
- ترجمة الوثائق الرسمية عند الطلب،		
- مزاوجة لغة الإشرطة العلمية، والثقافية والوثائقية.	المادة 34 : تعاقب الجمعية ذات الطابع السياسي التي تخالف أحكام هذا القانون بغرامة مالية تتراوح بين 10.000 دج و 100.000 دج.	
- تجسيد البحوث النظرية للمجمع الجزائري للغة العربية والمجامع العربية الأخرى في واقع الحياة العملية.	وفي حالة العود تطبق عليها أحكام المادة 33 من القانون رقم 89 - 11 المؤرخ في 05 يوليوسنة 1989 والمتعلق بالجمعيات ذات الطابع السياسي.	
المادة 28 : تخصص الدولة جوائز لأحسن البحوث العلمية المنجزة باللغة العربية.		

Appendix(C)

Questionnaire:

● Section A: Personal Information

1. Gender:

☐ Male ☐ Female

2. Age:

☐ Under 25

☐ 25-35

☐ 36-45

☐ 46-55

☐ Over 55

3. Level of education:

☐ Middle

☐ Secondary

☐ University

4. Type of business:

☐ Clothing

☐ Electronics

☐ Beauty / Cosmetics

☐ Food / Restaurant

☐ Coffee shop

☐ Other:

Section B: Language Choice in Shop Names

1. Did you choose the name of your commercial establishment yourself?

☐ Yes

☐ No (designer / friend / family member)

1

2. Do you think that English makes your business more attractive to customers?

- ☐ Yes
- ☐ No
- ☐ Not sure

3. If Arabic or French shop names had the same commercial value and attractiveness as English ones, would you still choose English?

- ☐ Yes
- ☐ No

• Section C: Attitudes toward English

1. What does English represent to you?

- ☐ Modernity
- ☐ Prestige
- ☐ Global openness
- ☐ Youth culture
- ☐ Technology
- ☐ Nothing special

2. Do you think English is more appealing than Arabic or French for business?

- ☐ Yes
- ☐ No
- ☐ Sometimes

3. Which language do you think customers prefer on shop signs?

- ☐ Arabic
- ☐ French
- ☐ English

• Section D: Language Policy and Arabization

1. Are you aware of Algerian laws that require shop names to be in Arabic?

- ☐ Yes

☐ No

2. Did you ever hesitate to choose an English name for your shop sign because of Arabization laws?

☐ Yes

☐ No

3. Have you ever been asked to change your shop sign or pay extra fees because of language use?

☐ Yes

☐ No

Appendix (D)

	(1) الجنس
	أنثى ☐ ذكر ☐
	(2) العمر
	أقل من 25 ☐
	25-35 ☐
	36-45 ☐
	46-55 ☐
	أكثر من 55 ☐
	(3) المستوى التعليمي
	متوسط ☐
	ثانوي ☐
	جامعي ☐
	(4) نوع النشاط التجاري
	ملابس ☐
	إلكترونيات ☐
	مستحضرات تجميل / تجميل ☐
	مطعم / غذاء ☐
	مقهى ☐
	أخرى: ☐
	(5) هل اخترت اسم مؤسستك التجارية بنفسك؟
	نعم ☐
	(فرد من العائلة / صديق / مصمم) لا ☐
	(6) هل تعتقد أن اللغة الإنجليزية تجعل نشاطك التجاري أكثر جاذبية للزبائن؟
	نعم ☐
	لا ☐
	لست متأكد / ☐
	(7) إذا كانت للأسماء التجارية باللغة العربية أو الفرنسية نفس القيمة والجاذبية التجارية للأسماء الإنجليزية ستختار الإنجليزية؟
	نعم ☐
	لا ☐

8) ماذا تمثل لك اللغة الإنجليزية؟

☐ الحداثة

☐ الهيبة / المكانة

☐ الانفتاح العالمي

☐ ثقافة الشباب

☐ التكنولوجيا

☐ لا شيء مميز

9) هل تعتقد أن اللغة الإنجليزية أكثر جاذبية للأعمال التجارية من العربية أو الفرنسية؟

☐ نعم

☐ لا

☐ أحياناً

10) أي لغة تعتقد أن الزبائن يفضلونها في لافتات المحلات؟

☐ العربية

☐ الفرنسية

☐ الإنجليزية

11) هل أنت على علم بالقوانين الجزائرية التي تفرض استعمال اللغة العربية في أسماء المحلات؟

☐ نعم

☐ لا

12) هل ترددت يوماً في اختيار اسم إنجليزي للافتة محلك بسبب قوانين التعريب؟

☐ نعم

☐ لا

13) هل طلب منك من قبل تغيير لافتة محلك أو دفع رسوم إضافية بسبب اللغة المستعملة؟

☐ لا ☐ نعم

Appendix (E)



Summary:

The present study investigates the sociolinguistic landscape of English use on commercial signage in the city of Sidi Bel Abbès within the framework of contemporary linguistic practices and globalization. It explores the linguistic choices made by shop owners and seeks to understand the reasons behind the increasing use of English in commercial settings despite the existence of Arabization laws. Although the official language policy promotes the use of Arabic in public signage, the findings of the study reveal that these regulations are not adequately respected or enforced in the commercial landscape of Sidi Bel Abbès. In addition, this study examines the perceptions of both shopkeepers and customers regarding the use of English as a means of commercial display. The results indicate that English is commonly associated with modernity, prestige, and commercial attractiveness, which explains its growing presence in the socio-commercial landscape in recent years.

الملخص:

تعالج هذه الدراسة المشهد اللغوي لاعتماد الإنجليزية في الواجهات التجارية بمدينة سيدي بلعباس في إطار التحولات العولمية والتوجهات اللغوية الحديثة في الجزائر. وتسعى الدراسة إلى تقصي خلفيات هيمنة اللغة الإنجليزية على الواجهات التجارية، كما تهدف إلى رصد التباين بين الممارسات اللغوية التجارية الواقعية وبين القوانين الرسمية التي تفرض التعريب. بالإضافة إلى ذلك، يسلط البحث الضوء على مواقف أصحاب المحلات والمستهلكين من استخدام الإنجليزية، إذ تكشف النتائج أن الإنجليزية تقترب غالباً بمفاهيم الحداثة والرقى، مما يفسر اكتساحها المتسارع للمجال البصري للمدينة مؤخراً.

الكلمات المفتاحية: المشهد اللغوي، استخدام اللغة الإنجليزية، الواجهات التجارية، السياسة اللغوية (التعريب).

Résumé :

La présente étude examine le paysage sociolinguistique de l'utilisation de l'anglais sur les enseignes commerciales de la ville de Sidi-Bel-Abbès dans un contexte de pratiques linguistiques contemporaines et de mondialisation. Elle se focalise sur les choix linguistiques opérés par les propriétaires des magasins ; et vise à comprendre pourquoi l'anglais est de plus en plus utilisé dans les espaces commerciaux et ce, malgré l'existence de la loi sur l'arabisation. En effet, bien que la politique linguistique officielle préconise l'utilisation de l'arabe dans la signalétique publique, les résultats de l'enquête confirment que cette réglementation n'est pas assez respectée ni appliquée au sein du paysage commercial bélabésien. Par ailleurs, cette enquête étudie les représentations que les commerçants et les clients ont sur l'utilisation de l'anglais comme présentoir de l'activité commerciale ; et les résultats ont démontré que l'usage de l'anglais est associé à la modernité, au prestige et à l'attrait commercial. Ce qui explique sa visibilité croissante dans le paysage socio-commercial ces dernières années.

Mots-clés : paysage linguistique, utilisation de la langue anglaise, enseignes commerciales, politique linguistique (arabisation).