

# Investigating the Visibility of Foreign Languages on Commercial Signs in Algeria: A Comparative Study between French and English

## The Case Study of Tiaret

*Abdelkader Adlaoui*

English Department, Ibn Khaldoun University, Tiaret, adlaouiabdelkader8@gmail.com

Received: 20/07/2022

Accepted: 16/12/2022

Published:31/12/2022

### Abstract

In an attempt to better understand attitudes toward the use of foreign languages in Algeria, this paper aims to investigate the use of French and English languages as a means of advertisement in Algerian commercial spaces. The study opts for a questionnaire addressed to fifty female and male customers through a random selection. The research sets itself as the task of describing Tiartians 'attitudes toward the presence of English and French languages in the commercial public sphere (public signs), used as a means of advertising and interaction. The findings of this research reveal that the French language dominates the commercial spaces as a means of advertising and interaction. It is also found that people do not pay attention to the written forms of public signs. This research ends up with recommendations and implications for further research.

**Keywords:** foreign language, global language, advertisement, business, public signs

### 1. Introduction

Algeria, like many multilingual countries in the world, is characterized by a complex linguistic situation. The Algerian society acquired and developed a different identity that is characterized by some linguistic variables, and which could be observed through comparing language use in society. To establish plausible diagnostics about the actual linguistic debate in Algeria; a bulk number of factors, including the economic ones, needs to be considered. French language, after independence, has continued fulfilling many linguistic tasks in the social life of Algerians and, therefore, it may have been more visible through the linguistic landscape of Algeria. Due to the globalization, nowadays, English is significantly popular; that's why it's common to see English words on Algerian commercial signs. Needless to say, English language allows companies to reach the largest number of customers. As a response to the widespread perception of English as an international language of business, the present study, reported here, addresses this situation by exploring the linguistic landscape of Sougueur. It compares the displacement of French and English languages on the shopping centers signs the field which, we think, witnesses most this spread in Tiaret region. Besides, the research work probes into Algerian individuals' (customers) attitudes towards this issue.

The incentive behind conducting the present research is mainly our interest in the visibility and salience of foreign languages in Algerian flashy advertisements, boards, names of buildings, streets, shops, instructions signs, and other public spaces. In fact, this is a motivating factor to investigate how English and French as foreign languages are displayed in particular spaces, more closely, commercial ones.

#### 1.1. Research Significance

Considering that the study of linguistic landscape is worthy of attention, the findings of this research can be significant in this area of investigation. This study may provide additional evidence for the influence and the future of English language as a global language of business in Algeria. It can also provide insights and provoke debates about language planning in Algeria.

## **1.2. Research Questions**

To meet the aims of this study, the following three main questions are addressed:

- 1.** Which foreign language dominates the Algerian commercial canterers?
- 2.** Why is this correlation between the language used most on commercial signs and the targeted customers?
- 3.** How do Algerian people perceive the use of English language on public commercial signs?

## **2. Attitudes Towards Multilingualism in Algeria**

According to Bentahila (1983), bilingualism is characterized in most of the Maghreb region. For example, in neighbouring Morocco, Berber-Moroccan Arabic bilingualism is widespread. Only children and the elderly who live in the desert or the mountains tend to be Tamazight monolinguals. Language shift has occurred at the expense of Tamazight toward dialectal Arabic, while rural areas are character1. It is deemed useful to report findings of Bentahila's (1983) seminal Moroccan language attitudes study because it is usually cited in any important study of attitudes in the Maghreb, including Algeria. It is one of the first language attitude studies in the Maghreb. Reference is also briefly made to a study of English attitudes in Turkey because Turkey is a similar Muslim and multilingual context like Algeria. Language attitudes in Algeria are characterized by additive multilingualism in which Arabic is learned as a second language. Moroccan Arabic and French bilingualism are also very common. Language users mix the two languages, and incorporate French words into their dialectal Arabic for prestige. Usually in cities, people use French a great deal. French is viewed as a language used to increase access to science and technology and to improve one's socioeconomic status, among other purposes. A widely discussed aspect of bilingualism in the region is the low standard of proficiency in modern standard Arabic and French. In fact, Bentahila (1983) preceded Miliani (2000) and multiple other language scholars in the Maghreb in humorously characterizing this phenomenon as 'bilingual illiteracy'. Bentahila (1983) extensively studied attitudes toward Arabic-French bilingualism in Morocco, a highly similar case of bilingualism to that present in Algeria. He found that although the majority of Moroccans use dialectal Moroccan Arabic (also known as Derija in Morocco), French language and culture remained strong after independence (p.10), and continued to serve as a medium of instruction and as a bridge to the West.

In this regard, Gellner (1973) stated that, the impact of French culture in North Africa to be profound and permanent. In his heart, the North African knows not merely that God speaks Arabic, but also that modernity speaks French (as cited in Bentahila, 1983). This quote clarifies how Moroccans associate Dialectal Arabic and French with different beliefs and values; Moroccans are bilingual and bicultural because they utilize the two languages in different communicative contexts (p.49). Various factors influence Moroccans' language choices, which I believe largely to apply to the Algerian context as well. A variety of surveys were conducted by Bentahila (1983) with a diverse range of Moroccan populations. The findings indicated that respondents were more likely to use

French with doctors and employers. In addition, they preferred French media over Arabic media for a variety of reasons, including the notion that French material has a kind of intrinsic value. At the same time, Arabic content is justified by external and patriotic factors. Respondents were found to dislike code switching, a common linguistic practice in the Maghreb region. The author stated: —They feel that it is better to abandon Arabic and not speak it at all than mix it with French (p.114). This attitude is characteristic of Arabic-speaking countries, according to Bentahila (1983), who argued that Arabs —waste time discussing how to use Arabic properly instead of simply using it (p.139).

The paradox is that, on the one hand, Arabs want to safe2. The original author does not specify which type of Arabic, and when an author does not make that distinction, I assume that it is not relevant for the point the author is making. Kamal Belmihoub guard Classical Arabic, thereby rejecting code switching and Moroccan Arabic, while at the same time they want to use it for modern scientific communication.3 In Algeria, discussing Arabization prior to addressing attitudes toward English can facilitate the understanding of these attitudes. The policy of Arabization, promoting MSA and an Arab-Islamic Algerian identity, has influenced all facets of public life, including the educational, sociolinguistic, and socio-political landscape, and has been widely studied (Benchehida, 2001; Benrabah, 2002, 2004; Djite, 1992; Grandguillaume, 2002, 2004; Mostari, 2004; Sirles, 1999; Zoulikha, 2002). This policy was widely deemed a failure by most educational and language scholars because no account was taken of the sociolinguistic reality of the country. By sociolinguistic reality, I mean that (1) dialectal Arabic and Tamazight languages are the native languages of Algerians, both of which have been continually marginalized under Arabization; (2) French is still a dominant language in many domains of use, a situation that continues to be divisive; and (3) the real and natural bilingual situation described above has been continuously demeaned. Bentahila's (1983) survey supports findings by Benrabah (2007, as cited in Chemami 2011) in Algeria and by Ounali (1970) in Tunisia. All three surveys found that respondents reject complete Arabization and instead favour multilingualism. Although many of the respondents may support the ideals of Arabization, such as Arab nationalism and Islamic unity, they also understand all too well the advantages of French (Bentahila, 1983, p.158). Thus, there seems to be a large consensus that the policy of Arabization has failed in Algeria due to its failure to reconcile these realities. For example, according to Bentahila's study (1983), the diglossic situation would have to be resolved before successful Arabization could be achieved and MSA could be a language of science, thus reconciling MSA with its local variety. As long as MSA is associated with Islam and Arab nationalism, and dialectal Arabic associated with ignorance rather than seen as a natural linguistic phenomenon, it is difficult to implement a successful Arabization policy (Bentahila's, 1983). It is worth noting, however, that successive education reforms since the early 2000s in Algeria reduced the impact of Arabization and favoured multilingualism in general and English in particular (Benrabah, 2007).

### **3. The Relationship Between Language and Advertisement**

“... A modern human being lives in a world governed by different brands of goods and services consumption which literally become a religion of our time. This ideology is created through various promotional techniques designed to convince us that if we consume certain products, our life will be better, happier and more successful. Nowadays everyone is influenced by advertising and we do not even realize how it affects us...” Svetlana (2014:58)

The term advertising has originated from a word of Latin language ‘advertise which has the conception of —to turn to’, but the dictionary explains the meaning of this term as to give public notice or to announce publicly. It is also thought that it came from the word ‘advertere’ which means to turn the mind towards.

Danesi, (2015) has declared that the term advertising has derived from the Medieval Latin language verb *\_advertere\_* which means —to direct one's attention to an idea, product or service by announcing an oral or written message in common public. Advertising may be the paid form of non-personal communication to spread business information in target audience via some medium.

According to the American Association of Marketing (AAM), advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor. It is 'the art of getting a unique selling proposition into the heads of the most people at the lowest possible cost' (Reeves, 1961).

Advertising is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors (Bovee, 1992).

The standard definition of advertising includes seven main elements:

1. Paid form of communication.
2. The presence of an identified sponsor.
3. Distribution through the media.
4. The presence of a specific audience for treatment.
5. Lack of personalization of distributed information.
6. Aimed action.

From this it follows that advertising is usually a non-personalized form of communication, paid by an identified sponsor, implemented in a certain way through the media and other legal means and aimed to familiarize with some products and its further acquisition by possibly large audience of consumers.

Advertisement can also be defined as below: Advertising is a means of communication with the users of a product or service. Advertisements are messages paid by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK

The definition of advertising by Federal Law of the Russian Federation —about advertising from 13.03.2006: Advertisement is the information distributed in any way, in any form or by any means, addressed to an uncertain number of people and aimed at attracting attention to the subject of advertising, the establishment or maintenance of interest in it and its promotion on the market. Advertising has the following advantages: Advertising reaches customers living far apart. Its public presentation shows to the buyer that the product is not contrary to social norms and the law. It allows doing multiple announcements and when the addressee gets the message, he/she can compare the product with other competitive firms. A wide ranging promotional activity, run by the company, is some kind of evidence of company's popularity and success. Advertisement is very expressive - it allows a company to present its product clearly and effectively via text, sound and colour. On one hand, advertising helps to form a long-term sustainable image of the product. On the other hand, it stimulates sales. (Kotler, 2010) However, there are disadvantages as well: Advertising is impersonal, and therefore it lacks persuasiveness compared to a real person maintaining face to face communication. Advertising is mostly a monologue that does not obligate to pay attention and reaction. Advertising can be very expensive. Some of its types, such as an ad in the newspaper or on the radio, do not require much money, where other forms of advertising, such as television, require significant funding. (Kotler, 2010) Each country has its own regulations concerning advertising. Advertising can define a wide number of different aspects, such as placement, timing, and

content. For example, in Russia you will not see advertising of alcohol on the TV after 9 pm, and in Sweden and Norway it is totally prohibited. There are countries that do not allow commercials directed to children under the age of 12, and there cannot be any advertisements five minutes before or after children's program. In the United Kingdom it is forbidden to promote tobacco on television, billboards or at sporting events. The law of advertising usually describes: - General requirements for advertising - List of products, advertising of which is not allowed - Public service advertising (PSA) - Ways of advertising distribution - Special advertising of certain goods - Government control and responsibility for the violation of the legislation.

### **2.3.3. Main Types of Advertising**

We can select seven types of advertising according to Svetlan (2014):

1. Brand advertising – it is usually visual and textual advertising. Such advertising is intended primarily to achieve a higher level of consumer recognition of specific brands.

2. Commerce and retail advertising - advertising of this type focuses on the specific production organization or product sales: it can be a service company or a shop. The main task of the commerce and retail advertising is to encourage the inflow of potential buyers by informing them about the place and the main terms of the provision of certain goods or services.

3. Political advertising - one of the most prominent and the most influential types of advertising. A positive image of the politician is formed.

4. Advertising with a feedback – this type involves an exchange of information with potential customers. Most common way is a direct mail to specific recipients that has the greatest interest for advertisers as a possible buyers (e.g. in the form of catalogs).

5. Corporate advertising - such advertising almost never contains advertising information (in the conventional sense of the word), and serves for the preparation of the public opinion (a certain segment of buyers) to support the point of view of the advertiser.

6. Business advertising - professionally-oriented advertising, intended for distribution among groups formed by their belonging to a particular occupation. Such advertising is spreading mainly through specialized publications.

7. Public or social advertising - unlike business advertising, it is oriented to the audience, united mainly by people social status - for example, single mothers, childless couples, teenagers, etc.

### **2.3.4. Functions of Advertisement**

There are four main functions of advertisement:

1. Communicating function: Advertising is also one of the specific forms of communication. It is designed to perform an appropriate communicating function, 11 linking together advertisers and consumer audience by the means of information channels (Kotler, 2002).

2. Social function: Advertising information has a significant impact on the formation of the consciousness of each individual. When advertising is addressed to consumers, besides the promotion of a product, it also □ helps to form ideological values of the society and at the end has an effect on the character of social relations □ causes consumer instincts, encouraging people to improve their financial state □ improves the culture of consumption. Comparing different products and services, the consumer, in any case, tends to get really the best (Kotler, 2002).

(These two functions [1], [2], are the most significant to our research)

3. Economical function: The nature of the economical function of advertising is first of all to stimulate sales and increase the volume of profits from the sale of a certain product for a certain unit of time. Advertising informs, creates the need for a product or

service, and encourages people to purchase. The more people have responded to the ad, the better it is for the economy and the economical wellbeing of society (Kotler, 2002).

**4. Marketing function:** Advertising is an important component of marketing. Advertising entirely connected to the tasks of marketing, whose final aim is the full satisfaction of customer needs concerning goods and services (Kotler, 2002).

. Language is very important; it has a strong power that can change social phenomena. So, people should pay attention to the choice of words. \_‘Let us aim at meaning what we say and saying what we mean. It is true that advertisement aims to persuade to buy. But we have to remember that in persuading people to buy a product, we need to choose the diction well. We can see that those choices of words are not appropriate enough. It is better if the advertisement maker considers it in order that it can be accepted by audience and hinder from problems. in making advertisement‘‘. (SlametRiyadi 2015).

Through language, someone creates reality and arranges it. Language lift to surface of the hidden things therefore becomes reality. Language is also used to depict experience of someone. Experience talks about an event, processes, people, objects, abstractions, quality, situation, and social relations around. In language, we do not only talk about symbol system in culture of human whom in the form of written language and or oral language. But also it talks about social phenomena of broader culture in society, like clothes, food menu, ritual, and others

Advertisement uses transactional language which prioritizes the content of communication. Language also can be conceived as interactional language which has the priority in interrelationship between addresser and addressee. In the simple paper, the writer wants to explain about the role of language in mass media’s advertisement which is able to affect the readers, the listeners, and the audience. Language has a powerful role and it is sharper than knife. Language, if it is used by someone who does not have ethics mouth, represent an action which is difficult to be traced. Because, language is graphical sound aspect language and sign then it is capable to make someone falls and badly suicides. In language, there is a hidden strength which is called communications. Language is able to move the world with the supreme awful power and we can find the power of language in advertisement which is capable to affect the people (Slamet, 2015)

Here, advertising is also as a media to spread capitalistic consumerism ideology to society. The power of language which has brought the colonization of human cultural symbolic in advertisement, actually, is one of prove that the friction of language represent of one potency which can poison the existence of civilization at the present and the future. As Stanley Baldwin (in Kasiyan, 2008: 144) stated that although the use of words may be abused and the fight for their honour may at times seen hopeless, we must never give up the struggle to use them solely in the service of truth.

In the world of advertisement, language also has an important role. Language is considered as mediation equipment in advertisement production process, as Tarigan (1993:23) said that there are four purposes of language usage, they are oneself expression, exposition, art, and persuasion. Language in advertisement uses transactional language, which prioritizes the content of communication. Language can also be conceived as an interactive tool that has priority in the context of the interrelationship between the sender and the addressee.

## **Research Methodology : Data Analysis And Interpretation**

### **3.3. Context of the study: Setting, Population, and Sampling**

#### **3.3.1. Setting**

**Investigating the Visibility of Foreign Languages on Commercial Signs in Algeria: A Comparative Study between French and English The Case Study of Tiaret** 43

Simply defined, the setting or site of research refers to the physical, social and cultural area where the study has taken place. Our study is conducted at the level of SOUGUEUR city in Tiaret. Sougueur, in Arabic refers to toponymic (Ain sougour or Ain soukour) in relation to falconry. Sougueur region is also called —Djbel el Nador. This agriculture- based city is the largest daïra in the wilaya of Tiaret with an area of more than 257 km<sup>2</sup> and a population of 180,000 inhabitants, that is to say, almost 209 inhabitants/km<sup>2</sup>.

### 3.3.2. Population

Dornyei, (2007) states that the concept population ‘refers to the group whom the study is about. In this regard, our target population consists of a group of 50 customers selected randomly in the Sougueur city, located in the Wilaya of Tiaret.

### 3.3.3. Sampling

Sampling has much importance in any research similar to other type of study (Fraenkel et al, 2011). Accordingly, a random sample group of 10 sellers have been addressed. We assume that the selected sample ensures the representation of the whole population. Random sampling, occurs when a research ensures every member of the population being studied, has an equal chance of being selected to participate in the study (West, 2016).

### 3.4.1. Customers’ Addressed Questionnaire

A questionnaire is a research instrument consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents through survey or statistical study (Brown, 1983). Questionnaires have advantages over some other types of surveys in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answers that make it simple to compile data (Beiske, 2002). However, such standardized answers may frustrate users as the possible answers may not accurately represent their desired responses. Questionnaires are also sharply limited by the fact that respondents must be able to read the questions and respond to them. Thus, for some demographic groups conducting a survey by questionnaire may not be concretely feasible (Omar Ahmed, 2012).

Asking questions, seems at first glance easy task, however, during the survey we realize that formulating only one question was uneasy, what made nine questions heavy ballast. The questionnaire is developed on the basis of the concerned questions. Considering the native language of the selected sample, it was first developed in Arabic language then translated to English.

The questionnaire portioned into three distinctive but complimentary sections; including thirteen questions, both (structured) open-ended and closed- ended questions. The first section is dedicated to the personal information of the samples; the second section is devoted to foreign languages in Algeria while the third section is about the global language of business and Algerian language policy. The informants have the freedom of offering a range of answers; however, closed-ended questions require the respondents to choose one or more choices as given by the questionnaire.

## 3.5. Data Analysis and Interpretation of the Finding

### 3.5.1. Analysis of the questionnaire

#### Part One : Male Participants

#### 1. Section one : Personal Background

Gender	Number	Age	Instructional level	Location
--------	--------	-----	---------------------	----------

<b>Male</b>	<b>18</b>	Lessthan 30 : 12 More than 30 :6	Pupil:7 Student:5 Graduate:6	Urban
-------------	-----------	-------------------------------------	------------------------------------	-------

**Table3.1: Male Participants' personal background**

It can be easily noticed that four variables are given importance in the results displayed in the table 1, namely: gender, age, instructional level and location. For the gender variable, we have 18 male participants. For age variable, we can say that two thirds are less than 30 years old while one third is more than 30 years old.

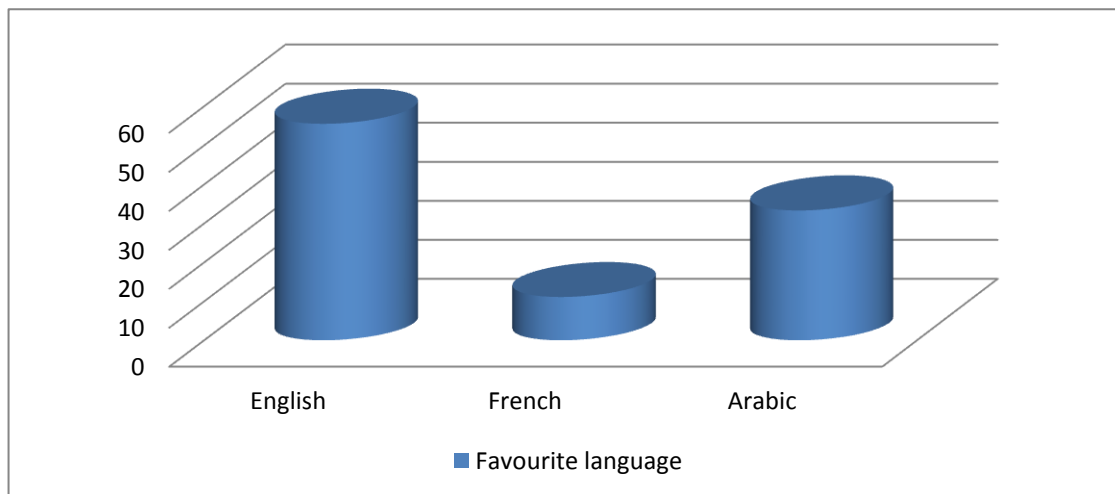
The instructional levels of the male participants' are diverse: pupils, students and graduates. As far as the location is concerned here, it is shown in the table 01that our samples are from urban spaces (100%).

## Section Two: Public Attitudes towards Foreign Languages in Algeria

### Q2. What is your favourite language?

English	55.5%
French	11.11%
Arabic	33.34%
Other	/

**Table3.2: Male Participants' favourite language**



**Figure 3.3: Male participants' favourite language**

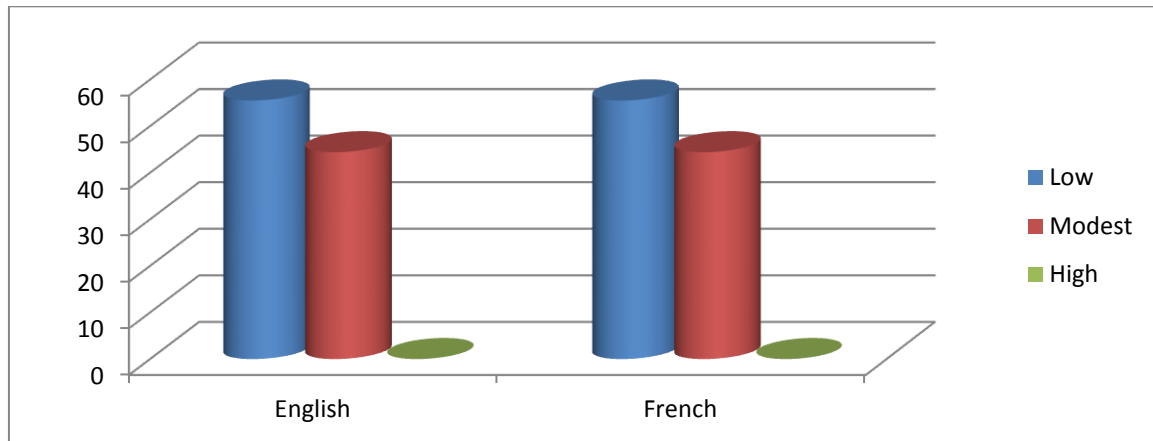


Having a look at figure 3.3, it can be easily observed that English is the favourite language for our male participants, followed by Arabic, and then French came in the third position.

**Q3. How do you rate your level in Foreign Languages?**

	Low	Modest	High
<b>English</b>	55.5%	44.4%	/
<b>French</b>	55.5%	44.4%	/

**Table 3.3: Male Participants level in English and French**



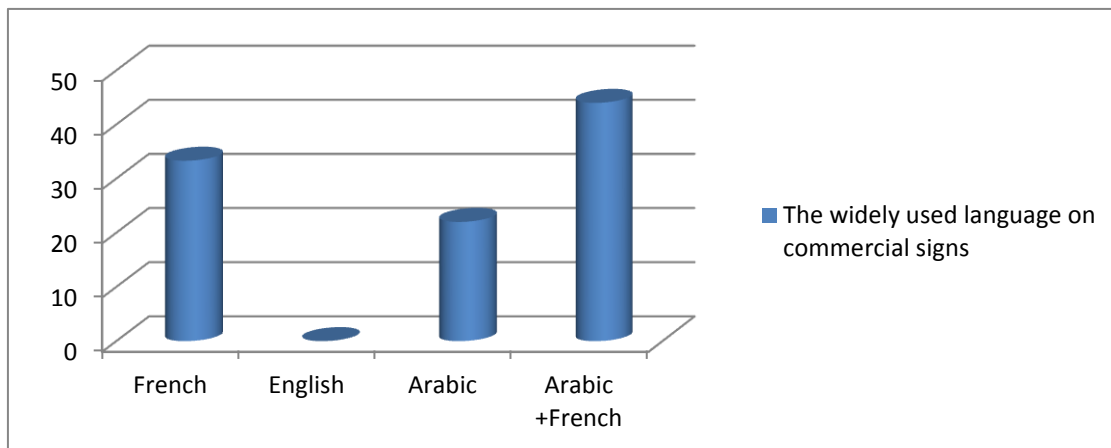
**Figure 3.4: Male Participants level in English and French**

The instructional levels of the studied samples varied between low and medium grades. It should be noted here that no participant stated that his level in these foreign languages is high, and this may be due to many reasons and their views deserve further research.

**Q4. Which language do you think is widely used on Algerian commercial signs?**

<b>French</b>	33.3%
<b>English</b>	00
<b>Other, specify please</b>	Arabic : 22% Bilingual(Arabic\French): 44%

**Table 3.4: The widely used language on Algerian commercial signs**



**Figure 3.5: The widely used language on Algerian commercial signs**

The obtained data in figure 3.5 shows that Arabic and French languages govern the commercial platform as bilingual public signs (66.6%), followed by French (33.3%) then Arabic (22%) as the visible unilingual foreign language. It is worth noting that 0% of the target sample identified English language as being the language most displayed on commercial signs. Results in support of this claim, I would like to point out that the term “usefulness” was not defined for participants. The research question did not specify in what sense English was useful, but answers to it did reflect generally less favourable attitudes toward local languages and French, and a more positive attitude toward English.

**Q5. Have you noticed commercial signs written in English in the Algerian stores?**

<b>Yes</b>	44.44%
<b>No</b>	55.55%

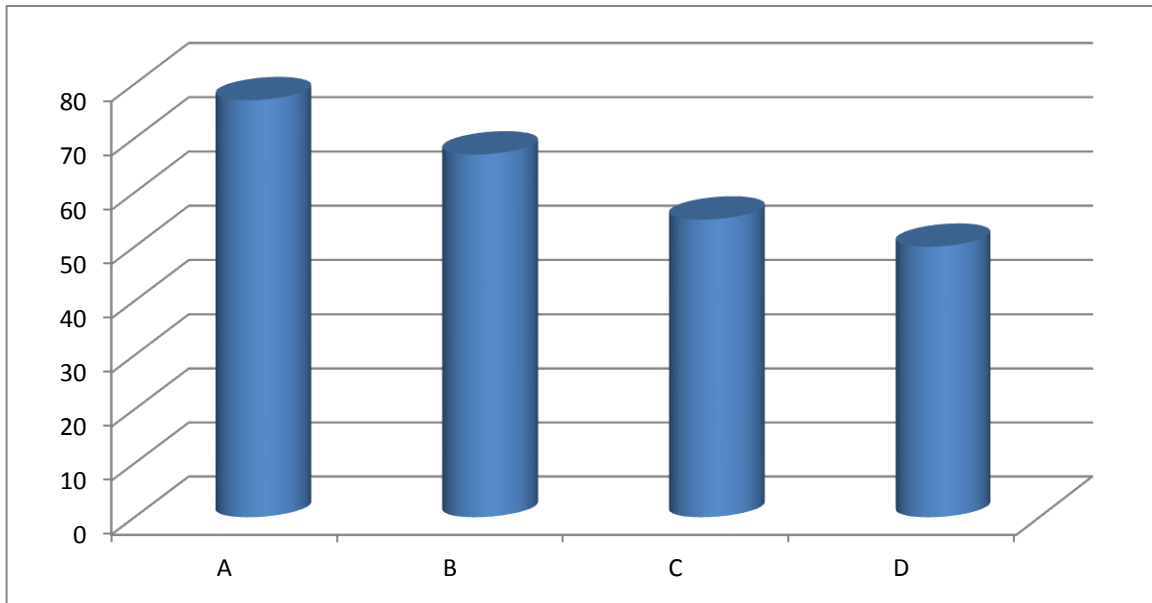
**Table 3.5: Noticing Commercial signs written in English in the Algerian stores**

This question was formulated to know whether the customers pay attention to the commercial public signs, those written in English in particular, or not. More than half of the participants (55, 55%) do not notice English as used on commercial public signs while (44,44%) report the contrary.

**Q6. Why do you think English is used on Algerian commercial signs?**

A. global language of business	77%
B. attracts attention	67%
C. helps reach the large number of customers	55%
D. Others?	50%

**Table 3.6: Reasons behind using English language on commercial signs**



**Figure 3.7: Reasons behind using English language on commercial signs**

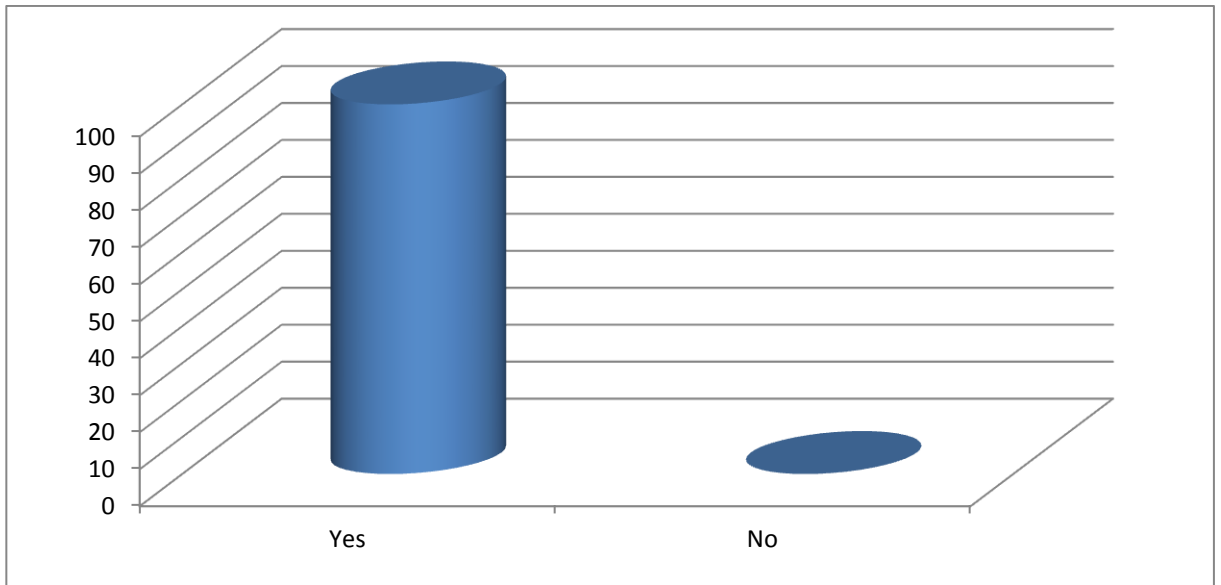
According to figure 3.7, it is found that there are different points of view toward the use of English on commercial signs. While the majority of the informants (77%) believe that English is a global language of business, more than half of them (67%) claim that it attracts attention. In the same context, (55%) of the whole sample share the view that English helps reach the largest number of customers. For the option ‘other reasons’, it was ticked by the participants but no one of them mentioned some.

### Section Three: The global language of business and Algerian language policy

**Q 7 .Do you think that French has slowed down the emergence of English in the Algerian economic activities?**

Yes	100%
No	0 %

**Table 3.7: The effect of the use of French language on the spread of English in Algeria**



**Figure 3.8:** *The effect of the use of French language on the spread of English in Algeria*

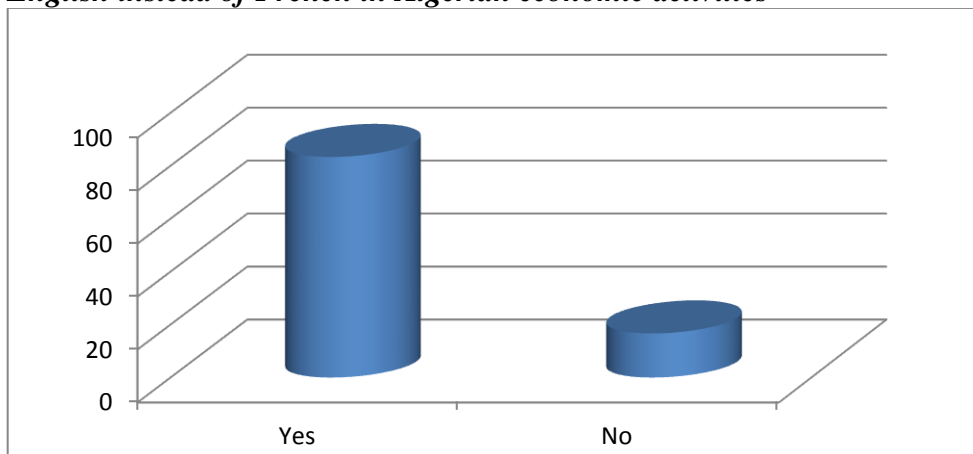
As shown in figure 3.8, all the participants (100%) ticked the option ‘yes’ assuming that the use of French has slowed down the spread of English in Algeria.

**Q8. Are you in favour of the use of English instead of French in Algerian economic activities?**

<b>Yes</b>	83.33%
<b>No</b>	16.66 %

**Table3.8:**  
*Being in favour of the use of*

*English instead of French in Algerian economic activities*



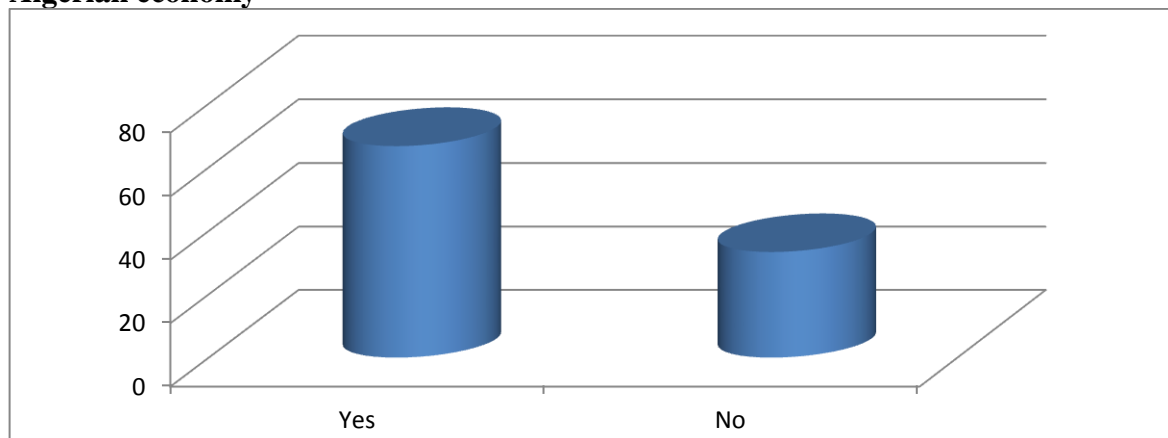
**Figure 3.9:** *Being in favour of the use of English instead of French in Algerian economic activities*

Concerning the question 8, the figure 3.9 above reveals that while only (16.6%) of the total sample are against the use of English language instead of French when doing business, almost all the participants (83.33%) are in favour of this activity.

**Q9. Do you think English is more important than French for the Algerian economy? Say why, please?**

Yes	66.66%
No	33.33%

**Table 3.9: The importance of English as compared to French language in the Algerian economy**



**Figure3.10: The importance of English as compared to French language in the Algerian economy**

As an answer to the question 9, (66.6%) of the informants ticked the option ‘yes’ while (33.3%) of them selects the option ‘No’, claiming that English is not important than French for the Algerian economy.

When asked the question why they ticked one of the suggested options, they mention the same reasons cited in questions 6 (the global language of business, attracting attention,...)

**Q10. With regard to the global language of business, what is your opinion about the Algerian language policy?**

For this open-ended question, most of the selected respondents said that the Algerian language policy is not convenient with no reasons mentioned while the minority of them thinks since they are familiar with the French culture, may be it becomes difficult to introduce new measures.

**II. Part 02: Female Participants**

**1. Section one : Personal Information**

Gender	Number	Age	Instrucional level	Location
Female	42	Lessthan 30 : 26 More than 30 :16	Pupil:7 Student:24 Graduate:11	Urban

**Table 3.10: Female Participants’ personal background**

In comparison to our male respondents, it can be remarkable that the number of the females is higher (42); it may shows that females are more willing than males to

help in scientific research. Female sample is also diverse as males with different age , instructional level and location as shown in table 3.10 of the second part of our study.

In the results displayed in the table 3.10, Four variables are clearly given importance, namely: gender, age, instructional level and location. As for the male participants' location, it is shown in the table that our samples are from urban spaces (100%).

## Section Two: Public Attitudes towards Foreign Languages in Algeria

### Q2. What is your favourite language?

English	35.7%
French	28.5%
Arabic	35.7%
Other	/

. Table3.11: *Female Participants' favourite language*

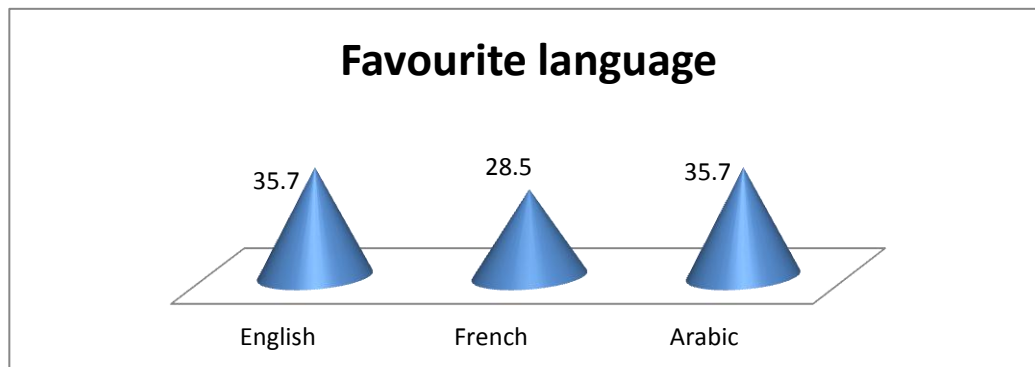


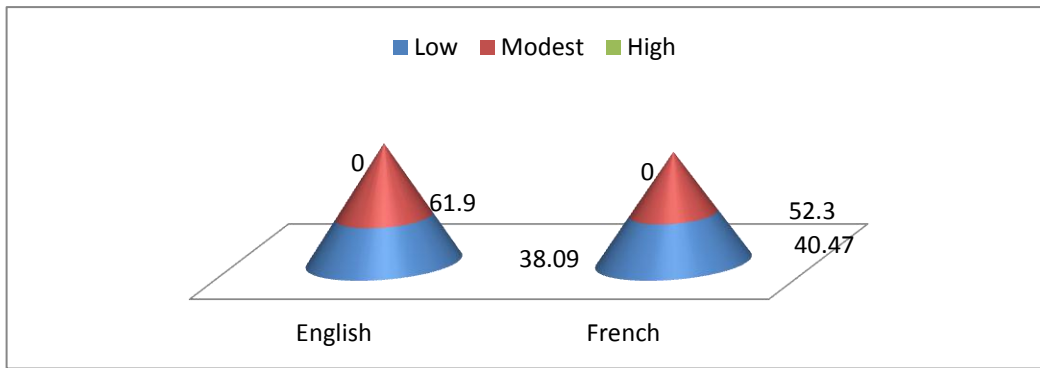
Figure 3.11 : *Female participants' favourite language*

The findings reveal that the values are prorated in convergent proportions for our female participants.

### Q3. How do you rate your level in

Foreign languages	Low	Modest	High
English	38.09%	61.9%	/
French	40.47%	52.38%	/

**Table 3.12: Female Participants' level in English and French**



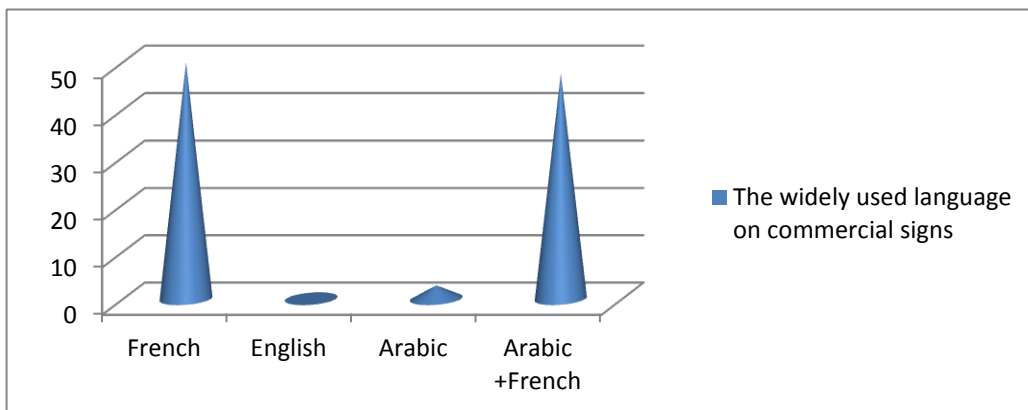
**Figure 3.12:Female Participants' level in English and French**

Our customers' instructional level is stranded between low and modest grade. It is estimable of mention here that no participant declared that his level of these foreign languages is high, this may be due to many reasons and their perspectives that merit further investigation.

**Q4. Which language do you think is widely used on Algerian commercial signs?**

<b>French</b>	50%
<b>English</b>	00
<b>Other, specify please</b>	Arabic : 2.83% Bilingual(Arabic\French): 47.61%

**Table 3.13: The widely used language on Algerian commercial signs**



**Figure 3.13:The widely used language on Algerian commercial signs**

In order to facilitate and clarify the results, the data obtained and presented in tables 3.13 as well as figures 11, shows that French languages govern the moiety of the commercial platform as monolingual public signs, followed by Bilingual(Arabic\French)47.61%, then Arabic with only 2.83%. It is worth noting that 0% of the target sample identified English language as being the language most displayed on commercial signs.

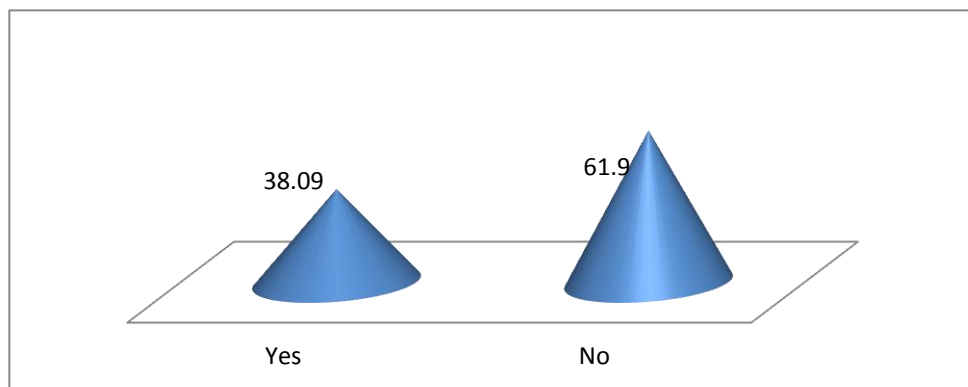
**Q5. Have you noticed commercial signs written in English in the Algerian stores?**

<b>Yes</b>	38.09%
<b>No</b>	61.9%

**Table**

**3.14: Noticing Commercial signs written in English in the Algerian stores**

As well as the male the responses' for this open-ended question, a big part of the selected respondents said that the Algerian language policy is not convenient with no reasons mentioned while the minority of them thinks since they are familiar with the French culture, may be it becomes difficult to introduce new measures.



**Figure 3.14: Noticing Commercial signs written in English in the Algerian stores**

This question was formulated to know whether the customers pay attention to the commercial public signs, those written in English in particular, or not. More than half of the participants (61,90%) do not notice English as used on commercial public signs while (38,09%) report the contrary.



Q6. Why do you think English is used on Algerian commercial signs?	B. attracts attention	47.61%
	C. helps reach the large number of customers	0%
	D. Others?	38.09%

Table3.15. Reasons behind using English language on commercial signs

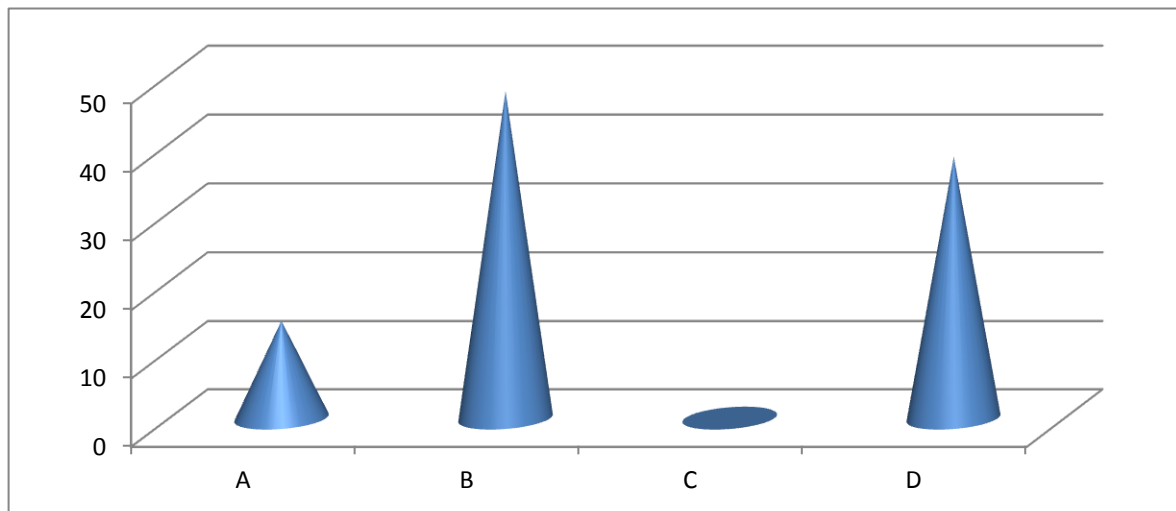


Figure 3.15: Reasons behind using English language on commercial signs

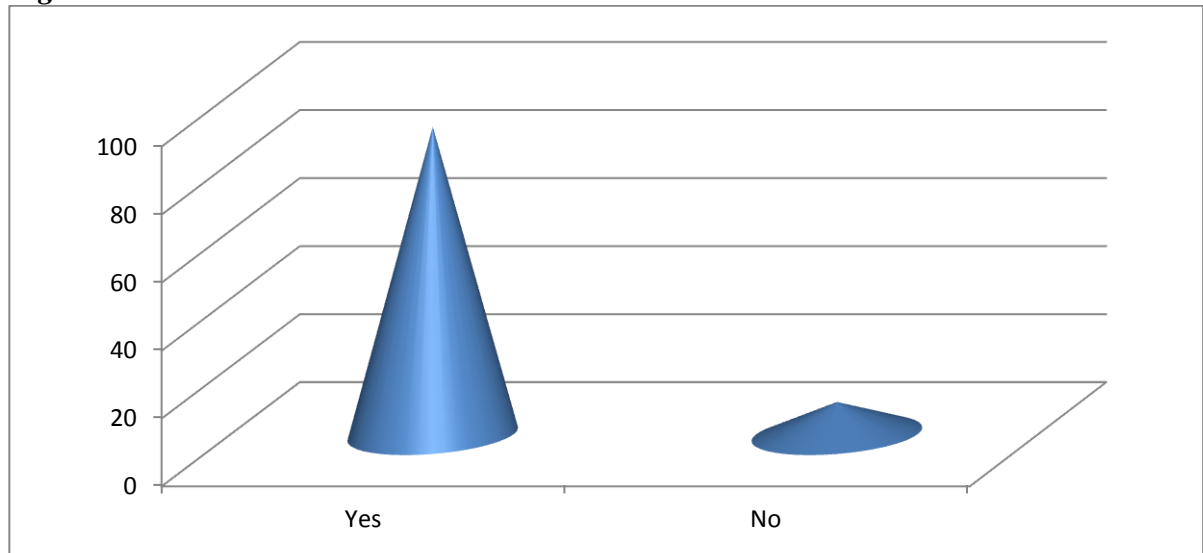
Concerning the use of English language on commercial signs, Figure 3.15 reveals, that there are multiple points of view. While the majority of the informants 47.61%, claim that it attracts attention, 14.28% believe that English is a global language of business, in the same context, 38.09% of the whole sample have completely different opinion against the use of English in the commercial sphere.

### Section Three: The global language of business and Algerian language policy

**Q 7 .Do you think that French has slowed down the emergence of English in the Algerian economic activities?**

<b>Yes</b>	90.47%
<b>No</b>	9.52%

**Table 3.16: The effect of the use of French language on the spread of English in Algeria**



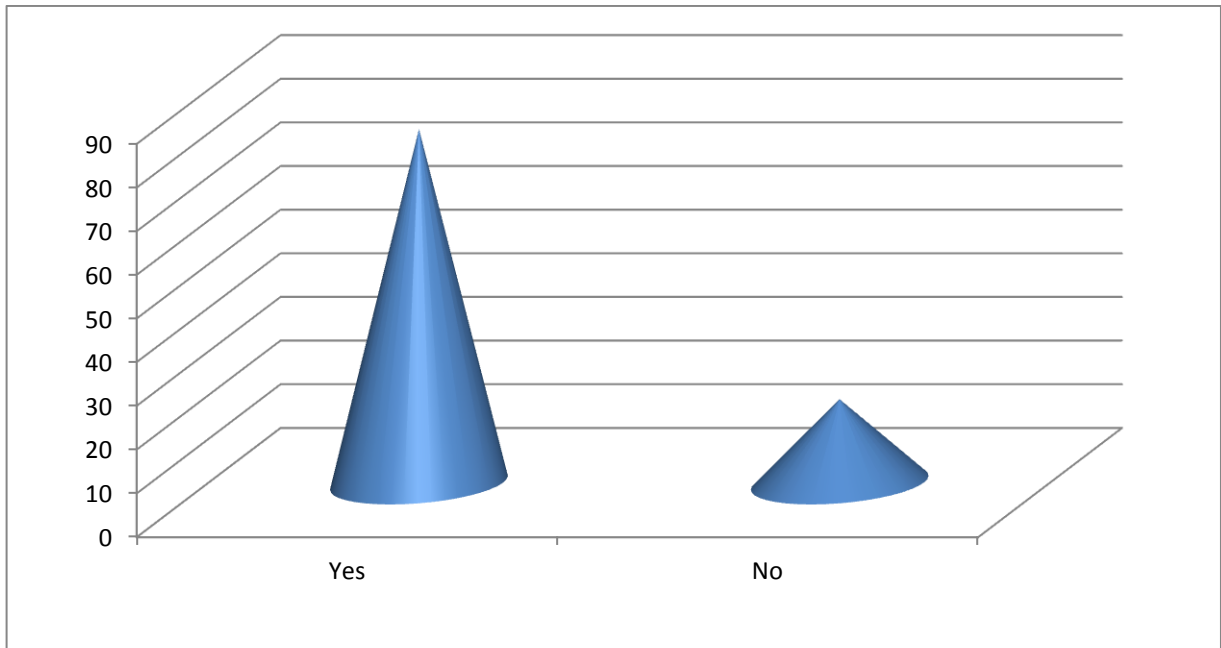
**Figure 3.16: The effect of the use of French language on the spread of English in Algeria**

As shown in figure 14, a huge part of the participants (90,47%) ticked the option ‘yes’ assuming that the use of French has slowed down the spread of English in Algeria.

**Q8. Are you in favour of the use of English instead of French in Algerianeconomic activities?**

<b>Yes</b>	80.95%
<b>No</b>	19.04 %

**Table 3.17: Being in favour of the use of English instead of French in Algerian economic activities**



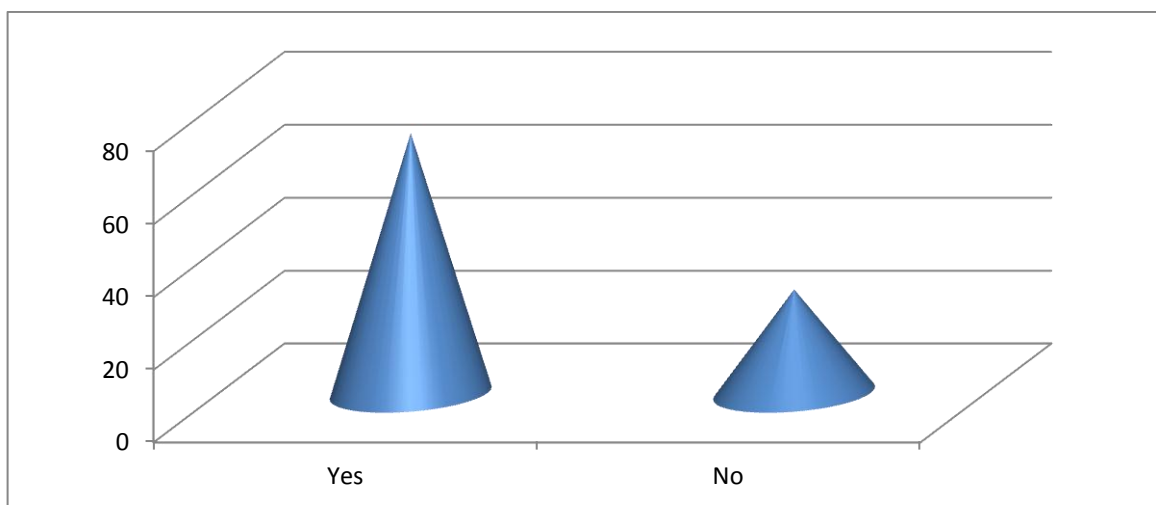
**Figure 3.17: Being in favour of the use of English instead of French in Algerian economic activities**

According to figure 3.17, it is found that there are two different points of view concerning the question 8 toward the use of English on commercial signs. While the majority of the informants (80.95%) are in favour of the use of English instead of French in Algerian economic activities, a modicum, 19.04 %, disagree, and reject the idea.

**Q 9. Do you think English is more important than French for the Algerian economy? ..... Say why, please?**

<b>Yes</b>	71.42%
<b>No</b>	28.57%

**Table 3.18: The importance of English as compared to French language in the Algerian economy.**



**Figure 3.18: *The importance of English as compared to French language in the Algerian economy***

71.42% of the customers ticked the option 'yes' while 28.57% of them selects the option 'No' , claiming that English is not important then French for the Algerian economy.

When asked the question "why" to clarify, they ticked one of the suggested options, they mention the same reasons cited in questions 6 (the global language of business, attracting attention, helps reach the large number of customers...)

**Q 10. With regard to the global language of business, what is your opinion about the Algerian language policy?**

For this open-ended question, the landslide respondents have said that the Algerian language policy is not convenient with no reasons mentioned while, the minority think, we are familiar with the French culture, therefore, it's difficult to introduce new measures

### **3.5.2. Discussion of the questionnaire Obtained Results**

The aim of this questionnaire, as a necessary basic research instrument used to obtain quantitative data, is to collect data for the present research work, and answer the research questions already formulated in the general introduction. The participants helped to fill out the questionnaire and gave us data of great importance related to their views about the favourite language that traders and customers hope to use as a means of interaction. The data obtained were presented in tables as well as figures, and that is in order to facilitate and clarify these results for the readers. The figures presented above showed several points, including the different reasons behind the choice of English as the suitable language in the Algerian economy and the ambition of people to have some changes in the language policy. It is also found that the Algerian dialect, which is a mixture of different, languages outstay the linguistic forefront.

### **References**

Benhattab, A. L., (2004), Aspects of Code Switching, Code Mixing, And Borrowing in the Speech of Berber Speakers in Oran [Magister's thesis].Oran University.

**Investigating the Visibility of Foreign Languages on Commercial Signs in Algeria: A Comparative Study between French and English The Case Study of Tiaret** 57

Belmihoub, K. (2017). English in a multilingual Algeria. *Wiley World Englishers*, 37(2), 207-227. <https://doi.org/10.1111/weng.12294>

Benrabah, M. (2005). The language planning situation in Algeria. *Current Issues in Language Planning*, 6(4), 379-502

Benrabah, M. (2007). Language maintenance and spread: French in Algeria. *International Journal of Francophone Studies*, 10(1-2), 193-215

Bouhadiba, F. (2002). —Language at Work: A case Study, *Revue Maghrébine des langue*, pp. 13- 29

Crystal, D. (1997). *English as a global language*. Cambridge, UK: Cambridge University Press.

Crystal, D. (2000). *The Cambridge Encyclopedia of Language*. (2nd ed). Cambridge

Rezig, N. (2011). Teaching English in Algeria and Educational Reforms. *Social and Behavioral Sciences*, 29 (n/a), 1327-1333. DOI:10.1016/j.sbspro.2011.11.370

Soku, D. ( 2011), Attitudes towards the Study of English and French. *Journal of Education and Practice*, 2(9):19-30.