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**A LINGUISTIC LANDSCAPE STUDY of STOREFRONT SIGNAGE on TIARET'S
DOWNTOWN MAAROUF AHMED STREET "L'ACADEMIE"**

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Requirements for a Master's Degree in Linguistics*

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Dedications

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I am grateful for your countless blessings, both seen and unseen.

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Abstract

The present study aims to examine the linguistic landscape (LL) of some storefront signage on Marouf Ahmed Street (Locally known as “l' Académie”) in the city centre of Tiaret, an Algerian department. Within the Tiaret speech community. It specifically investigates the linguistic and semiotic characteristics of the selected storefront signs. Additionally, the study explores how language choice in this particular LL setting aligns with the linguistic situation of the whole city and the TSC. Adopting a descriptive mixed-method qualitative and quantitative with a linguistic landscape approach, the researchers used two different qualitative data collection methods: 1) photographs of the displayed storefront signs were taken and categorised, and 2) shop owners' responses to our interviews were collected to gain insight into their experiences and perceptions of the city's linguistic landscape. Taking into consideration all possible ethical measures, the quantitative and qualitative content analysis of the photographed storefront signs and shop owners' responses revealed that dominated by the French language, the selected linguistic landscape is mostly monolingual with some significant portions of bilingual use. The findings also showed that translation, transliteration, code-mixing and code-switching are the most frequent linguistic strategies employed by the shop owners.

Key words: Linguistic landscape, linguistic varieties, linguistic strategies, storefront signage, Tiaret speech community

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List of Abbreviations and Acronyms

ADA: Algerian Dialectal Arabic

Bi: Bilingual

CA: Classical Arabic

CZ: Commercial Zone

Eng.: English

Fr: French

LL: Language Literacy

LL: Linguistic Landscape

Mono: Monolingual

MSA: Modern Standard Arabic

QCA: Qualitative Content Analysis

SPSS: Statistical Package for Social Science

TCS: Tiaret Speech Community

TV: Television

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General Introduction

General Introduction

When traversing a city, individuals are constantly immersed in a multitude of linguistic symbols scattered throughout various locations. These symbols manifest in diverse forms, ranging from expansive advertising billboards that envelop the sides of structures to an unending stream of shop signs and even the smallest price tags in supermarkets. Language permeates every step of the urban landscape, leaving few instances where individuals are not confronted by its presence. As such, it becomes fitting to envision the city as a text that necessitates interpretation, with the uncovering of its meaning becoming an essential endeavour. However, the distribution of these languages across different contexts exhibits a pattern of limited selection within each specific setting.

The concept of the linguistic landscape provides a valuable framework for investigating the visibility and distribution of languages in urban settings. Through exploring the presence and distribution of linguistic symbols in the city, we come to understand the city itself as a text that necessitates interpretation to reveal its underlying meaning. This concept aligns seamlessly with the notion of the linguistic landscape, enabling a deeper exploration of societal multilingualism as reflected in the diverse languages present.

Researchers have been captivated by the linguistic landscape observed in various global locations, prompting investigations from diverse angles. For instance, scholars have explored the correlation between different languages showcased on public signage and factors such as the setting, language economy, pedagogical applications, and language policies. As an emerging field within linguistics, numerous unexplored datasets and avenues await examination. In this study, our aim is to investigate the linguistic landscape of storefront signage on Marouf Ahmed Street in the city centre of Tiaret, with much focus on detecting the linguistic variety and form these signs are displayed. This study also aims to highlight the reasons behind opting for such particular linguistic and semiotic choices.

A linguistic landscape approach allows for an understanding of language usage characteristics within specific settings, contemplation of the status of different languages, and a deeper comprehension of the Linguistic situation of Algeria in general and of Tiaret in particular and to underlying the factors behind the language choices. In contrast to prior research that primarily utilized physical space data from linguistic landscapes and storefront signage, this study adopts a descriptive approach by incorporating linguistic landscape and the photographed data alongside interview. By encompassing both physical spaces and the human element, this approach aims to provide broader perspectives and enhance the depth of findings.

The linguistic landscape serves as a reflection of the dynamic nature of individuals and societies. This research focuses on the Commercial Zone (CZ), a significant part of society, and specifically examines the linguistic landscape of Maarouf Ahmed Street in Tiaret's city centre. The main objective of this study is to analyse whether the visible languages align with the linguistic situation of the city. The research aims to provide insights into the linguistic landscape of Tiaret city, investigate the languages used in storefront signage and their arrangement, and highlight the linguistic strategies and factors that influence these language choices. The exploration of the linguistic landscape is guided by the following research questions:

1. Which linguistic varieties are mostly used in storefront signage on Maarouf Ahmed Street in Tiaret?
 - 1.1 Which national linguistic variety is mostly used, MSA, ADA, Berber, or other?
 - 1.2. Which foreign linguistic variety is mostly used, German, French, English or other?
2. How are the opted-for linguistic varieties displayed in storefront signage on

Maarouf Ahmed Street in Tiaret?

2.1 In which form are these linguistic varieties mostly displayed, mono- bi- or

Multilingual ?

3.2 Which linguistic strategies are mostly used to display these linguistic varieties, code-mixing, translation, transliteration or other?

3. Why do these shop owners preferably adopt such displayed linguistic choices rather than others?

Adopting a descriptive mixed-method methodology with a linguistic landscape approach, the researchers used two different qualitative data collection methods. First, photographs of the displayed storefront signs were taken and categorised. Second, shop owners' responses to our interviews were collected to gain insight into their experiences and perceptions of the city's linguistic landscape.

This dissertation subsumes three interrelated chapters:

Chapter one highlights the conceptual underpinning and etymology of linguistic landscape, The function, Scope and Purpose of LL. sign and signage cover the definition, types and categories of sign and the linguistic strategies and characteristics of storefront signage and the reason of shop owner'option.

Chapter Two covers the literature review on linguistic landscape and the storefront signage, and provides an overview about the Algerian History, culture and society, previous studies on Algerian LL. The linguistic situation in Algeria in general and the department of Tiaret in particular.

Chapter three encompasses the practical part of the study, for instance the analysis of the photographed data and the result of the interviews conducted with a sample of shop owners

Chapter One

Linguistic Landscape and Signage: Conceptual Underpinnings

Introduction

The linguistic landscape is a captivating field of study that examines the visible representation of languages in a specific geographic space, encompassing various publicly displayed written texts and signs. It provides valuable insights into sociolinguistic dynamics and the construction of identity within a society, reflecting the complex interplay between language, culture, and power relations. Through the study of the linguistic landscape, researchers can deepen their understanding of language use, policies, and the negotiation of identities in public spaces. Moreover, it serves as a visual representation of language contact, shift, and maintenance, shedding light on the vitality and status of languages within a community.

The scope of linguistic landscape research extends beyond analyzing signs alone. It encompasses a wide range of textual displays, including advertisements, billboards, street names, shop signs, public notices, graffiti, and digital media. These texts are found in various settings, such as urban areas, suburbs, and rural regions, spanning from bustling city centers to marketplaces, transportation hubs, educational institutions, and tourist destinations. Linguistic landscape analysis can be conducted at different scales, enabling researchers to examine sociolinguistic phenomena at both micro and macro levels.

Signs play a crucial role in shaping and analyzing the linguistic landscape, acting as visible and tangible means of communication in public spaces. They serve as markers of identity, cultural diversity, and social interactions, fulfilling functions such as providing directions, conveying information, advertising, and representing cultural heritage. Utilizing languages, scripts, symbols, and visual design techniques, signs cater to diverse audiences and offer valuable insights when analyzed within the linguistic landscape. Such analysis enables researchers to examine language choices, hierarchies, policies, and aspects like language maintenance, shift, and contact. Additionally, studying signs sheds light on the representation

and visibility of different social groups, the dynamics of power relations, and the formation of individual and collective identities.

In conclusion, the linguistic landscape is a captivating field that investigates the visible presence of languages in public spaces. It serves multiple functions, including reflecting sociolinguistic dynamics, language policies, and identity construction within a society. Signs play a crucial role in shaping and analyzing the linguistic landscape, as they serve as visible markers of communication and cultural representation. By studying signs, researchers can gain valuable insights into language use, diversity, and the intricate interplay between language, culture, and power in our shared environments.

1.1 Linguistic Landscape

Every day, countless written texts are exhibited in public spaces such as walls, streets, squares, and buildings, to the advantage of a potentially boundless number of readers. This collection of written text is referred to as the Linguistic Landscape (henceforth LL).

1.1.1 Linguistic Landscape: Etymological Underpinnings

The etymology of the word "landscape" and its application in many languages are particularly informative. The term "landscape" was first used in English in 1598 and is a borrowing from Dutch, where painters who were at the time becoming well-known for their mastery of the genre were using it. The Dutch word "landschap," which originally meant "region or tract of land," gained aesthetic significance as a representation of a landscape in the sixteenth century, which meaning was then translated into English 34 years later. After that, "landscape" was employed to refer to natural scenery.

All these languages share a common understanding of the concept of a landscape, which can refer to both a physical area of land and a representational painting. The expression of written language is what you see in front of your eyes; therefore, the linguistic landscape is connected to both features. However, a collection of signs with text is considerably more

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common inside urban areas than it is in the literal sense of the word, which is in the countryside. In urban shopping districts, linguistic token density is particularly high. As a result, the term "cityscape" might be used instead. It is a phrase that is already utilized in the academic journals in the fields of cultural geography and urban development. The phrase "multilingual cityscape" would be the most accurate because, in most locations, the cityscape because of globalization will not be monolingual. The fact that this neologism does not translate well into other languages could be a defense against it. It is evident that there is a necessity to provide clear and precise explanations of the term 'Linguistic Landscape that is the visibility and salience of language varieties in public space. Landry and Bourhis (1997, p.25) have provided the most widely quoted definition in literature in their seminal work "linguistic landscape and ethno linguistic vitality: An Empirical study". Landry and Bourhis (1997) advance the following definition: "The language of public road signs, advertising billboard, street names, Place names, commercial shop signs, and public shop signs on government building combines to form the linguistic landscape of given territory, region, or urban agglomeration" (p. 25).

The meaning of the term "LL" differs from researcher to researcher nowadays, despite the fact that many academics still adhere to Landry and Bourhis' definition. For Dailey et al. (2005), LL includes not only sign outside shops and businesses, but also a huge variety of other items such as advertisements sent to one's home, the language heard when walking in one's neighborhood, the languages one hears on TV, and the language spoken by teachers in the classroom. Ben-Rafael et al. (2006, p. 14) define LL as: "a sign or announcement located outside or inside a public institution or a private business in a given geographical location". This definition encompasses signs inside buildings, in contrast to Landry and Bourhis (1997). Gorter (2006, p. 1) claims that LL is not only "the literal study of languages as they are used in signs" but also "the representation of languages", of which the later aspect can be related

to “ identity and cultural globalization, to the growing presences of English and to the revitalization of minority languages “According to Satinská (2013), LL is understood as a visual representation of language in public space, which is also created by official and commercial signs. She also adds that the presence of English on signs is a symbol of globalization of public space as well as of prestige.

1.1.2 Functions of the Linguistic Landscape

When considering the practicality and usefulness of Linguistic landscape, its Visual effects and symbol communication characteristics play a significant role. The functions of Linguistic landscape go beyond simply providing information and symbols; it also has economic, cultural, and beautification functions. Nonetheless, the information function remains the most fundamental and predominant function of Linguistic landscape. Therefore, it can be concluded that Linguistic landscape serves various functions, with information provision being its primary purpose.

1.1.2.1 The Informational Function

Landry and Bouhris (1997) classified signs into two categories, i.e., government and private signs. These signs have an informational function that comprises two aspects. The first aspect, known as the Linguistic Landscape, informs both in-group and out-group members about the language usage, territorial limits, and language boundaries of a region. The second aspect indicates the dominance of a particular language on public signs and serves as an indicator of language availability for services. Moreover, the indexical function of signs reveals the dominant language used in both government and private sectors. This function also discloses the sociolinguistic composition of a specific area, city, or country. It displays the linguistic repertoires of a speech community and the relationship.

1.1.2.2 The Symbolic Function

The symbolic function of language signs is significant in shaping the identity of

language users and residents of a specific area. It conveys a deeper meaning beyond the surface level. As Landry and Bourhis (1997) explained, the presence of one's own language on signs can contribute to a feeling of value and status for the language in the sociolinguistic setting. However, for those who do not speak the language, it can lead to feelings of discrimination. According to Dagenais et al. (2009), the symbolic function of language signs is associated with cultural affiliation, identity, power relations, and language status. Dixon (2015) also noted that the linguistic landscape often conveys a deeper meaning related to cultural belonging, identity, and language status and power in a given area or city.

1.1.2.3 The Economic Function

The economic function of linguistic landscape refers to how language signs function as trademarks that have an impact on social and economic activities, and can generate economic benefits. Language is closely linked to the economy, and regardless of its size or scope, it can serve the economic interests of its users. Therefore, language possesses economic attributes, which are manifested when it is employed in economic activities, thus demonstrating economic functions. Moreover, in addition to the attributes of language resources, the code symbols in the linguistic landscape are also considered economic resources. By combining patterns, colors, and other multimodal elements, designers engage in economic activities to create a unique trademark that can directly or indirectly fulfill a certain economic function.

(Guo, Y., & Zhao. 2020)

1.1.2.4 The Cultural function

As Guo, Y., & Zhao. (2020) state in their article “The discourse communication function of urban linguistic landscape” that the linguistic landscape serves a cultural function by spreading social culture through language signs, which act as carriers and manifestations of culture. It is an intuitive way to represent culture in public spaces, where the cultural expressions differ based national culture and geographical environment. Linguistic landscape

reflects culture in three main ways. Firstly, through the name of the sign and frequency of code usage, it reflects national culture. Secondly, extensive use of material, naming, and codes of the sign represent regional culture. Thirdly, foreign language codes, sign naming, and use of chain brand patterns reflect foreign culture. The language signs not only convey information, but also reflect unique local social culture. With the development of internationalization, English, codes are commonly used in language.

1.1.2.5 The Beautification Function

The beautification function of linguistic landscape is to enhance the visual appeal of public spaces through harmonious and aesthetically pleasing language displays. This function has a subjective element and serves to attract audiences, as well as having economic benefits. The selection of language codes, editing, and the use of color, font size, and layout are important factors to consider in achieving this function. Official and business signs tend to have simple and stable designs, while private shops prioritize unique and diverse presentation styles. Aesthetic needs vary based on regional, ethnic, cultural, and personal factors, making it difficult to establish a universal standard of beauty. Nonetheless, the harmonious coordination of multimodal elements is necessary to create a positive visual effect and sensory pleasure for the audience. (Guo, Y. & Zhao.2020)

1.1.3 Purpose of the Linguistic Landscape

According to Landry and Bourhis (1997), the purpose of linguistic landscape is to "provide an insight into the relationships between the public presence of languages and the sociolinguistic realities of a given territory" (p.25). In other words, linguistic landscape analysis aims to examine the visibility and use of languages in public spaces, and how this relates to the sociolinguistic context of a particular region or community. By studying the linguistic landscape, researchers can gain a better understanding of language attitudes, language policy, and language vitality, among other sociolinguistic factors. Furthermore,

Ben-Rafael et al. (2006) state that linguistic landscape analysis serves means of exploring the "symbolic power of written language in public space" (p. 1). The authors argue that linguistic landscape analysis can shed light on the ways in which language is used to express identity, power relations, and social hierarchies, among other cultural and political phenomena. In summary, the purpose of linguistic landscape analysis is to examine the presence and use of languages in public spaces, and to explore the sociolinguistic and cultural factors that shape these phenomena. By analysing the linguistic landscape, researchers can gain insight into language attitudes, language policy, identity expression, power relations, and other important sociolinguistic factors.

1.1.4 Scope of the Linguistic Landscape

The scope of linguistic landscape refers to the study of the language and linguistic diversity visible in public spaces, including signs, billboards, and advertisements. This approach allows for the exploration of the relationship between language and society, as well as the representation of different linguistic communities in public spaces. As Spolsky and Shohamy (1999) point out, "the use of language in public spaces, Whether it is on signs or in other forms of communication, can be seen as a representation of power relations, attitudes, and ideologies" (p. 2). Similarly, Landry and Bourhis (1997) argue that linguistic landscape research is crucial for understanding intergroup relations, as it provides insight into the representation of different linguistic communities in public spaces. They state, "the linguistic landscape reflects and reinforces social attitudes, power relations, and ideological messages" (p. 25).

Overall, the scope of linguistic landscape research encompasses the study of the visible use of language in public spaces as a representation of power relations, attitudes, and ideologies, and its importance lies in its potential to shed light on intergroup relations and the representation of linguistic communities

1.2 Sign and Signage

Although the linguistic landscape has previously covered the idea of public sign, which can include a variety of written forms such as road signs to advertising billboards, the meaning of the term sign becomes more intricate within the context of semiotics. In general, semiotics is the study of signs and systems that was prepositioned by Ferdinand De Saussure. The field of semiotics focuses on understanding how people create and interpret the meaning of signs and symbols, including how people visually communicate.

1.2.1 Definition of Sign

From many meaning of signs, a comprehensive definition has been reformulated " the sign is used to transmit information, to say or to indicate a thing that someone and wants others to know as well" (Eco. 1988, p.27). A sign can be manifested in many ways, including sounds, smells and body language. Moreover, Saussure's theory is considered as the proponent to the thought that language does not reflect reality but rather construct it because we do not only use language or give meaning to anything that exists in the world of reality, but also to anything that does not exist in it .(chandler, 202, p 28).

According to Pierce, the theory of signs is a theory of language and reasoning which holds that all modes of thinking depend on the use of signs. He argued that every thought is a sign, and every act of reasoning consists of the interpretation of signs. Signs function as mediators between the external world of objects and the internal world of ideas. Also, the sign according to Eco (1976) is a term, a word, a notion, a voice, and also visible picture that achieves the mission of sign. It symbolizes objects in reality; hence, subtitling something into another object is the main function of the sign (chandler, 2007).

1.2.2 Types of sign

Ferdinand de Saussure, a Swiss linguist, is considered one of the founders of semiotics. According to his theory of signs, a sign is comprised of both a physical form and a mental concept. The physical form, which can be perceived through the senses, is known as the signifier, while the mental concept it represents is known as the signified. This is the fundamental distinction between the two terms.

1.2.1.1 The Signifier

In semiotics, all signs consist of two components: the signifier and the signified. The signifier is the physical form of the sign that can be perceived through the senses, such as a red flag used as a warning sign. However, the concept of signs goes beyond road signs or warning signs, as any unit of language can also be considered a sign since it designates something other than itself.

Language units such as words or phrases can be viewed as signifiers since they are the physical forms of signs. However, a signifier cannot exist without a signified, which is the mental concept associated with it. For instance, signs without signified concepts are meaningless images. Therefore, signs always require both the signifier and the signified to convey meaning.

1.2.1.2 The Signified

In semiotics, the signified is the mental concept or meaning associated with a sign. It refers to the idea or concept that the signifier represents. For instance, consider the example of a shop door with a sign that reads "Closed." Here, the signifier is the written word "Closed," and the signified concept is that the shop is not open for business at the moment. It is essential to note that the relationship between the signifier and the signified is arbitrary and varies depending on the cultural context and language.

Saussure referred to this relationship between the signifier and signified as

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"signification." He argued that signs derive their meaning not from any inherent qualities but from the social conventions and rules that govern their use. It is also important to recognize that a signifier can have multiple signified concepts. For instance, the word "bank" can signify a financial institution or a riverbank. The context in which the signifier is used determines the signified concept. Therefore, it is the relationship between the signifier and the signified that gives meaning to a sign.

According to Saussure, a sign must always have both a signifier and a signified, and the relationship between them is known as "signification." However, it is important to note that the same signifier can be used for different signified concepts, and this relationship between the two is often arbitrary. For example, the word "moon" in English. In this case, the signifier is the written or spoken word "moon", and the signified is the celestial object that orbits the earth and reflects sunlight. In English, we associate the word "moon" with this specific celestial body. Now, let's look at the Korean language. In Korean, the word "dal" (달) is used to signify the same celestial object, the moon. The signifier "dal" in Korean is completely arbitrary and has no inherent connection to the moon itself. There is no inherent reason why "moon" in English sounds the way it does or why "dal" in Korean sounds the way it does. The relation between the signifier "moon" or "dal" and the signified (the actual celestial object) is established through convention and agreement within each language community. This demonstrates that the relationship between signifier and signified can vary depending on the language and cultural context based on the relationship between signifier and signified, signs can be classified into three groups. The first group is called iconic signs, where the signifier resembles the signified, such as a picture of a heart to represent love. The second group is called indexical signs, where the signifier indicates the presence of the signified, such as smoke indicating the presence of fire. The third group is called symbolic signs, where the

relationship between the signifier and signified is arbitrary, and the meaning is only assigned by convention or agreement, such as the word "pain" signifying hurt or discomfort in English.

1.2.3 Categories of Sign

C.S. Peirce, an American philosopher in the 19th century, made significant contributions to the field of semiotics. His sign theories focused on understanding reference, meaning, communication, and cognition. One of his key innovations was the classification of signs into three categories: icons, indices, and symbols.

Peirce's classification system helped to explain the complexity of sign systems, including how signs can have multiple meanings and how context influences interpretation. His work has had a significant impact on semiotics and continues to be influential in various fields, including linguistics, philosophy, and communication studies.

Peirce's theories of icon, index, and symbol classification are based on his understanding of the structure of signs, which he divides into three interrelated parts: sign, object, and interpretant. The sign, or signifier, is the physical or tangible form of the sign, such as a written word or an animal's footprint. The object, or signified, is whatever is being referred to or indicated by the sign, such as the object denoted by the written word or the animal that left the footprint. The interpretant is the understanding or interpretation that the sign/object relationship generates, such as the recognition that the word or utterance refers to its object or that the animal track indicates the presence of the animal that made it.

Peirce emphasizes the importance of the interpretant in signification because it is through interpretation that a sign becomes meaningful. A sign only signifies an object if it can be interpreted as such. Thus, signification is not a simple relationship between sign and object but involves the interpretive act of understanding the relationship between the two.

1.2.3.1 Icon

Peirce's theory of sign classification is based on the relationship between the sign,

object, and interpretant. The sign, or signifier, is the material aspect of the sign, such as a word or a footprint. The object is what the sign refers to or represents, such as the thing denoted by a word or the animal that left the footprint. The interpretant is the understanding or meaning that is generated by the relationship between the sign and the object.

Peirce believed that there were three possible ways in which the sign/object relation could generate an interpreting. The first is through resemblance or shared qualities between the sign and the object, which Peirce called an icon. Examples of icons include portraits, mathematical diagrams, and color swatches. In iconic signification, the qualities of the sign are also qualities of the signified object, and this shared resemblance enables the sign to signify.

Peirce's classification of signs into icons, indexes, and symbols provides a useful framework for understanding how signs function and generate meaning. By analyzing the relationship between the sign, object, and interpreting, we can better understand how signs work and how they enable us to communicate and make meaning in the world.

1.2.3.2 Index

Peirce's second way of signification is through indexical signs, which signify their objects through some physical or causal connection with them. The crucial feature of indexical signs is that they are really affected by their objects, such as smoke indicating a fire or a fever indicating an underlying illness. They may also rely on spatio-temporal proximity, as with pointing to a nearby object. This allows an interpreter of the sign to grasp the object it signifies. Demonstratives and indexical expressions are also examples of indexical signs.

Peirce saw indexical signs as important for communication because they can convey information about the context in which they occur.

1.2.3.3 Symbols

Peirce's third way of signification, the symbol, relies on the existence of some

established convention or agreement that links the sign to its object. In other words, a symbol is a sign that is interpreted as referring to its object based on some pre-existing association or rule. This association is typically a general idea or concept that is shared among members of a community or culture. For instance, in human language, words and utterances serve as symbols that are conventionally associated with their referents, such as the word "tree" referring to the object of a plant with a trunk and branches.

Peirce recognized that there were overlaps among icons, indices, and symbols and even proposed the terms hypo-icons and sub-indices to describe signs that combine elements of more than one category. However, he emphasized that in such cases, one element would be more prominent than the others. Therefore, Peirce's trichotomy divides signs into three categories based on their predominant mode of signification: iconic, indexical, or symbolic.

Another important characteristic of symbols is their flexibility and potential for creative use. Unlike icons and indices, symbols are not limited to representing objects based on shared qualities or causal connections. Rather, symbols can be used to represent objects in ways that are not immediately apparent, but are based on a shared understanding or convention. For example, the use of a flag as a symbol for a nation or group is not based on any inherent quality or causal connection between the flag and the group, but on a convention or agreement that has been established within that community.

In summary, Peirce's icon-index-symbol classification of signs emphasizes the importance of understanding the relationship between signs, objects, and their interpretants. By recognizing the different ways in which signs can signify, we can gain a deeper understanding of how meaning is generated and communicated through language and other sign systems.

1.3 The Linguistic Landscape of the Storefront Sign

Shop signs serve as an important means of advertisement and can be written in various

languages depending on the country where the sign is located. These signs can be monolingual, bilingual, or even multilingual, and are typically located in the central business district where they are visible to people passing by. They act as an identity for the shop, making it more attractive to potential customers. As such, it is essential for shop owners to create an eye-catching sign that can effectively draw in customers. According to Oktaviani (2019, p. 10), shop names are considered commercial signs that have the primary function of attracting potential customers. Signs have a crucial role in communication as they provide information that helps the receiver make decisions. According to Sebeok (2001, p. 1), signs have various functions in human life, such as enabling people to identify patterns in things, acting as guides for taking actions, and serving as examples of specific kinds of phenomena.

1.3.1 The Linguistic and Semiotic Characteristics of Storefront Signs

The linguistic landscapes of shop signs reflect the identity of businesses and serve as an essential means of communication between them and their customers. As Gorter and Landry (2012) note: "the linguistic landscape has become a fascinating object of study for linguists, sociologists, anthropologists and educators, among others" (p. 1).

Language is a fundamental component of human communication and culture, and its use in public spaces plays a crucial role in shaping individuals' perceptions and attitudes towards social groups and communities. The linguistic landscape refers to the "visibility and salience of languages in public spaces" (Gorter & Landry, 2012, p.), including street signs, billboards, storefronts, and other public spaces where language is used as a means of communication.

1.3.1.1 Monolingual shop signs

Monolingual shop signs use one language to convey a message to customers. They are common in countries with a monolingual culture, where one language dominates linguistic landscape. According to Ben Rafael and Shohamy (2009), "the language used in public signs and advertising can both reflect and shape a society's linguistic identity and values" (p. 3). For

example, in Japan, most shop signs use Japanese characters to convey the business's name and nature. The choice of language in monolingual shop signs is often influenced by factors such as cultural identity, government policies, and consumer preferences. However, monolingual signs may be disadvantageous in multicultural societies, where different ethnic groups speak various languages.

1.3.1.2 Bilingual Shop Signs

Bilingual shop signs use two languages to convey message to customers. They are common in countries with a bilingual culture, where two languages share the linguistic landscape. According to Bourhis (1994), "bilingualism has the potential to enhance intergroup communication, diminish prejudice, and increase the possibility of intergroup harmony" (p. 102). For example, in Canada, most shop signs use English and French to cater to both linguistic groups. Similarly, in Hong Kong, Chinese and English are the two languages commonly used in shop signs. The choice of language in bilingual shop signs is often influenced by factors such as historical and political relationships, economic considerations, and consumer preferences. Bilingual signs have the advantage of accommodating a broader customer base, resulting in increased sales and customer satisfaction. However, bilingual signs may also be disadvantageous, as they may be perceived as favouring one language group over the other or creating linguistic conflict in some cases.

1.3.1.3 Multilingual Shop Signs

Multilingual shop signs use more than two languages to convey a message to customers. They are common in multicultural societies where several languages are spoken. According to Gorter (2006), "the multiple languages in a public space can reflect the multi-ethnic and multilingual nature of a society and promote linguistic diversity" (p. 252). For example, in Singapore, shop signs may use Chinese, Malay, and English to cater to the linguistic diversity of the population. Similarly, in Dubai, shop signs may use Arabic, English, and other

languages to cater to the city's multicultural customer base. The choice of language in multilingual shop signs is often influenced by factors such as cultural and linguistic diversity, tourism, and consumer preferences. Multilingual signs have the advantage of accommodating a more diverse customer base, including tourists and expatriates. They may also promote linguistic diversity and harmony in the community. However, multilingual signs may also be disadvantageous, as they may create clutter and confusion, making it challenging to read and understand the message conveyed. In conclusion, the linguistic landscapes of shop signs reflect the businesses' objectives, target markets, and cultural values, making it a topic of interest to linguists, anthropologists, and marketers. Business should carefully consider the language(s) used in their shop signs to effectively communicate their message while catering to the customers' linguistic needs.

1.3.2 Factors Influencing such Linguistic Options

To explore the factors influencing linguistic adoption in public spaces, specifically in the context of shop signs, we draw on the studies of Gorter and Landry (2012), Bourhis (1994), and other scholars to provide a comprehensive understanding of the linguistic choices made by businesses in the linguistic landscape. The choice of language(s) used in shop signs be influenced by various factors, including historical and political relationships, cultural and linguistic identity, economic considerations, government policies, and consumer preferences. The linguistic landscape can reflect the linguistic identity and values of a society, as noted by Ben Rafael and Shohamy (2009), who state that "the language used in public signs and advertising can both reflect and shape a society's linguistic identity and values" (p.3). For instance, in countries with a monolingual culture, such as Japan, most shop signs use Japanese characters to convey the business's name and nature. In contrast, in countries with a bilingual culture, such as Canada, bilingual shop signs using English and French are commonly used to cater to both linguistic groups. In multilingual societies, such as Singapore, shop signs may use

multiple languages to cater to the linguistic diversity of the population.

The choice of language(s) used in shop signs can also be influenced by economic considerations. Businesses may choose to use a language that is more widely spoken to cater to a broader customer base and increase sales. As Bourhis (1994) notes, "bilingualism has the potential to enhance intergroup communication, diminish prejudice, and increase the possibility of intergroup harmony" (p. 102). Therefore, bilingual shop signs may be an effective way to increase sales and customer satisfaction. Government policies can also influence the choice of language(s) used in shop signs. Example, in some countries, such as France, the use of languages other than the official language in public spaces is restricted by law. Similarly, in China, the government promotes the use of Mandarin Chinese in public spaces to promote national unity and linguistic harmony. Consumer preferences can also play a significant role in the choice of language(s) used in shop signs. In multicultural societies, businesses may use language(s) preferred by their target market to cater to their needs. Furthermore, as Gorter (2006) notes, the use of multiple languages in a public space can promote linguistic diversity and reflect the multi-ethnic and multilingual nature of a society. The linguistic landscape of shop signs reflects the businesses' objectives, target markets, and cultural values, making it a topic of interest to linguists, anthropologists, and marketers.

The choice of language(s) used in shop signs can be influenced by various factors, including historical and political relationships, cultural and linguistic identity, economic considerations, government policies, and consumer preferences. Businesses should carefully consider the language(s) used in their shop signs to effectively communicate their message while catering to the customers' linguistic needs. As Gorter and Landry (2012) state, "the linguistic landscape can provide valuable insights into the linguistic diversity and dynamics of a society and has become a fascinating object of study.

1.3.3 The Adopted Linguistic Strategies

In the linguistic landscape of shop signs, various strategies are employed to communicate with diverse audiences. These strategies include translation, transliteration, Translanguaging, code mixing, and code Switching, which are used to make signs accessible and appealing to customers who speak different languages or dialects. By using these strategies, shops can attract a wider range of customers and create a more inclusive environment.

1.3.3.1 The Use of Transliteration in Storefront Signs

Transliteration refers to the process of converting the characters of one writing system into another writing system, while preserving the pronunciation and meaning of the original words. In other words, transliteration involves representing words or phrases in a different script, often from one language to another, so that they can be pronounced and understood by speakers of the second language. Transliteration is commonly used in shop signs, particularly in multilingual settings, to communicate with customers who may speak different languages. By transliterating the names of products or services, shop owners can ensure that their offerings are accessible to a wider audience, regardless of the language they speak.

The use of transliteration in shop signs has been studied by linguists and sociolinguists, who have highlighted its importance for communication and cross-cultural interaction. For example, in a study published in the *International Journal of Multilingualism*, the authors state: "Transliteration of shop signs is a common phenomenon in multilingual contexts, allowing retailers to reach out to customers in different languages and facilitating communication and exchange between different linguistic groups." (Juffermans et al., 2018) Similarly, in a paper published in the journal *Language and Intercultural Communication*, the authors note that "transliteration is a practical and effective way to convey information across linguistic and cultural boundaries, particularly in contexts where there are multiple languages in use." (Kaplan, 2012).

1.3.3.2 The Use of Translation in Storefront Signs

Translation refers to the process of conveying the meaning of text from one language to another. It involves the conversion of written or spoken words into another language while preserving the original meaning, tone, and style of the text. Translation is an important tool for facilitating communication and exchange between people who speak different languages. In the linguistic landscape of shop signs, translation is commonly used to convey information to customers who speak different languages. Shop owners may use translation to provide information about their products or services, or to communicate with customers who may not speak the same language as the shop owner. As a result, translation plays an important role in making information accessible and promoting cross-cultural understanding. In a study published in the *Journal of Sociolinguistics*, the authors highlight the importance of translation in the linguistic landscape of shops, noting: "Translation is a common feature of the linguistic landscape, particularly in urban areas with high levels of linguistic diversity. Shop signs are an important site for translation, as they provide a public display of multilingualism and facilitate communication between different linguistic groups." (Blommaert & Backus, 2011).

Similarly, in a paper published in the *International Journal of Multilingualism*, the authors state that "translation is an essential tool for promoting multilingualism and cross-cultural understanding in the linguistic landscape of shops. By providing information in multiple languages, shop owners can reach out to a wider audience and create a welcoming environment for customers from different linguistic backgrounds." (Juffermans et al., 2018).

1.3.3.3 The Use of Translanguaging in Storefront Signs

Translanguaging is a language practice that involves the use of multiple languages or language varieties in communication. It is an approach to language use that sees languages not as discrete, separate systems, but as resources that speakers can draw on to express meaning

and achieve communicative goals. Translanguaging involves fluidly moving between languages, codes, and modes, and is often used by multilingual speakers as a way to navigate complex social and linguistic environments.

In the linguistic landscape of shop signs, Translanguaging is commonly used to create a sense of identity, community, and inclusivity. Shop owners may use Translanguaging to cater to customers who may speak different languages or to convey a particular message or style. Translanguaging plays an important role in reflecting and promoting linguistic diversity and cultural identity in the linguistic landscape. According to García (2009), Translanguaging is defined as: "Translanguaging refers to the ability of bilingual speakers to shuttle between languages, treating the diverse languages that form their repertoire as an integrated system."

In a study published in the *International Journal of Bilingualism*, the authors highlight the importance of Translanguaging in the linguistic landscape of shops, noting that: "translanguaging in the linguistic landscape of shops allows for the creation of a shared linguistic space that is inclusive and responsive to the multilingual realities of the community. It can promote the use of all languages and contribute to the visibility and recognition of linguistic diversity" (García & Li Wei, 2014)

Similarly, in a book chapter published in *Translanguaging: Language, Bilingualism and Education*, the author's state that:

Translanguaging in the linguistic landscape of shops can be seen as an act of resistance against dominant language ideologies and a celebration of linguistic and cultural diversity. By drawing on multiple languages and language varieties, shop owners can create a sense of community and inclusivity, while also challenging monolingual assumptions and promoting the use of all languages. (Canagarajah & García, 2016)

Examples of Translanguaging in shop signs include the use of multilingual signs, and Transliteration in Shop Signs draw on different languages and scripts to convey a message or

create a particular style. For example, a shop may have a sign that reads "Pizza / Biryani / Halal" or "Welcome / أهلا وسهلا Bienvenue /D /asg Slai" to cater to customers who may speak different languages or to create a sense of inclusivity and diversity. Shop owners may also Translanguaging to challenge dominant language ideologies and promote the use of all languages, such as the use of a sign that combines elements from different languages or language / varieties to create a playful or creative effect.

1.3.3.4 The Use of Code-Mixing in Storefront Signs

Code mixing refers to the use of two or more languages or language varieties within a single conversation or text. It involves the integration of elements from different languages or language varieties into a single communicative act, often for pragmatic or social purposes. Code mixing is a common phenomenon in multilingual settings and can take various forms, such as the insertion of loanwords, phrases, or grammatical structures from one language into another.

In the linguistic landscape of shop signs, code mixing is commonly used to create a unique style or identity for the shop, as well as to cater to customers who may speak different languages. Shop owners may use code mixing to combine elements from different languages or language varieties in their shop name, slogan, or product descriptions, for example. As a result, code mixing plays an important role in reflecting and promoting linguistic diversity and cultural identity in the linguistic landscape.

In a study published in the *Journal of Language Contact*, the authors highlight the importance of code mixing in the linguistic landscape of shops, noting that: "Code mixing is a common feature of the linguistic landscape, particularly in urban areas with high levels of linguistic diversity. Shop signs are an important site for code mixing, as they provide a public display of multilingualism and reflect the linguistic and cultural identity of the shop and its customers." (Meeuwis & Blommaert, 2018)

Similarly, in a paper published in the *International Journal of Multilingualism*, the authors state that "code mixing is a powerful tool for expressing linguistic and cultural identity in the linguistic landscape of shops. By combining elements from different languages or language varieties, shop owners can create a unique style and appeal to customers from different linguistic backgrounds." (Juffermans et al., 2018)

Examples of code mixing in shop signs include the use of hybrid names or phrases that combine elements from different languages, such as «Koko's Kitchen" (combining English and Japanese) or "Chopstix Grill" (combining English and Chinese). Shop owners may also use code mixing to incorporate loanwords or phrases from other languages into their product descriptions, such as "pan dulce" (sweet bread in Spanish) or "gelato" (Italian ice-cream)

1.3.3.5 The Use of Code-Switching in Storefront Signs

Code switching refers to the use of two or more languages or language varieties within a single conversation or interaction. It involves switching between languages or language varieties for communicative or social purposes, often to express identity, build rapport, or convey a particular message. Code switching is a common phenomenon in multilingual settings and can take various forms, such as the alternation of entire sentences or phrases, or the insertion of words or expressions from one language into another.

In the linguistic landscape of shop signs, code switching is commonly used to create a sense of identity or community for the shop and its customers. Shop owners may use code switching to cater to customers who may speak different languages or to convey a particular message or style. As a result, code switching plays an important role in reflecting and promoting linguistic diversity and cultural identity in the linguistic landscape. In a study published in the *Journal of Sociolinguistics*, the authors highlight the importance of code switching in the linguistic landscape of shops, noting that:

"Code switching is a common feature of the linguistic landscape, particularly in

multilingual urban areas. Shop signs are an important site for code switching, as they provide a public display of multilingualism and reflect the linguistic and cultural identity of the shop and its customers." (Blommaert & Backus, 2011).

Similarly, in a paper published in the *International Journal of Multilingualism*, the authors state that: "code switching is an effective tool for building rapport and expressing identity in the linguistic landscape of shops. By switching between languages or language varieties, shop owners can create a sense of community and appeal to customers from different linguistic backgrounds." (Juffermans et al., 2018)

Examples of code switching in shop signs include the use of bilingual or multilingual signs that switch between languages or language varieties for different sections or purposes. For example, a shop may have sign that reads "Bakery / Panaderia" or "Welcome / Bienvenue" to cater to customers who may speak different languages. Shop Owners may also use code switching to convey a particular message or style, such as the use of a catchy phrase or pun that combines elements from different languages or language varieties.

1.3.4 Reason for Shop Owners' Options

The use of language on shop signs has been a topic of interest in linguistic landscape research, as it provides insight into the communicative practices of the local community (Spolsky & Cooper, 1991). In this paper, we aim to explore the reasons why shop owners use language on their shops, drawing on relevant academic literature. One reason for the use of language on shop signs is to attract customers and communicate the nature of the business (Backhaus & Voeth, 2017). This is supported by Cooper (1999), who argues that the use of language on shop signs serves a primarily pragmatic function of conveying information about the products and services available. Shop owners may also use language to differentiate themselves from competitors and create a distinct brand image (Gorter, 2013).

Additionally, the use of language on shop signs can reflect the linguistic and cultural

diversity of the local community (Blommaert, 2010). In multicultural and multilingual areas, shop owners may use multiple languages on their signs to cater to a diverse customer base (Pavlenko, 2012). As Blommaert (2010) notes, this can also have a symbolic function of representing the presence and visibility of different linguistic and cultural groups in the community. Moreover, the use of language on shop signs can serve a social and political function, as it can be a form of resistance against dominant language ideologies and policies (Heller, 2011). In some cases, shop owners may use minority or stigmatized languages on their signs to challenge the hegemony of the majority language and assert their linguistic identity (Ben- Rafael et al., 2006).

The use of language on shop signs serves a range of functions, including conveying information, creating a distinct brand image, reflecting linguistic and cultural diversity, and challenging dominant language ideologies. By analysing the linguistic landscape of shops, we can gain insight into the communicative practices and identities of local communities.

Conclusion

In summary, the exploration of linguistic landscape yields a comprehensive understanding of the varied purposes, broad scope, and integral significance of signs in this field of study. By examining the visible portrayal of languages in a particular geographical region, scholars acquire valuable insights into the complex dynamics of language use, policies, and the formation of identities. The linguistic landscape serves as a mirror reflecting the intricate interplay between language, culture, and power dynamics, effectively showcasing instances of language contact, evolution, and preservation. It encompasses a wide array of written texts and publicly displayed signs, including advertising materials, street names, storefront signage, and digital media. Signs assume a vital role as tangible and visible means of communication, acting as markers of cultural diversity, identity, and social interactions. They serve essential functions by providing directions, conveying information, and

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symbolizing the rich heritage of a community. Through the analysis of signs, researchers gain valuable insights into language preferences, hierarchies, policies, as well as the representation and visibility of diverse social groups. Ultimately, the study of linguistic landscape and the role of signs within it provide an illuminating perspective on the intricate relationship between language, society, and the physical environment

Chapter Two

Linguistic Landscape of Storefront Sings: Literature Review

Introduction

This chapter provides an overview of previous research on store signs and the linguistic landscape, with a particular focus on Europe, Africa, Asia, and Algeria.

The linguistic landscape, characterized by the visible display of languages in public spaces, has been a subject of growing interest among sociolinguists and cultural researchers. By examining previous studies conducted across diverse regions, this chapter aims to shed light on the language choices, identity construction, and sociocultural dynamics reflected in store signs. Furthermore, it explores the specific case of Algeria, delving into the linguistic landscape within its borders and the previous research conducted on this topic.

2.1 Previous Research on Store Signs

Even though the study of shop signs is a relatively new area in linguistics, there have been numerous studies conducted on this topic. However, most of these studies have only explored the visibility of languages in public spaces within a particular territory, which is known as the linguistic landscape approach. According to Louw and Lamb (2000), the perception of a brand by consumers is crucial for establishing long-term business-consumer relationships. A successful brand is easily recognizable and conveys specific attributes to the consumer, performing a variety of important functions. Palumbo and Herbig (2000) highlight some of these functions, including the ability of a brand to identify a product or service, allowing consumers to make informed choices and recommend brands to others. Brands also communicate important messages to consumers, conveying information about style, modernity, or wealth, for example. In addition, brands function as valuable legal property that can be invested in and protected from competitor infringement.

Simonson (1997) argued that foreign names and cultural influences have a significant impact on business, as consumers are increasingly exposed to different cultures in their daily lives. This exposure to foreign images and ideas can shape consumer attitudes and

preferences towards certain brands or products. However, the extent to which consumers adopt these new identities and images depends on their individual attitudes towards foreign influences. In other words, the speed of adoption may vary based on each consumer's openness to foreign cultures and ideas.

Campbell (2004) identified two primary reasons why speakers of a native language tend to adopt foreign names. The first reason is "need," which arises when speakers of a language encounter a new item or concept from a foreign source and require a new term to describe it in their own language. In many cases, a foreign name is adopted along with the new concept. The second reason is "prestige," which refers to the social status or value that is associated with foreign names or brands. Consumers may be attracted to foreign names as a way to signal their sophistication or cosmopolitanism. Campbell's analysis suggests that both practical and social factors play a role in the adoption of foreign names by speakers of a native language.

McArthur (2000) conducted an empirical study on the multilingual nature of shop naming processes in Zurich, Switzerland and Uppsala, Sweden. The study focused on specific areas in the city centers of these major cities. The results showed that in Zurich, out of a sample of 31 shops names, 17 (55%) included English language elements. Similarly, in Uppsala, out of a sample of 86 shops names, 38 (44%) included English language elements. The dominance of English in business naming was evident in both cities, although to varying degrees. These findings suggest that the use of English in shop names is a common phenomenon across different regions and cultures.

Schlick (2002) conducted a study on store signs in Klagenfurt (Austria), Udine (Italy), and Ljubljana (Slovenia) to investigate the influence of foreign languages. The research found that the shop signs and window displays in Udine showed less foreign influence compared to those in Klagenfurt. However, the Ljubljana sample contained at least the same

proportion of English as the Klagenfurt sample, which is an interesting finding. This result was attributed to the high number of international company names present in Ljubljana as well as exposure to American movies on Slovene TV, where they are shown in the original language. In contrast, Germany and Austria typically use dubbing. These factors suggest that exposure to foreign media and international companies may play a role in the adoption of foreign languages in store signs and other business-related communication.

In a later study, Schlick (2003) examined the use of English and other foreign languages in shop signs in eight European locations across four countries, including the UK, Austria, Italy, and Slovenia. The results showed that Kranj in Slovenia displayed the largest proportion of business names containing some English (36%), followed by Vienna, Trieste, Leoben, and Ljubljana. Pordenone had the least examples of signs containing English (21%). It is worth noting that the samples collected from Nuneaton and London were excluded from the rest of the sample. The results from non-English speaking samples revealed that the language most commonly used in store signs after the local language was English, followed by French, Italian, and German. These findings suggest that the use of English in business-related communication is not limited to English-speaking countries and may be influenced by various factors, such as international business connections and exposure to foreign media.

In her study on the influence of English on shop signs in Tokyo, MacGregor (2003) sampled 120 shop signs in three streets near Siejo Gakuen-mae train station. Despite Japan being a relatively monolingual country, MacGregor found that English language use was prevalent in popular domains such as music, fashion, print media, and advertising. In fact, half of the signs in the sample (50%) exhibited the influence of English in varying degrees. MacGregor categorized the data into unilingual, bilingual, and trilingual signs and concluded that foreign languages, mostly English, function to embellish Japanese and to a lesser extent communicate meaning on their own. She also found that Japanese is the language of signs for

restaurants serving Japanese food, pastry is associated with French, bread is linked to Scandinavia, and the fashion industry is the battleground of English and French.

Griffin (2004) conducted a study on the prevalence of English on street signs, shop fronts, and other commercial and public buildings in Rome, with the aim of gaining a better understanding of the use of English in non-English-speaking contexts. This study was inspired by a previous study that examined the use of English in Polish magazine advertisements. Griffin's study included a broad sample of shop names from 17 streets in 7 different zones, with 14 subjects indicating the context in which English language appeared. The results showed a fairly equal distribution of English shop signs among the chosen zones, highlighting the widespread use of English in commercial settings in non-English-speaking countries.

Stewart and Fawcett (2004) conducted a study to determine the frequency of foreign languages used in shop signs in six small towns in north-western Portugal. The majority of the shop signs were monolingual and written in Portuguese; however, out of the 271 signs examined, 27 (10%) were written in English. Interestingly, there were no signs in Spanish in locations close to the Portugal-Spain border, whereas English signs were present. The study found that almost two-thirds of the English language sample was comprised of snack bars. Other English phrases included fast food, fashion and style, Black-Gate Bar, handcrafts, and café.

Zughoul (2007) conducted a study in Jordan to analyse the contents of business signs and their sociolinguistic implications. He surveyed 2400 business signs in nine major Jordanian towns, including the capital city of Amman and its suburbs. The study found that although Jordan is a monolingual and unicultural society, the use of English in business signs was significant. The signs incorporated both indigenous cultural heritage and foreign values, indicating the influence of globalization on the society.

In his study, Qarqaz (2007) examined the different categories of shop business signs used in Irbid, Jordan, and analysed them from sociolinguistic and cultural perspectives to determine the factors that influence shop owners when naming their shops. He surveyed business signs in four main streets in Irbid, and the sample he selected included 685 shop names. The results of the study showed that shop names in Irbid can be categorized into ten general categories, such as first names, foreign names, family names, place names, names related to nature, names expressing wishes, hopes, and values, product names, famous character names, nationalistic names, and religious names. The most frequent names used in Irbid were first names, representing (28%) of the total percentage, while religious names were the least used, representing only (2%).

2.2 Previous Research on the Linguistic Landscape of Store Signs

The linguistic landscape of shop signs has been the subject of considerable research in recent years, with scholars exploring how language use on these signs reflects and shapes local social and cultural contexts. Previous research has examined a range of topics related to the linguistic landscape of shop signs, including the languages and scripts used, the messages conveyed, and the social and cultural factors that influence language practices in specific geographic areas. By reviewing this literature, we can gain a better understanding of the linguistic diversity and complexity of different regions and neighbourhoods, as well as the ways in which language is valued and used in different parts of the world. This knowledge can be valuable for policymakers, business owners, and linguists seeking to understand the complex relationship between language and culture in specific geographic contexts.

2.2.1 International Visionary Studies

The field of linguistic landscape has been gaining attention from scholars interested in sociolinguistics and applied linguistics. One of the early studies was conducted by

Rosenbaum et al. In 1977, who examined the language used in signs on Keren Kayemet Street in Jerusalem, with a particular focus on the spread of English.

In recent years, there has been a surge of research of this topic, spurred by the migration, globalization, and availability of digital cameras. Workshops have been organized in different regions to discuss this growing area of study (Edelman 2010, 1). Approach to multilingualism is a noteworthy contribution to the field, building on the work of Landry and Bourhis. In their chapter on 'Israel', Ben-Rafael et al. (2006) apply Landry and Bourhis' definition to examine the linguistic landscape of Israel. The study compares the visibility of Hebrew, Arabic, and English in different types of Israeli cities, including homogenous and mixed communities, as well as East Jerusalem. The researchers found that Hebrew signs with English translations were most prevalent in predominately Jewish areas, Arabic-Hebrew signs dominated in Israeli-Palestinian mixed. Communities, and dual-language Arabic-English signs were most visible in East Jerusalem. Despite these variations, the researchers concluded that the degree of visibility of the three languages did not necessarily reflect Israel's diverse ethno linguistic population. Backhaus (2007) conducted a study in Tokyo to gain insights into multilingualism in the Far East, particularly in relation to language contact as observed through signs. The aim was to explore how the language used on signs could shed light on the linguistic landscape. In this context, the concept of linguistic landscape was defined as having the potential to provide valuable information.

In an instant where on earth you are and what languages you are supposed to know... [And] provides a unique perspective on the coexistence and competition of different languages and their Scripts, and how they interact and interfere with each other (p.145)

Rosenbaum, Nadel, Cooper, and Fishman (1977) conducted a study to explore language usage in Jerusalem. Through interviews and staged encounters on Keren Kayemet Street, they analysed the languages and scripts used on signs. The study found that the Roman script,

primarily in English, was more prevalent on bottom-up signs than on top-down signs, indicating a discrepancy between the official language policy of Hebrew-only signs and the widespread use of English in commercial signage. The authors attributed this to the "snob appeal" of English. This phenomenon of English's perceived prestige has been noted in subsequent studies on the global spread of English.

Another pioneer study by Tulp (1978) in Brussels examined the use of Dutch and French on billboards and found that the streetscape was predominantly French, with little space for Dutch. Monnier (1989) reported on the legal regulations in Québec, Canada, which mandate the use of French in public spaces and prohibit English on shop fronts. Calvet (1990) compared the language use on urban walls in Dakar and Paris and found that while the signs indicate the multilingualism of these cities, the authorities do not account for this diversity. In Paris, the languages remain separate, while in Dakar, they coexist and interact on the same signs. In addition to the work of Gorter and Shohamy in Europe, there have been pioneering studies of LL in other parts of Europe (e.g., Bakhaus. 2007, Gorter. 2006, Landry and Bourhis. 1997, Shohamy. 2006, Spolsky & Cooper. 1991). LL research has been conducted in Jerusalem (Ben-Rafael. Shohamy, Amara Trumper-Hecht. 2006; Spolsky & Cooper 1991); in Montreal (Landry & Bourhis. 1997); in Brussels (Tulp. 1978, Wenzel 1996); in Basque country (Cenoz & Gorter (2006); in Bangkok. (Huebner. 2006). and Netherlands (Edman 2006, Gorter, 2006). Also, a prior study has extensively examined LL's impact and implementation in south Asia and Africa and other parts of the world.

2.2.2 Visionary Studies in Asia

The most known study in Asia and the initial research on Aqaba conducted by Jordan aimed to demonstrate the current state of English usage within the city, elucidate the reasons for its usage and assess the perspectives of shop proprietors towards English as a foreign language. The study also sought to investigate the impact of English on the language used in

the local business sector, and to ascertain whether English was employed elsewhere. In the selected sample, most of the shop signs displayed a combination of Arabic and English. Nonetheless, English was predominantly employed to attract foreign customers, and was associated with contemporary globalisation, prestige, and embellishment. English was viewed more positively than Arabic and was increasingly becoming more familiar to the people in the city. Given that several English words have already been assimilated into the local Arabic dialect, some signs had Arabic transliterations of English words instead of their Arabic counterparts. Alomoush (2015) conducted a comprehensive study in urban Jordan, examining over 8,000 street signs, of which approximately half were monolingual or multilingual. The languages used were Modern Standard Arabic (MSA) and English, while minority languages were neglected on both top-down and bottom-up signs. The results were consistent with the findings of Amer and Obeidat's (2014) first Jordanian study, but an interesting discovery was the absence of native Jordanian Arabic on top-down signs.

However, on bottom-up signs, Jordanian Arabic is employed to highlight local culture, and a range of minority languages appear in commercial and cultural contexts. In terms of the use of English, there is a marked contrast between top-down and bottom-up signs in the motives for its use; the government prefers English to facilitate economic development, communication with foreign tourists, and education, while shopkeepers use English primarily for "attractiveness purposes" in addition to communicative and symbolic objectives. Bilingual signs, which are also common, are justified "to support linguistic tolerance and global identity, promote local names and cultural references, meet people's social needs, and avoid Arabic taboo expressions" (Alomoush, 2015, p. 230).

Some other previous studies are notable in different cities in Asia for example: Malaysia (Maman, David, Dumanig, Naqebullah 2015), Singapore (Tang 2016). Brunei Darussalam (Coluzzi, 2012), Timor-Leste (Taylor-Leech 2012). Cambodia (Kasanga, 2012)

Hong Kong (Wolof, El al. 2012), Japan (Bakhaus, 2006, 2007), and other studies in Baltic countries (Kreslin 2003), south of Australia (Koschade 20016). Taipei (Curtin, 2015) and Bosnia (Lay. 2015).

2.2.3 Visionary Studies in Africa

The LL of Africa is incredibly diverse and complex, reflecting the continent's rich cultural heritage and linguistic diversity, with over 2,000 different languages spoken across the continent. Africa is home to a wide variety of LL that reflect the unique identities and histories of its many communities. Lanza and Wolder Mariam (2014) conducted a study on language use on signposts in Addis Ababa, Africa, revealing that English, in addition to the national language Amharic, is used predominantly by privately owned businesses offering high-quality products. This practice was also observed in Dar es Salaam, Tanzania, by Bwenge (2009), Chul-Joon (2014), and Peterson (2014). However, Banda and Jimaima (2015) introduced a new approach to linguistic landscape research by analysing the use of multiple languages, including Tonga and Bemba, on signposts in rural areas of Zambia. They discovered that the rural landscape in Zambia is diverse, with various ethnolinguistic and demographic characteristics. To address the low literacy rate in rural areas, creative communication strategies are used, such as oral Linguistic Scaping, which combines the sign and the people's experience to facilitate interpretation. The study also found that Chinese businesses in Zambia use signage in both Chinese and English languages. The Zambian language policy permits the use of English and zonal languages such as Bemba and Tonga. In conclusion, Banda and Jimaima (2015) proposed that the walking narrative methodology is crucial in comprehending rural-scapes and that oral Linguistic Scaping is central, with place knowledge serving as a complement to literacy. Most studies on sub-Saharan African places (Wolder Mariam Lanza 2012), Rubday & Ben. said 2015), (Juffermans 2015), (MC Laughlin

2015) Blac wood et al 2016) Addis Ababa (Lanza 2014), Algiers (Messkher 2015), Cape Town (kayama et. Al 2012), Casablanca, Fes and Rabat (Hassa 2012) and many others.

2.3 Exploring and Understanding Algeria

2.3.1 Overview of the Algerian History, Culture and Society

Algeria is a country in North Africa that boasts a rich history and culture. The country has been inhabited by various groups throughout its history, including the Berbers, Phoenicians, Romans, and Ottomans. Algeria gained independence from France in 1962 after a long and bloody struggle for self-determination, and has since undergone significant political and social changes. The country is home to a diverse range of ethnic and linguistic groups, including Berber, Arab, and French. Algeria's cultural heritage is evident in its music, art, and literature, which reflect the country's unique blend of African, Arab, and European influences. As noted by Tlemcani (2018), Algeria's cultural diversity is a product of its history, which has been shaped by a variety of external influences. The country's Berber population is one of the oldest indigenous groups in North Africa, and has had a significant impact on Algerian culture. According to Merad (2016), the Berber language and culture have been preserved through a rich oral tradition that has been passed down through generations. In addition, Islam has played a central role in shaping Algerian culture and society. The country has a long and complex relationship with the religion, which has been both a source of inspiration and a source of conflict. Algeria's society is characterized by its diversity and complexity.

The country has undergone significant social and economic changes in recent decades, with the government implementing a range of reforms aimed at modernizing the country and promoting economic growth. Despite these efforts. However Algeria continues to these efforts, however, Algeria continues to face significant challenges, including high unemployment rates and a lack of political freedom. As noted by Ghouati (2021), these

challenges are compounded by the country's complex political landscape, which is characterized by a legacy of authoritarianism and corruption.

In conclusion, Algeria is a country with a rich history and culture that reflects a unique blend of African, Arab, and European influences. The country's cultural diversity is a product of its complex history, and is evident in its music, art, and literature. Despite facing significant challenges, Algeria remains a vibrant and dynamic society that is poised to play an increasingly important role in the region and beyond.

Figure01

The Algerian Map



Note Adopted from The Web Site [Algeria | Flag, Capital, Population, Map, & Language | Britannica](#)

2.3.2 The Linguistic Landscape of Algeria

Algeria's linguistic landscape is intricate and multifaceted due to its colonial past. The country's language situation is characterized by Arabic diglossia and the presence of multiple languages, including two mother tongues, Arabic and Berber, as well as a foreign language, French. According to Algerian linguists (e.g., Morsly, 1991, Taleb-Ibrahimi, 1995, Miliani, 1997; Cherrad, 1998) these languages coexist and compete with each other. Arabic and Berber are recognised as official and national languages, while French is considered a major foreign language due to its colonial legacy.

Chachou (2013, p. 196) supports the idea that classical Arabic is associated with the Holy Qur'an, sacredness, and Arab identity. Additionally, Algerian Arabic is the dialect used in daily informal communication, while Berber has regional dialects and is used among Berber-speaking communities as a reminder of their origins. French, on the other hand, is viewed negatively due to its association with the colonial period. It seems that the dominance of English in various domains, including scientific, technological, and administrative fields, poses a challenge to the use and promotion of other languages, including those spoken in Algeria. This situation may negatively impact various national sectors, including politics, as some individuals may perceive the use of English as a barrier to effective communication and participation in decision-making processes. However, it is worth noting that the use of English as a global language can also present opportunities for individuals and businesses to connect with others from different cultures and countries. English proficiency can also enhance access to international academic and professional opportunities.

Ultimately, the decision to prioritize the use and promotion of certain languages in different sectors is a complex one, and there may be various factors to consider, such as the

needs of different communities, economic considerations, and cultural preservation. It is important for policymakers and stakeholders to engage in thoughtful discussions and consider diverse perspectives when making decisions about language use and promotion.

2.3.3 Previous Studies on Algerian Linguistic Landscape

Algeria, like many other countries around the world has gained increasing interest in the field of linguistic landscape. In recent years several studies have been conducted on the linguistic landscape of shop signs in various regions, including, Algiers, Oran, Tizzi Ouzou, Bouira and Tiaret. These studies have shed light on the linguistic features of shop signs, such as their language choices and script, and their relationship with broader sociolinguistic issues such as language policy and language attitudes.

Houcine Gherici Naklala conducted a study in the University Mohamed Ben Ahmed in Oran 2, Algeria, focuses on the emergence of languages in public spaces and the importance of linguistic landscape as a field of research related to language policy in terms of sociolinguistics. The study aims to highlight the similarities and differences between public and private signs in language use, as well as the role of language policy authorities and individual practices. The concept of linguistic landscape is defined as the language found in a given public space, with two types of signs identified - private and governmental. Private signage refers to non-official items such as shop and restaurant names, while official signage pertains to names of streets, schools, and hospitals. The study underscores the significance of signs in society for disseminating information and transmitting messages, with linguistic landscape representing the status and significance of different languages.

Algeria's linguistic profile is also discussed in the study, with the top-down vs bottom-up signs in the Sidi El Houari district analysed. The study notes that each level has monolingual, bilingual, and hybrid signs. Another dissertation study conducted by Fodil Mohammed Sadek in the University of Mouloud Mammeri Tizzi Ouzou, The current study

explores the expansion of English use in Algeria through analysing instantiations of English, mainly on shop and building names, in the Linguistic Landscape of Bouira city center. This research work attempts to determine the features influencing Algerians to use English in commercial domains. The motivating factors for the display of English are addressed using Spolsky's theory of Language Choice, by means of a mixed method research. To this purpose, all the shop and building signs labeled in English were photographed. The pictures were supplemented with a set of semi-structured interviews with the available actors responsible for the creation and use of these signs, namely the sign owners, the sign makers, and the sign recipients. SPSS (Statistical Package for Social Sciences) was used for statistical data analysis, while the results of the interviews were interpreted through the Qualitative Content Analysis (QCA) to gain an in-depth understanding about the real reasons behind the use of English in deep Algeria. Despite the small number of its speakers, the residents of Bouira show a great tolerance and acceptance towards English. The results reveal that the majority of signs labeled in English are of a subjective nature and the spread of English in Algeria is an off shoot of globalization.

Meriam Khattab from the university of Tahri Mohamed Bachar, Mohamed El Salman from the university of Jordan they examined the extent to which the minority language, Tamazight, is represented in the street signs of Algiers, the capital city of Algeria. The research focuses on three major urban streets in Algiers and employs both quantitative and qualitative methods to analyse a sample of 342 photographed street signs, in order to provide a description of the Linguistic Landscape (LL) of Algiers. The findings reveal that the language policy of the state is strongly reflected in the LL of Algiers, as the majority of street signs prioritize the official language of Arabic, which is always positioned first on multilingual signs arranged vertically. This hierarchy of languages suggests a relative importance attributed to each language on the same sign.

However, the minority language of Tamazight, which is also an official language, is scarcely visible on the street signs, indicating its symbolic function and reflecting power relations within the majority and minority groups in Algeria. Its limited representation on street signs serves to demonstrate tolerance and solidarity with the Berber minority group.

The attention given to this phenomenon is not that old in Tiaret city, many dissertation studies was conducted in the University of Ibn Khaldoun Tiaret. The First study published in the web site of the university by Sahli and submitted by Ikram Merdaf, (2020). The study aimed to explore the linguistic landscape of shop signs in the Tiaret speech community by analysing the linguistic cityscape scenario. It focused on examining the types of language used on shop signs, the motives behind their use, and the attitudes of potential readers towards language variations and foreign languages. The study utilized both qualitative and quantitative methods, including content analysis of 679 photographs of monolingual, bilingual, and multilingual shop signs, a semi- guided interview with 27 shop keepers, and 80 questionnaires administered to potential readers. The findings indicated that the linguistic cityscape of Tiaret speech community is mainly monolingual, and the primary motives for creating shop signs were the presentation of self and good reasons.

Readers' attitudes towards the language used on shop signs were diverse. With a strong preference for Modern Standard Arabic.

Moreover, another study for the Master's degree dissertation in linguistic in sougueur, Tiaret, (2022). submitted by Miss Horr Imen and Abdelloui Abdelkader under the supervision of Dr. Amina Abdalhadi. The purpose of this academic research is to examine the disparities between using the English and French languages in promoting businesses to customers and in internal commercial transactions. To gather the necessary data to support the proposed theories, a mixed research method involving both quantitative and qualitative methods was utilized. This included administering 50 questionnaires to customers and

conducting direct conversations with merchants in Sougueur City (Tiaret), which were recorded. The study findings indicate that citizens wish to modify the national language program by adopting English as a second language instead of French. Other outcomes of the research were also revealed.

2.3.4 Overview of Tiaret City

Tiaret is a city located in north-western Algeria, and it has a rich historical and cultural background. One of the earliest historical references to Tiaret dates back to the 3rd century BC when it was known as "Medghassen Tityrt" by the Berber tribes who inhabited the region. Tiaret has also been mentioned in several historical accounts and was known to be a strategic location due to its position on the crossroads of various trade routes. According to an article published in the *International Journal of Humanities and Social Science Research*, the region of Tiaret was ruled by several dynasties, including the Berbers, the Romans, and the Arabs. The Berbers were the earliest known inhabitants of the region and played a significant role in shaping its culture and traditions. The Roman period saw the construction of several important structures in Tiaret, including the famous Tiaret Arch, which was built in the 1st century AD. According to the same article, "the Roman presence in Tiaret was marked by a prosperous period of economic and cultural growth." During the Arab conquest of North Africa in the 7th century, Tiaret became an important center of Islamic learning and scholarship. According to a research article published in the *Journal of African History*, "Tiaret was known to be a center of learning for various Islamic sciences, including theology, jurisprudence, and Quranic studies." Tiaret continued to flourish under various Arab dynasties, including the Almohad and the Zayyanid, and became a center of trade and commerce. The city was also known for its rich cultural and artistic heritage, and several scholars and artists were born and lived in Tiaret. In modern times, Tiaret has continued to be an important center of culture and

learning in Algeria. According to the official website of the Ministry of Culture of Algeria, Tiaret hosts several cultural events throughout the year, including the Tiaret International Festival of Islamic Art and the National Festival of Traditional Music.

In conclusion, Tiaret has a rich and diverse historical background, and its culture and traditions have been shaped by several civilizations throughout history. From the Berbers to the Romans and Arabs, Tiaret has played a significant role in the cultural and intellectual development of North Africa.

Figure 02

Tiaret City Map



Note Adopted from Web Site [Wilaya de Tiaret | informations utiles de Tiaret \(info-algerie.com\)](http://Wilaya de Tiaret | informations utiles de Tiaret (info-algerie.com))

2.3.5 Tiaret city's Linguistic Landscape

Tiaret Speech Community, which is a part of the larger Algerian speech community, has a complex linguistic situation. The community members use several language varieties such as Classical Arabic (CA), Modern Standard Arabic (MSA), Algerian Dialectal Arabic (ADA), Berber, and French in their daily interactions. They do not rely on one language solely, but instead use multiple varieties for specific communicative purposes. Classical Arabic and Modern Standard Arabic are not the dominant languages in Tiaret Speech Community, nor are they the primary languages spoken in other Algerian communities. Classical Arabic is associated with the holy book "El Qur'an" and "slam," while Modern Standard Arabic is taught in schools. However, the majority of Tiaret Speech Community (TSC) members speak Algerian Dialectal Arabic, which is considered the dominant language variety.

In addition to Algerian Dialectal Arabic, Berbers and Mozabits use their native language variety when interacting with each other. However, when interacting with Arabs, they switch to Algerian Dialectal Arabic or French, or code-switch between them. Furthermore, French and English are also present in daily conversations. According to research conducted by Mekkioui (2019), code-switching is a common phenomenon in Algeria, particularly in urban areas where multiple languages are used. The use of French and Arabic in official contexts has created a linguistic hierarchy, with French being considered the language of power and prestige. However, in informal settings, the use of Algerian Dialectal Arabic.

Overall, the linguistic situation in Tiaret Speech Community is complex, with the use of multiple language varieties being a common occurrence. The dominance of Algerian Dialectal Arabic in daily interactions, along with the presence of other Languages such as Berber and French. Highlights the importance of multilingualism in the community.

Conclusion

In conclusion, this chapter has provided a comprehensive overview of previous academic research on store signs and the linguistic landscape, spanning Europe, Africa, Asia, and specifically focusing on Algeria. By examining language choices, identity construction, and sociocultural dynamics reflected in store signs, these studies have enhanced our understanding of the intricate relationship between language, space, and society. The comparative analysis across diverse regions has revealed both commonalities and unique features in the linguistic landscapes of store signs. The examination of Algeria's linguistic landscape has further highlighted the influence of historical, socio-political, and linguistic factors on language visibility and power dynamics.

Overall, the findings from previous research underscore the significance of store signs as visible markers of multilingualism, cultural diversity, and language policies in various contexts. The insights gained from these studies serve as a foundation for future research and contribute to a broader understanding of the linguistic landscape phenomenon.

Chapter Three

Research Methodology, Data Analysis and Discussion

Introduction

This section is dedicated to the research design, which outlines the methodological approach adopted to address the research questions. Primarily, it provides an overview of the investigation's setting. Subsequently, it enumerates the data collection procedures employed, which encompassed three distinct methods: capturing shop signs on Maarouf Ahmed Street, conducting interviews with ten shop owners, and utilizing a mixed-method approach involving both quantitative and qualitative analyses. The quantitative analysis applies the rule of three to quantify the language usage in signs, considering different categorized aspects, as well as observations of language and literacy (LL) characteristics like translation, transliteration, code mixing and code switching, along with closed-ended interview questions. In contrast, the qualitative analysis employs Qualitative Content Analysis (QCA) to interpret the data gleaned from the photographs, utilizing two frameworks developed specifically for this study: the code preference system devised by Scollon (2003) and the open-ended interview questions.

3.1 Research Methodology**3.1.1 Descriptive Research Design**

A descriptive research design was employed in this study to investigate the phenomenon under investigation. Descriptive research is characterized by its focus on describing and documenting the characteristics, behaviours, and trends within a specific population or setting (Creswell, 2014). As stated by Kumar (2019), "descriptive research is designed to provide a snapshot of the current state of affairs by describing the variables of interest as they exist naturally" (p. 45). In line with this approach, the researcher aimed to provide a detailed and accurate depiction of the setting and collect data that accurately represented the observed phenomena.

The data collection methods utilized in this research design included capturing shop signs on Maarouf Ahmed Street and conducting interview with shop owners. Descriptive research studies, as per to Donald (1985, p.322), are intended to gather information about the current state of phenomena. Moreover, In line with Gay's view point (2000, p.189), one common type of descriptive research is concerned with assessing attitudes or opinions towards individuals, opinions, or procedures. These methods facilitated the collection of primary data that directly reflected the language usage and characteristics of the shop signs. By capturing and analysing the actual signs present in the street, the researcher obtained first-hand evidence of the language patterns and features displayed. Furthermore, the interviews with shop owners added a valuable qualitative dimension to the study. As Creswell (2014) notes: interviews "[Interviews] provide rich, in-depth information about participants' experiences, opinions, and beliefs" (p. 162). By engaging in conversations with the shop owners, the researcher gained deeper insights into their perspectives on language choices and the factors influencing their decision-making processes when creating shop signs.

To ensure the credibility and rigor of the study, the researcher employed a mixed-method approach that integrated both quantitative and qualitative analyses. The quantitative analysis involved the application of the rule of three to count the language usage in the shop signs across different categories. Additionally, the researcher made observations regarding language and literacy characteristics, such as translation, transliteration, code mixing, and code switching. Qualitative Content Analysis (QCA) technique, utilizing the code preference system developed by Scollon and Scollon (2003) as a framework for interpretation was employed

3.1.2. Research Approaches

3.1.2.1 Mixed-Method Approach

The mixed method approach refers to a research design that combines both quantitative and qualitative data collection and analysis methods to provide a comprehensive understanding of a research topic. This approach allows researchers to gather a broader range of data and insights, leveraging the strengths of both quantitative and qualitative research methods (Creswell & Plano Clark, 2017). As stated by Tashakkori and Creswell (2015), "a mixed methods study collects and analyses both quantitative and qualitative data, integrates the two types of data, and draws inferences using both" (p. 5). By incorporating quantitative methods, such as surveys, experiments, or statistical analysis, researchers can generate numerical data to measure variables, establish patterns, and make generalizations within a larger and make generalizations within a larger population (Johnson & Onwuegbuzie, 2004). On the other hand, qualitative methods, such as interviews, observations, or content analysis, enable researchers to explore complex phenomena in depth, capture participants' perspectives, and gain a rich understanding of the context (Creswell & Plano Clark, 2017).

Quantitative research is an investigative approach that involves gathering numerical data using surveys and structured questionnaires, and subsequently transforming them into frequencies through the application of referential and descriptive statistical techniques. The data is then presented in the form of tables, diagrams, pie charts, and graphs. According to Creswell (2002: 18), quantitative research "employs inquiry strategies such as experiments and surveys, while collecting data using pre-determined instruments that generate statistical information." Quantitative research entails the systematic collection and analysis of numerical data through standardized instruments, enabling researchers to employ statistical methods for data interpretation and representation.

Quantitative research is a systematic approach to investigation that involves the collection of numerical data using surveys and structured questionnaires. These data are then transformed into frequencies through the application of referential and descriptive statistical

techniques, enabling researchers to present their findings in the form of tables, diagrams, pie charts, and graphs. Creswell (2002: 18) emphasizes that quantitative research employs inquiry strategies such as experiments and surveys, while utilizing predetermined instruments that generate statistical data.

Quantitative research methods can provide valuable insights into aspects such as the distribution of languages or the prevalence of certain linguistic features, it is important to acknowledge the limitations of quantitative approaches when studying the linguistic landscape. Qualitative research methods, such as content analysis and ethnographic observation, are often employed in conjunction with quantitative techniques to gain a comprehensive understanding of the social, cultural, and political dimensions that shape the linguistic landscape.

3.1.2.2 Linguistic Landscape Approach

The linguistic landscape approach is a research methodology that focuses on analysing and interpreting the language displayed in public spaces, particularly in signs, billboards, and other forms of visual communication. This approach seeks to uncover the sociolinguistic dynamics and the relationship between language, identity, and power within a given context. By examining the linguistic features and patterns in public signage, researchers can gain insights into the sociocultural, political, and historical dimensions of a particular community or urban area. According to Landry and Bourhis (1997), who pioneered the linguistic landscape approach, "The linguistic landscape refers to the language of public road signs, advertising billboards, street names, place names, commercial shop signs, and public signs on government buildings" (p. 25). This definition emphasizes the focus on language in public spaces and highlights the importance of various linguistic elements in shaping the landscape. In the linguistic landscape approach, data collection involves systematically observing and documenting the language displayed in public spaces. This includes analysing

the content, language choice, script, design, and layout of signs and other visual texts. By collecting and categorizing these linguistic artefacts, researchers can uncover patterns, variations, and shifts in language use within a given area. The interpretation of the linguistic landscape data involves analysing the sociolinguistic, cultural, and political implications of the language choices in public signage. As Spolsky (2009) suggests, "The signs and symbols in public spaces reflect the languages, attitudes, identities, and ideologies of the communities they serve" (p.78). Researchers examine the linguistic features, such as code-switching, multilingualism, or the dominance of a particular language, and link them to sociocultural factors, such as language policies, migration, or community dynamics.

3.1.3 Research Context and Participants

3.1.3.1 Research Physical Locus

This research is undertaken in Commercial Street, named after the prominent figure Maarouf Ahmed, is a bustling and vibrant thoroughfare situated in the heart of Tiaret City, Algeria. It is affectionately known as "L'Academie" by the locals, owing to the prominent presence of the Directorate of Education, referred to as "'L'Académie" in French, along this street. Located in the midst of the city, Commercial Street holds a strategic position between two of Tiaret's famous streets. To the north lies the renowned Rue Mohamed Khemisti, renowned for its historical landmarks and architectural charm, while to the south is the bustling Rue Emir Abd-el-Kader, known for its lively markets and traditional souks. This central location enhances the prominence and accessibility of Commercial Street, making it a hub for various activities. It attracts a significant footfall of students, educators, and administrative staff associated with the Directorate of Education. The presence of educational institutions and administrative offices adds a distinct character to the street, creating an environment of intellectual vibrancy and academic pursuit. Apart from the academic establishments, Commercial Street retains its commercial significance, housing an array of

shops, boutiques, and dining establishments. Visitors and residents can find an extensive range of products and services, from daily necessities to fashion trends and gastronomic delights.

Figure 03:

Maarouf Ahmed Street Map



Note. Adopted from Web Site Google Map <https://www.google.com/maps>

3.1.3.2 The Selected Research Corpus

In our research study on Maarouf Ahmed Street, we thoroughly examined a considerable number of shops, with a specific focus on their storefront signage. We captured more than 90 shops related to the interest of our research than we classified and analysed a total of 40 shops located within the designated area, providing us with a substantial sample size for our investigation. These shops were then categorized according to their business types, restaurants, cafeterias, spice shops, pastry shops, grocery stores, confectionery supplies. all this establishments fall under the broader category of "food" or "nourishment" In brief shops are classified into five categories: 'food' , 'clothing', 'beauty', 'accessory' 'private healthcare clinic' 'home decoration', 'electronic outlet' 'services' enabling us to gain valuable insights into the diverse range of enterprises operating in this locality.

Our findings revealed several distinct categories of shops based on their business types. And specialty shops catering to specific customer needs. Our analysis of storefront signage and the categorization of these shops shed light on the commercial landscape and economic vitality of Maarouf Ahmed Street.

Table 01:

Classification of shops

Category	Business Type	Number of Shops
1. Nourishment	Restaurant	4
	Grocery Store	2
	Pastry Shop	2
	Confectionery Supplies	3
	Spice Shop	1
2. Clothes	Clothes	More than 60
3. Beauty	Beauty and Accessories	3
5. Home Decoration	Home Decor Store	1
6. Electronic Outlet	Electronic Outlet	3
7. Services	Delivery	1

3.1.3.3 Participants and Sampling Techniques

In this study, we employed a purposive sampling technique to select our participants, consisting of shop owners operating in the bustling downtown area. The decision to adopt purposive sampling was driven by our desire to ensure representation of diverse perspectives and characteristics among shop Owners, while aligning with the research aims.

Our sample included individuals of varying age categories, with the majority falling between the ages of 20 and 40. This age range was chosen to capture the perspectives of younger entrepreneurs who might bring fresh insights and innovative approaches, as well as experienced individuals who have established themselves in the industry.

Additionally, we included three elder participants in the age of 50 to account for the unique challenges and experiences faced by shop Owners in different stages of their careers.

To ensure gender diversity, we actively sought participation from both male and female shop owners. We aimed to explore potential gender-related differences in shop owner experiences, decision-making processes, and strategies. It is worth noting that both genders were considered and cooperative throughout the research process, contributing to a well-rounded analysis. Moreover, we recognized the importance of educational background in shaping individual's perspectives and approaches to running their businesses. Our sample included shop owners with varying levels of education, ranging from graduates and university students to those with middle and secondary school education. This diversity allowed us to investigate how different educational backgrounds may influence shop owners strategies, managerial practices, and responses to challenges.

In terms of participant selection, we chose individuals who were conveniently accessible and willing to participate, aligning with the research's interest and aims. This approach allowed us to gather a comprehensive range of insights and perspectives from shop owners actively involved in Maarouf Ahmed Street. While the chosen sampling method facilitated our ability to Target specific characteristics relevant to our research objectives, it is important to acknowledge the limitations. The findings may not be generalizable to the entire population of shop owners, and caution should be exercised when applying the results to other contexts. However, we believe that our selection of participants, considering their characteristics in terms of age, gender, and education, provides valuable and insightful information that contributes to the overall understanding of the topic under investigation.

3.1.4 Data Collection Methods and Procedures

3.1.4.1 Photographs of Storefront Signage

This research endeavours to delve into the linguistic landscape of the commercial sector in Maarouf Ahmed through some distinct objectives. We diligently undertake crucial measures to ensure the utmost effectiveness of our research processes. We initiate the research process by obtaining permission from the department head on February 10th, 2023. This step is essential since our research does not involve government buildings nor is it connected to the government sector. On the dynamic date of May 15th, 2023, we proceeded to the designated setting to commence data collection and conduct observations of the shops. To ensure compliance and cooperation, we obtained explicit permission from each individual shop Owner's, presenting them with the necessary documentation.

Our data collection process involved utilizing a state-of the-art digital camera (LUMIX G7), allowing us to capture high-quality photographs as we traversed the entirety of the street, starting from the initial point and concluding at the final destination. The pictures were systematically gathered. Firstly, an extensive collection of 90 photographs of monolingual, bilingual and multilingual shop sign capturing in the surveyed area undertaken, forming the basis for a comprehensive framework of languages and their various combinations prevalent in the commercial domain. In our sample, we incorporated multilingual signs, which refer to signs written in more than two languages, bilingual signs that encompass signs written in more than linguistic variety, and monolingual signs consisting of signs written in a single language. We deliberately excluded shop signs associated with well-known international brands, as our focus was on local businesses. Regarding proper names, we adopted the approach presented by Vottorel and Franceschi, treating them similarly to other words found in the Language Landscape database. Specifically, we assigned them to their language of origin or to the language they

symbolically corresponded to (Franceschi, V., & Vottorel, P. 2013:p.243). Shop signs, being created by private individuals, are generally considered to be grassroots or unofficial elements. This implies that they reflect the linguistic choices made by shopkeepers rather than being influenced by government policies, as is the case with top-down signs.

During our research, our primary focus was on collecting photographs of shop signs that utilized the English language and other foreign languages. In the first step, we concentrated on documenting the prevalence of English in these signs. However, in the second step of our investigation, we specifically examined the use of barber language and the German language in shop signs. Surprisingly, we observed a complete absence of these languages in the majority of the shops surveyed. To ensure the success of our data collection, we transferred a total of 90 photographs to an ASUS computer, organizing them under a file named 'shop signs.' In order to avoid redundancy, we carefully omitted any duplicated images, resulting in a selection of 40 unique photographs for further analysis. These selected images were then categorized based on their linguistic characteristics into three main categories: monolingual signs, bilingual signs, and multilingual signs, allowing for a comprehensive examination of their linguistic attributes.

3.1.4.2 Interview

In our research, we utilized interviews as a method to gather valuable information. Additionally, we incorporated the collection of pictures and interviews with shop owners simultaneously. Our study included a total of 20 participants, consisting of 10 females and 10 males, all aged between 20 and 50 years old. However, we specifically focused on 10 shop owners, comprising of 4 females and 6 males, representing diverse racial backgrounds. Prior to conducting the interviews, we obtained consent from the selected shop owners who agreed to participate in the study. They requested that the interviews not be recorded or filmed, so we diligently transcribed their responses on paper. Fortunately, the remaining participants

were highly cooperative throughout the interview process. We commenced each interview by providing a clear explanation of the purpose and significance of our research. Furthermore, we enlisted the assistance of a friend who aided us in translating the 11 interview questions and simultaneously documented the responses.

3.1.5 Data Analysis Methods and Procedures

3.5.5.1 Quantitative Content Analysis

Quantitative content analysis is a systematic and objective research method that aims to analyse textual or visual data using numerical coding and statistical techniques. It is a widely employed approach in various academic disciplines, including Communication studies, sociology, and political science. As defined by Krippendorff (2018), quantitative content analysis involves "counting and categorizing the occurrence of specific words, phrases, or concepts within a set of texts" (p. 25). This method allows researchers to derive meaningful insights and draw generalizable conclusions from large-scale data sets. By employing rigorous coding schemes and statistical procedures, quantitative content analysis enhances the validity and reliability of research findings. Moreover, it facilitates the identification of patterns, trends, and relationships within the data, enabling researchers to address complex research questions. Researchers such as Neuendorf (2017) emphasize the value of quantitative content analysis as a tool for investigating media representations, political discourse, and public opinion. Overall, quantitative content analysis serves as a robust analytical tool in social science research, providing a structured and quantitative approach to the systematic examination of textual and visual data.

3.5.5.2 Qualitative Content Analysis

According to Hsieh and Shannon (2005:2), Qualitative Content Analysis (QCA) is a research method that involves subjectively interpreting then content of textual data by systematically categorizing and identifying themes or patterns. In this study, QCA was

employed to analyse photographs of multilingual commercial signage in Maarouf Ahmed Street. The analysis focused on the "Code preference system" proposed by Scollon and Scollon (2003), which considers factors such as position and font size to determine the preferred codes in the signage. Additionally, the models of multilingual writing by Reh (2004) and Backhaus (2006) were utilized to explore how different languages were combined in the signage. A representative sample of 40 pictures was selected from the corpus for analysis, considering features such as language position, grammatical errors, and scripts. Furthermore, QCA was applied to interpret the open-ended questions and semi-structured interviews in order to uncover the motivations of sign writers behind their language choices.

3.1.6 Ethical Considerations

During the data collection process, a culturally sensitive methodology was employed to address any potential ethical implications associated with this study. Specifically, all gathered data was solely utilized for research purposes, and appropriate permissions were obtained from various entities including shop proprietors, governmental institutions, and non-governmental organizations.

3.1.7 Limitations of Research

There was a significant disturbance among the public in certain survey areas due to their unfamiliarity with this type of research in our community. Not all shop owners cooperated with us, particularly the older generation, who strongly opposed being recorded during the interviews due to their conservative nature.

The majority of shop owners refused to allow us to take pictures, even with authorization from the department's head. Initially, obtaining interviews with shop owners proved to be a significant challenge. The shop owners were unwilling to be interviewed, possibly due to their lack of experience or the absence of a culture of being interviewed. However, after building trust with the shop owners, we faced difficulties in translating some

colloquial words that have no equivalent even in classical Arabic, such as "تجيهم طايحة" and many others.

The most notable observation was that people showed no interest at all. The public in the survey areas showed a lack of attention to both public signs and the language used.

3.2 Findings

3.2.1 Quantitative and Qualitative analysis of the photographed storefront signage

3.2.1.1 The visibility of language in storefront signage

Figure 3.4:

Language visibility in storefront signage

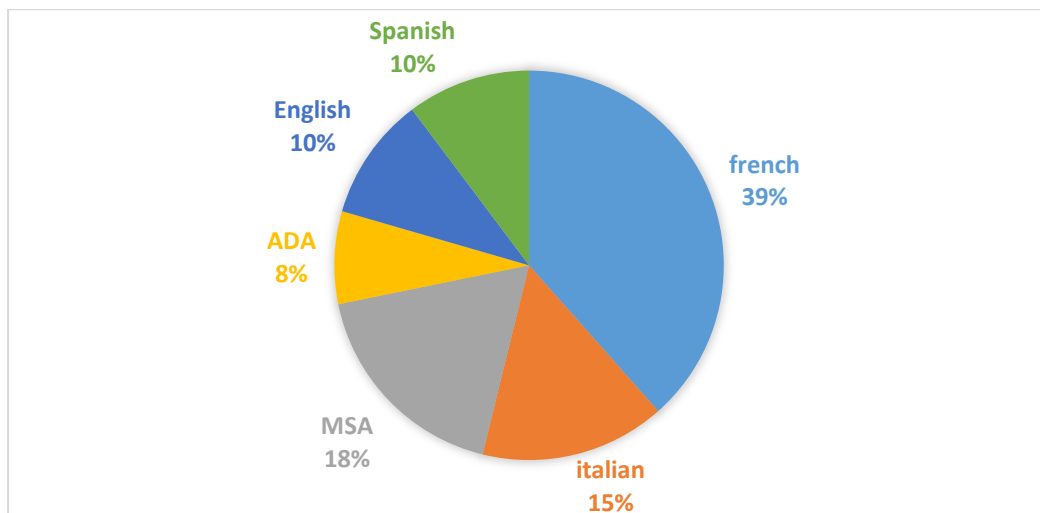


Figure 3.4 shows that French has the highest level of frequency (39%) while Italian is a bit higher in frequency (15%) as compared to English (10%), Spanish (10%) or ADA (8%). Moreover, MSA is classified in the second position with (18%).

3.2.1.2 Classification of storefront signage

The analysis of a sample of shop signs provides a comprehensive Framework for understanding the various languages that make up the linguistic landscape of Maarouf Ahmed Street. Despite being officially designated as a "bilingual city," Maarouf Ahmed exhibits a multilingual environment. The dominant language is the national language, but data reveals a significant presence of foreign languages. **Figure 3.4** demonstrates the inclusion of English, Arabic (ADA, MSA), French, and Spanish in the sample. Additionally, the presence of Italian

is worth noting and surprising , as it could introduce a new variable in Tiaret city's linguistic landscape, particularly, we see The total absence of Berber language even though it is the second official language in the country. The German language has no existence in shop signs even though the speech community of Tiaret and the Tiartian diaspora in Germany are interrelated.

In summary, apart from Arabic and French, which are unsurprisingly the most frequently displayed languages on Maarouf Ahmed street signage, the sample of forty signs includes four foreign languages. It is evident that different languages appear on shop signs with varying frequencies. As discussed by Bagna and Barni (2006, pp., 21-23), the frequency of languages pertains to their occurrence rate in public spaces, serving as an indicator of their visibility within the urban environment. Table I demonstrates that the languages in the sample exhibit significant differences in frequency. Specifically, only a few languages have a high degree of occurrence. French is the only foreign language that appears frequently, being present in 15 out of 40 signs, which accounts for approximately 39 % of the cases. Unsurprisingly, it ranks second after the local language of Tiaret, This demonstrates the prominent visibility of French in public displays, particularly in beauty and perfume shops. Supporting this notion is the fact that the language following French in the ranking appears in only 25 signs, equivalent to 62.5%, indicating a significant gap between French and the other most commonly used language.

Linguistic varieties showed a high degree of frequency divergence. To begin with, Modern Standard Arabic (MSA) is present in 7 out of 40 signs, accounting for a significant majority of 18 %. Not surprisingly, it follows French in the ranking, as French is the most frequently displayed language. Furthermore, English appears in only 4 signs, representing a lower percentage (10%). Spanish is found in 4 signs (10%). while ADA in only 3 sign (8%) and Italian occur in 6 shop Sign (15 %). These findings underscore the prominent roles

played by both French and MSA in the linguistic landscape of Marouf Ahmed Street, particularly within the commercial sector.

Figure 3.5:

The classification of language on storefront signage

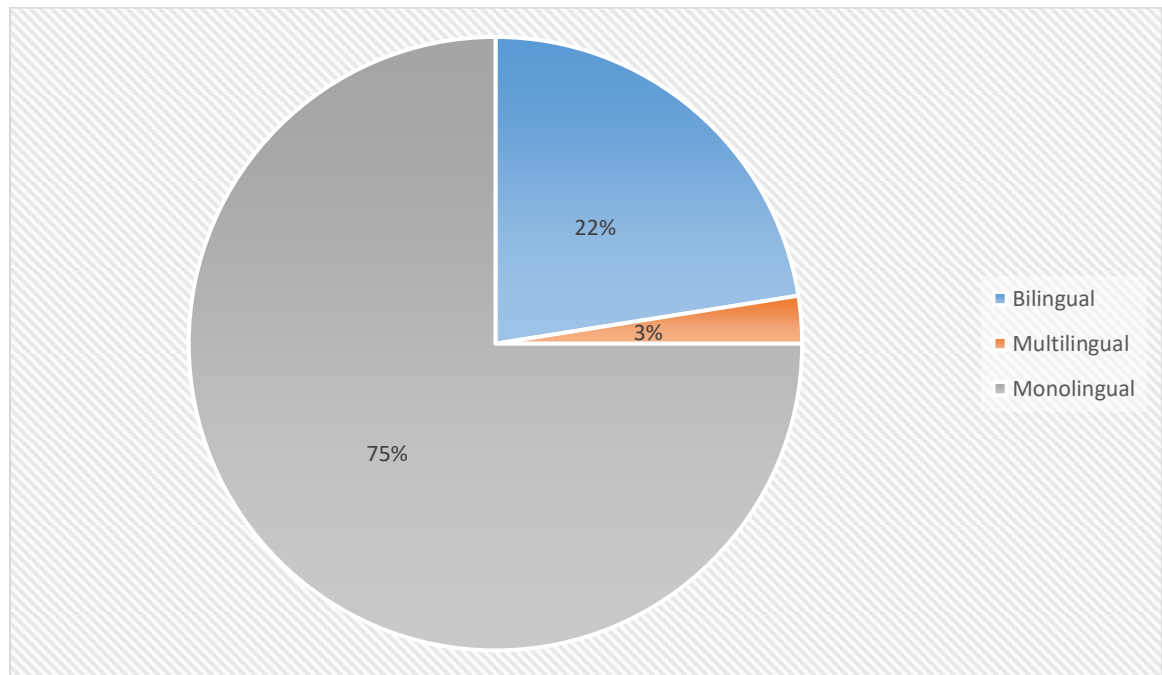


Figure 3.5 presents a corpus of 40 language items observed in Maarouf Ahmed Street. The signs were initially categorized into three groups: monolingual, bilingual, and multilingual. The data revealed that out of the total items, 40 were classified as bilingual, accounting for approximately 17.5%. Additionally, there was one multilingual sign, representing around 2.5% of the total. Furthermore, the items were further segregated based on the location of the shops. Within the bilingual signs category, 7 were visibly displayed, making up approximately 17.5% of the total. For instance, there was a bilingual sign in French and Arabic that read as *إطعام منت كارلو* (Restaurant Monte Carlo)." Additionally, there was one sign, accounting for 2.5%, which had an English and French combination, such as "boutique shoes." Another sign recorded with a percentage of 2.5% featured ADA and French languages, like "Dari Belle." Lastly, an English and Italian combination, such as "Miss

Bella," represented 2.5% of the signs. The remaining shops were categorized as monolingual, totalling 30 signs, constituting 75% of the overall occurrences.

Figure 3.6

Code preference percentage

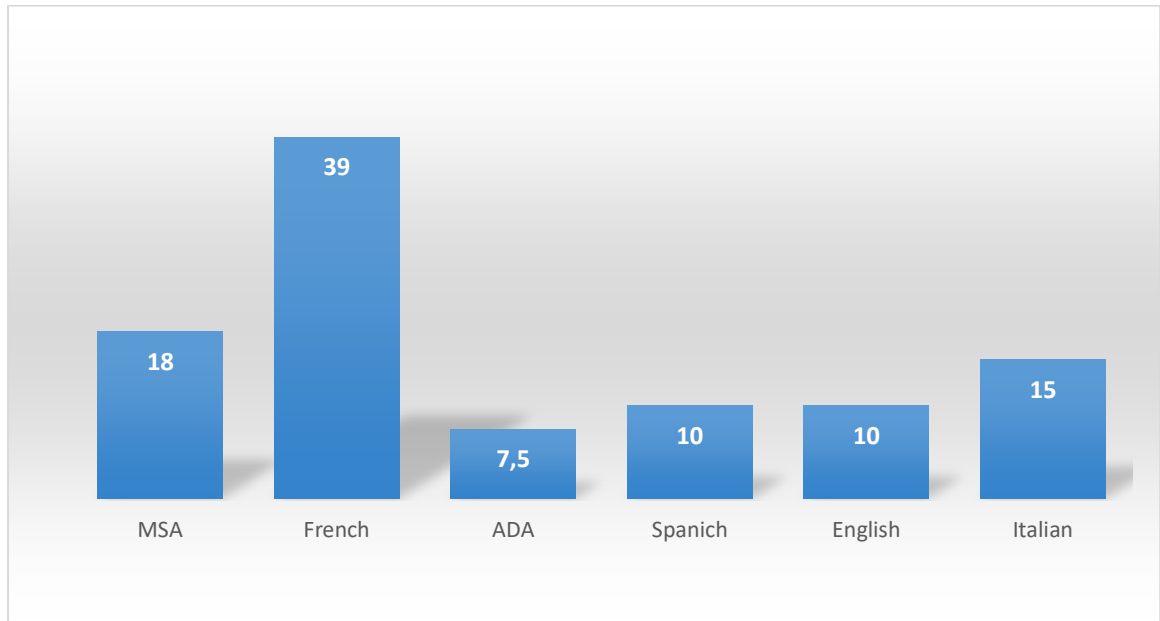


Figure 3.6 show that the preferred code in three classification of shops monolingual and bilingual shop signs and multi-lingual in Maarouf Ahmed Street is French in both settings with the total of 15 signs (39%). MSA comes in the second position with a total of 7 signs (18%) English and Spanish in 4 signs with (10%) for each. Italian occurred in 6 sign with the percentage of (15%), ADA came in the last position with just 3 signs (7.5%). With total absence of Barber and German (00%).

A. Examples of monolingual storefront signage:**Figure 3.7**

The use of English only



Note Photographed by the authors

Figure 3.8

The use of Spanish only



Note Photographed by the authors

B. Examples of bilingual storefront signage**Figure 3.9**

The use of English and Spanish together



Note Photographed by the authors

Figure 3.10

The use of French and English together



Note Photographed by the authors

C. Examples of multilingual storefront signage**Figure 3.11**

The use of Spanish, Transliterated ADA and French



Note Photographed by the authors

3.2.1.2 Use of translation on storefront signage

Translation was observed in three instances, accounting for a proportion of 7.5% out of the total forty linguistic landscapes (LLs) documented on Maarouf Ahmed Street. Notably, Latin script was employed to translate Arabic in one example, specifically in the case of "ساجدة" (sajeda), constituting 2.5% of the total LLs. Additionally, Arabic script was utilized to translate English in another instance, representing 2.5% of the total LLs, as evidenced by the example "اللؤلؤة" (pearl). This analysis sheds light on the presence of translation strategies employed in the linguistic landscape presence of translation strategies employed in the linguistic landscape of shop signs. The use of translation allows for the bridging of linguistic barriers and the facilitation of comprehension by a wider audience. The instances of translation observed reflect the multilingual and multicultural nature of the setting, catering to the linguistic needs and preferences of diverse customers.

Moreover, the strategic choice of translation demonstrates the shopkeepers' recognition of the significance of linguistic accessibility in attracting and engaging potential customers

Figure 3.12

MSA and English Translation



Note Photographed by the authors

3.2.1.3 Use of transliteration on storefront signage

Transliteration was observed in three out of the total forty shops, representing a percentage of (7.5%). In these instances, the Latin script was employed to represent the Algerian dialectal Arabic (ADA). Notably, the term Dari' meaning 'my home' was transcribed using the Latin script in all three examples. Furthermore, Arabic script was used for (ADA) in the phrase 'كول كول' which, at first glance, may appear to be an English word 'cool', but its actual meaning in English is 'eat eat'! Lastly, the Latin script was utilized for (ADA) in the example of 'chenwi', a term denoting 'Chinese' and used to describe a person's origin. This linguistic analysis highlights the presence of transliteration within the linguistic landscape of these shops. The deliberate use of Latin script to represent Algerian dialectal Arabic (ADA) reflects the shopkeepers' intention to incorporate a visually distinct and recognizable form of written language. The strategic utilization of transliteration allows for the expression of linguistic diversity while maintaining accessibility for a wider audience.

Figure 3.13

Example of transliteration on storefront signage



Note Photographed by the authors

3.2.1.4 Use of code mixing and switching on storefront signage

Code-mixing was observed in a single instance, namely 'Alvaro Dari Belle', accounting for a minimal percentage of (2.5%). This amalgamation encompasses three languages: the Italian name 'Alvaro', the Algerian dialectal Arabic (ADA) term 'Dari', signifying 'home' in English, and the French word 'Belle', denoting "beautiful". On the other hand, code-switching is evident in two examples, such as 'Flora Dor', a combination of the Spanish term 'flora', meaning 'flower', and the French word 'dor', which signifies 'golden'. The proportion of code-switching occurrence in this context is (5%). The linguistic analysis reveals the limited instances of code-mixing and code-switching in the examined data set, indicating a conscious blending of multiple languages within shop signage. The utilization of distinct linguistic elements from Italian, Algerian dialectal Arabic (ADA), French, and Spanish showcases the dynamic nature of language use in commercial settings. These instances reflect the linguistic competence and creative expression of the shopkeepers in incorporating diverse linguistic resources to convey their intended messages to potential customers.

Figure 3.14

Examples of code mixing and code switching



Note Photographed by the authors

Figure 3.14

Note Photographed by the authors

3.2.1.5 Use of translanguaging on storefront signage

The phenomenon of translanguaging was observed in a singular instance, namely ‘decent home أواني منزلية’ which signifies (household utensils) or ‘home appliances’ and decent home in English means a comfortable or suitable home, accounting for minimal percentage of (2.5%). The sign incorporated both English and Arabic.

Figure 3.15

Example of translanguaging on storefront signage



Note Photographed by the authors

3.2.2 Qualitative Analysis of the Interview

An interview was conducted with a total of 10 shopkeepers, representing both genders. The interviews took place on May 15th, 2023, coinciding with the day the pictures were taken. The interview questionnaire comprised two main sections. The first section focused on the participants' personal backgrounds, including their gender, age and educational level. The second section consisted of nine questions specifically related to the topic at hand, examining the shopkeepers' proficiency and competence in the English language.

The first section of the interview

Q1/How old are you?

Table 3.2 represents the age of shop owners, it shows that (20%) of them are aged between 20-29, (30%) are aged between 29_30, and (20%) are aged between 40_49, while (30%) are more than 50 years.

Table 3.2*Participants' Age Categories*

Age Category	Frequency	Percentage
20-29	2	20 %
30-39	3	30 %
40-49	2	20 %
Over 50	3	30 %

Q2/ what is your educational level?

Table3.3 represents the level of education of shop owners, it demonstrates the majority of them (50%) have stopped their education in middle school, just two of them have reached secondary school with the percentage of (20 %), (30%) have a university degree.

Table3.3*Participants' Educational Level*

Educational Level	Frequency	Percentage
Primary education	/	/
Middle school	5	50 %
High school	2	20 %
University	3	30 %

Q3/ how do you describe your Level in English?

Answers: a- weak: 08 /10 / b- Medium: 02 /10 / c- Advanced 00 /10

Q3-a/ how many languages are you proficient in?

Table 3.4

Shop owners Linguistic Competence

LINGUISTIC COMPETENCE	OCCURRENCES	PERCENTAGES
Monolingual	9	90 %
Bilingual	9	90 %
Multilingual	2	20 %

It is crucial to emphasize that these questions aim to determine whether the shop owner is monolingual, bilingual, and multilingual in their linguistic abilities and their mastery of foreign language. As shown in the graph (1) the majority of shop owner master MSA (90%) which represent of the whole sample. French is the second used language with (90%), Moreover, 2 respondent master English (20%), and only 2 informant master both Spanish and German representing (20%) with total absence of Barber (0%).

Q4/ which language is mostly used in storefront signage?

There is a total agreement among participants that French is the most dominant language in the storefront signage of Maarouf Ahmed Street.

Q5: what are your reasons or motivation behind your linguistic choice?

Shop owner 01: ”معديش بنات غير اتراريس فخيرت اسم لينة شوب

Translation of the answer: [I do not have any daughter's just males so I chose the name of Lina shop]

Shop owner 02: خيرت الاسم عل جال طبيعة العمل

Translate the answer: I chose the name because of the nature of business.

Shop owner 03: خيرتو أنا و أختي لانوا حنا شركا في المحل (The two sister's Lydia & Yasmine)

Translate the answer: I chose the name with my sister because we are partners in the shop “the two sister's Lydia and Yasmine”.

Shop owner 04: ”خيرت هذا الاسم لانو اسم جدتنا الأولى و حنا ورثناه جيل مور جيل“

Translate the answer: [I chose this name because it is the name of our first grandmother; and we have inherited it generation after generation]

Shop owner's 5 6 7 8 9: no specific reason.

Comment : the majority of the shopkeepers have not any hidden message or reason for choosing the name of the shops, but only 4 participants out of 10 shows that there some reason behind their choice with the percentage of (40%).

Q6: Have you received any criticism regarding the shop name?

Shop owner 01: لا jamais

Translate answer: no, never

Comment: the same response was repeated with the shop owners, they didn't faced any kind of criticism regarding the name, some of the participant said because we share the same varieties and the same culture within the speech community.

Q7: Does the government impose any regulations on you regarding the choice of the shop name or the language used?

Shop owner 01: ”لا مكاش قوانين تقول هاكا“

Translation of the answer: [There are no laws stating that].

Shop owner 02: أحاي الدولة تجي ديرلك غير بروصيات ماتشوف قاع بلاكة

Translate answer: the government only imposes fines and does not pay attention to the sign at all.

Shop owner 03: حتى نشفوهم قبل؟

Translate answer: to see then first

Shop owner 4 5 6 7 8 9 10 share the same answer there is no regulations stating that

Comment: the same answer was repeated with all shop owners, they just complain about the state and its lack of concern for the shops, and their main focus is on collecting fines.

Q8: How significant do you believe the shop's name is attracting customers?

Shop owner 01: اكد يلعب دور كبير في جذب انتباه المشتري

Translate answer: certainly, the shop's name plays a role in attracting customers 'attention

Shop owner 02:

التسمية الفريدة و special تخلي المشتريه يتفكرو المحل و تساعد باش نتفرد بيه بين لي كيفي في domaine

Translate answer: A catchy or unique name can also make a shop more memorable and help it stand out from competitors.

Shop owner03: psq نعتبروه كنقطة اتصال الاولي بين المشنتريه و المحل و يقدر انطباع اولي و spécial

Translate answer: It serves as the first point of contact between customers and the shop and can create an initial impression.

Shop owner 04: الاسم تاع الحانوت كي يكون مخير غايا يعاون باش تعبر على طبيعة العمل و قيمته

les sentiments. وتخرج الفضول

Translate answer: A well-chosen name can communicate the nature of business, its values and even evoke emotions and curiosity.

Shop owner 05: لا اظن انو عندو تاثير ضئيل و المشتريه يهتم بquality تاع السلعة و المعاملة المليحة

Translate answer: I believe that the shop name has minimal impact on attracting customers they just concerned with the quality of product and the good treatment.

Shop owners: 6 7 8 9 10: they share the same answers and point of view.

Comment: The first 4 Shop owners believe that the shop owners believe that the shop name play vital role in attracting customers and they represent (50) , on the other hand (50)from the data show that shop owners hold the opinion that the shop name has minimal impact on attracting customers, they argue that the customers are primarily concerned with the quality of product or service offered.

Q 9: what is your opinion on using the Barber language in shop sign?

Shop owner 01: حنا نمثلو الاغلبية و هو ما قلال و يفهمو العربية على عكسنا

Translate answer: we represent the majority, while they represent the minority and they understand Arabic unlike us.

Shop owner 02: مناش قارينها باش نفهموها

Translate answer: we haven't studied it, so we don't understand it

Shop owner 03: علاه حنا لازم تديروها و هوما لا applicoha كي هوما انشالله نديرها أنا

Translate answer: why should we be the ones to accommodate it, while they are the ones who should be doing so!

Shop owner 04: أنا نضن أنها تبقى ناقصة كالغة انا رانا نلقت في انتباه الزوار وسياح أجنب و لوكان نستخدمها متساعدنيش

Translat answer: I believe it remains insufficient as a language and doesn't assist me as a shop owner because I am trying to attract the attention of visitors and foreign tourists.

Shop owner 05: أنا كي نخدم بالإسم المحل نكون نعبر عن هويتي و التي هيا العربية

Translate answer: when I work under the name of the shop, iam expressing my identity as an Arab.

The recent 5 shop owners they don't correspond with the questions.

Q10: why is there lack of German-language stores, despite the strong cultural and societal ties between Tiaret community and Germany?

Shop owner01: قاع شبيبة لتهاجر ماهومش تجار

Translate answer: the young individuals who migrate do not necessarily pursue business or commercial activities

Shop owner 02: لغة صاعبة بزاف باش تفهمها

Translate answer: the language is extremely challenging, and we are unable to understand it.

Shop owner 03: معنديش فكرة غير أنها غير مفهومة

Translate answer: I have no idea except that it is incomprehensible

Shop owner 04: بلاصة تاع لكاديمي فيها حوانيت تاع لبنات كتر كيما لايدي شوب علاه هادا تحولو تكتبو عجال فئة: المستخدمة أكثر و ألمانية تلاقها في حوانيت رجال كتر

Translate answer: in the l'académie area, there are several stores specifically for girls, such as Pearl. Therefore, through our signage, we are targeting the consumer group more effectively. However, it is important to acknowledge that there are more stores catering to men, and the prevalence of the German language might be higher in those establishment.

Shop owner 05: ماشي لازم يكون سبب في استخدام ألمانية في لافتة تاع حانوت هومتكني في اللغة او اهتمامات خاصة ولكن لان المشتري لا يفهم اللغة.

Translate answer: the reason for using the German language in shop signage is not necessary a reflection of your personal interest or proficiency in the language, it's due to the fact potential customers may not understand it.

Shop owner 06: ناس لي تهاجر و عندها علاقة مع المانية ميخدموش في اتجارة باينة خدمتهم غير الغبرة

Translate answer: people who migrate and have a relation with germany do not work in trade; and their visible work is related to drugs.

Shop owners 7 8 9 10: الاهتمام الألمانية في مجتمع تاعنا عندو علاقة مع الحرقة برك

Translate answers: the interest in the German language in our community is primarily associated with migration

Comment: The majority of shop owners said that the German language is too difficult to understand it.

Q 11: why are foreign languages used more than Arabic?

Shop owner 1: تجيبهم طايحة باش يكتبو بيها

Translate answer: some individuals may find the Arabic language embrassing to write in.

Shop owner 02: دولة سبب في كل شيء و هي سبب في بقاء اللغة الفرنسية طاغية

Translate answer: Government is a factor in everything and the primary reason for the dominance of the French over Arabic.

Shop owner 03: civilisation كي نستخدم اللغات نبان في صورة عصرية و نكون نواكب في

Translate answer: when I use foreign language to seen as a reflection to of a desire to appear modern and I keep up with civilization.

Shop owner 04: مارناش عاطيين أهمية كبيرة لغتنا الام و مكاش اعتزاز بالانتماء

Translate answer: we dont give much importance to our native language; and we don't have pride in our sense of belonging.

Shop owner 05:

Obligawna nutilizo la langue surtout français psq ici yejo ghir les étrangères w les femmes de la classe supérieur défient uniquement le français ; tandis que nous sommes obligées nutilizo la même langue et dès les traiter de la même manière.

Translate answer: we are obliged to use certain languages specially French because here we have foreigners and women from upper class who only use the French language; that's why we are obliged to use the same language and treat them in the same way.

Shop owners 6 7 8: كان لديهم نفس الفكرة انو الكل متأثر بالغرب

Translate answer: share the same idea that they are influenced by the west.

Shop owners 9 10: share the same answers that the government is the first reason of the disappearance of the Arabic language.

Comment: the result shows that the prevalence of foreign languages over Arabic and in storefront signage can be attributed to several factors like: modernization; influence by the west and the nature of business that oblige the shop owner to abandoning the Arabic language.

3.3 Discussion and recommendations

The research findings indicate the presence of various national and foreign linguistic varieties in the selected area, including Algerian Standard Arabic, French, English, Spanish, and Italian. The comparison among these linguistic varieties revealed that monolingual signs on storefronts were more prevalent than bilingual signs, with a significant absence of multilingual signs. Out of the 40 signs observed, French was the dominant language used in monolingual signs (15 signs), followed by MSA (7 signs), Italian (6 signs), English and Spanish (4 sign each) and colloquial Arabic (3 signs).

Although Algeria has two national languages, Arabic and Berber, the absence of the Berber language on storefronts in Tiaret was notable compared to Arabic. The reasons for this absence could be attributed to respondents' reservation or refusal to answer questions during interviews.

The same observation applied to the German language. We are aware that many residents of Tiaret city migrate to Germany; however, it is notable that the German language is completely absent. We have noticed the absence of the German language being used in shop signs, and this can be attributed to the fact that the educated class prefers not to return to their home country. On the other hand, the less educated class, when they do return, tends to invest in other major economic sectors.

It is important to highlight that a small number of shop signs in Tiaret opted for Arabic words written in a foreign alphabet. This particular approach can be interpreted as a deliberate strategy to enhance the accessibility and appeal of the shop labels to a broader range of customers. By using a foreign alphabet to represent Arabic words, the shop owners aim to create a visually familiar and attractive display that can be easily understood by both Arabic-speaking and non-Arabic-speaking individuals.

Based on the findings above, there are some suggestions for the future studies. Firstly, the shop owners should consider the meaning and significance of the shop sign, as it plays a crucial role in effectively conveying messages to consumers. Secondly, the use of English language in Tiaretian business establishments should be considered as a replacement for French. This shift is supported by the fact that English is widely recognized as the primary international language in various business and cultural domains. Finally, utilizing English in naming the shop sign holds substantial importance, as it has the potential to attract consumers and significantly influence their perceptions.

Conclusion

This chapter focuses on the practical aspect of our investigation into the Linguistic Landscape of storefronts. In order to thoroughly examine this study, we employed two main methods: photographs to analyse the linguistic features of the cityscape and the presence of different languages on shop signs, and semi-guided interviews to understand the motivations of shopkeepers in choosing specific languages for their signs. The data presented in graphs and tables clearly indicate that the Linguistic Landscape of Marouf Ahmed Street is predominantly monolingual, with a notable presence of foreign and national languages. This highlights the active role of society, specifically shop owners, in shaping the linguistic landscape of Maarouf Ahmed Street.

General Conclusion

General Conclusion

The linguistic landscape was classified into three categories to assess the prevalence of different languages, revealing the dominance of foreign languages, particularly French, over the two official languages: Modern Standard Arabic (MSA) and Berber. Descriptive analysis of the 40 signs provided evidence that French was the most commonly used language, followed by MSA, with Italian, Spanish, and English occupying a similar position. The use of Arabic dialect (ADA) was found to be relatively low, while there was complete absence of Berber and German. This study involved the examination of non-governmental signs, spoken language, and official signage in Tiaret city. The linguistic landscape was categorized to assess language prevalence, and the findings highlighted the current study aims to establish a clear definition of the concept of linguistic landscape (LL) and its purpose and scope. It focuses specifically on signage as the initial Component of the theoretical framework, followed by a literature review. Additionally, the study delves into a pioneering examination of linguistic landscape and storefront signage, providing an overview of Algerian history and culture.

This study utilized three primary research methods. The first method employed was a descriptive approach, which facilitated the collection of primary data that directly reflected the language usage and characteristics of shop signs. This was achieved by capturing and analyzing the actual signs found on Maarouf Ahmed Street. To analyze the data, a mixed-method approach was adopted, integrating both Quantitative and qualitative techniques.

To clarify, the study employed three main research methods. Firstly, a descriptive approach was utilized to gather primary data that directly represented the language usage and characteristics of shop signs. This involved collecting and analyzing the actual signs present on Marouf Ahmed Street. Secondly, a mixed-method approach, combining quantitative and qualitative techniques, was employed for the data analysis. Conversely, qualitative analysis

was employed to gain a deeper understanding of the data and extract valuable insights from the open-ended questions in the interviews. This involved examining the responses in a more interpretive manner, identifying patterns, themes, and underlying meanings in the participants' answers. Both quantitative and qualitative analysis techniques were employed in this study. While quantitative analysis focused on numerical data to examine language frequencies and closed-ended questions, qualitative analysis provided a more in-depth exploration of the data and addressed the open-ended questions in a meaningful way. The study involved capturing images of non-governmental signs and examining the spoken language in Tiaret city, as well as comparing it to the language used in official signage.

Dominant use of foreign languages, particularly French, over the official languages of MSA and Berber. Through descriptive analysis of 40 signs, the study provided evidence of French being the most preferred language, followed by (MSA), while Italian, Spanish, and English occupied a similar position. Signs, spoken language, and official signage in Tiaret city. The linguistic landscape was categorized to assess language prevalence, and the findings highlighted the dominant use of foreign languages, particularly French, over the official language MSA and Berber. Through descriptive analysis of 40 signs, the study provided evidence of French being the most preferred language, followed by (MSA) and Italian, Spanish, and English occupied a similar position. The use of Arabic dialect was relatively low, and both Berber and German were completely absent from the signs.

The prominence of French and Arabic as the dominant codes in Tiaret can be attributed to the presence of a Francophone community in the region. Most shop owners in Tiaret employ a complimentary monolingual approach, where different languages serve distinct bilingual functions. The most common combination observed is Arabic and French. However, a smaller percentage of shop owners opt for a multilingual approach, incorporating multiple languages in their signage.

The prevalence of French and Arabic as the primary languages in Tiaret reflects the influence of the Francophone community residing in the area. A majority of shop owners in Tiaret adopt a monolingual approach, utilizing a single language in their signage. The most notable combination observed is the use of Arabic and French together. However, a smaller proportion of shop owners choose a multilingual strategy, incorporating multiple languages in their signage.

Consequently, this study has provided Confirmation for the research questions stated in the general introduction. It has demonstrated that the languages displayed in shop signs do not align with the linguistic situation of Tiaret city, nor do they reflect the languages commonly spoken in the area. In fact, shop owners give preference to foreign languages in order to identify their businesses, disregarding the use of national languages.

To rephrase, this study has successfully addressed the research questions outlined in the general introduction. It has substantiated the inconsistency between the languages depicted in shop signs and the linguistic landscape of Tiaret city, as well as the languages commonly spoken in the region. Significantly, the findings indicate that shop owners prioritize foreign languages as a means of identifying their businesses, disregarding the use of national languages.

The current research paper has made a valuable contribution to the field of Linguistic Landscape in Algeria, with a specific focus on Tiaret, and more specifically, Maarouf Ahmed Street. However, it is important to note that this study was limited to a small urban area. Future studies should aim to investigate the presence of languages on shop signs in rural regions and make comparisons with Tiaret city, as well as other cities across Algeria.

Additionally, while this study primarily examined language presence on commercial signage, there is potential for further exploration by including other forms of signage such as graffiti and murals. Furthermore, it is worth mentioning that this study primarily adopted a

synchronic approach. To enhance our understanding, future research could incorporate a diachronic perspective by comparing the current findings with those of future studies. Another potential avenue for exploration is to consider the viewpoint of the individuals who read these signs.

In summary, future research endeavours in the field of Linguistic Landscape in Algeria should expand beyond the scope of this paper by examining language presence in rural areas, comparing different cities, including various forms of signage, and considering both synchronic and diachronic perspectives. This will contribute to a more comprehensive understanding of the linguistic dynamics and cultural representation within the Algerian context.

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Appendices

Appendix 1

Interview Question for shop owners

Hello and May the peace, mercy, and blessings of Allah be upon you,

We are conducting a research study on “linguistic Landscape of storefront Signage Maarouf Ahmed Street in down town Tiaret”.we would greatly appreciate your collaboration and credible answers. Your participation in the study is vital. Please provide us with accurate responses.

The first section of the interview: Personal backgrounds of Shop owners

Q1/How old are you?

Q2/ what is your level of education?

Q3/ how do you describe you Level of English?

Answers: a- weak: / b- Medium: / c- Advanced

Q3-a/ how many languages are you proficient in?

The Second section of the interview:

Q4/ which language holds the highest level of dominance in storefront signage?

Shop owner number:

Translate answer:

Comment:

Q5: what is your reason or motivations behind your choice of the name and the language of the shop?

Shop owner number:

Translate answer:

Comment:

Q6: Have you received any criticism regarding the shop name?

Shop owner number:

Translate answer:

Comment:

Q7: Does the government impose any regulations on you regarding the choice of the shop name or the language used?

Shop owner number:

Translate answer:

Comment:

Q8: Shop owner number:

Translate answer:

Comment:

How significant do you believe the shop's name is attracting customers?

Shop owner number:

Translate answer:

Comment:

Q 9: what is your opinion on using the Barber language in shop sign?

Shop owner number:

Translate answer:

Comment:

Q10: why is there lack of German-language stores, despite the strong cultural and societal ties between Tiaret community and Germany?

Shop owner number:

Translate answer:

Comment:

Q 11: why are foreign languages used more than Arabic?

Shop owner number:

Translate answer:

Comment:

Appendix 2

تسجيل المقابلة التجارية

السلام عليكم ورحمة الله وبركاته

نحن نقوم بإجراء دراسة بحثية حول المشهد اللغوي لعلامات المتاجر في شارع معروف احمد في وسط مدينة تيارت سنقدر تعاونكم واجاباتكم الموثوقة مشاركتكم في الدراسة ضرورية يرجى تقديم إجابات دقيقة

الأسئلة الشخصية لأصحاب المحلات

س1 ما هو عمرك ؟

س2: ما هو مستواك التعليمي؟

فقرة:

كيف تصف مستواك في اللغة الإنجليزية؟

أجوبة:

أ- ضعيفة

ب- متوسطة

ج- متقدمة

س3-أ: كم عدد اللغات التي تجيدونها؟

قسم السؤال الثاني من المقابلة

س4: أي لغة تحتل أعلى مستوى من السيطرة

في علامات المتاجر؟

رقم صاحب المتجر

ترجمة الإجابة :

تعليق:

س5: ما هو سبب اختيارك لاسم المحل واللغة و

المستخدمة فيه؟

رقم صاحب المتجر :

ترجمة الإجابة:

تعليق :

س6: هل تلقيت أي انتقادات بخصوص اسم

المتجر؟

رقم صاحب المتجر :

ترجمة الإجابة:

تعليق :

س7: هل تفرض الحكومة أي قيود عليك بشأن

اختيار اسم المتجر أو اللغة المستخدمة؟

رقم صاحب المتجر :

ترجمة الإجابة :

تعليق :

س8: ما مدى أهمية اسم المتجر في جذب

الزبائن برأيك؟

رقم صاحب المتجر :

ترجمة الإجابة :

تعليق :

س9: ما رأيك في استخدام لغة الحلاقة في

لافتة المحل؟

رقم صاحب المتجر :

ترجمة الإجابة :

تعليق :

س10: لماذا هناك نقص في المتاجر التي

تستخدم اللغة الألمانية، على الرغم من الروابط

الثقافية والاجتماعية القوية بين مجتمع تيارت

وألمانيا؟

رقم صاحب المتجر :

ترجمة الإجابة :

تعليق :

س11: لماذا يتم استخدام اللغات الأجنبية أكثر و

من اللغة العربية؟

رقم صاحب المتجر :

ترجمة الإجابة :


تعليق :

Appendix 3

Academic Permission for the Research Work

الجمهورية الجزائرية الديمقراطية الشعبية
People's Democratic Republic of Algeria

Ministry of Higher Education and Scientific Research
University of Ibn Khaldoun, Tيارت
Faculty of Letters and Foreign Languages
Department of English



وزارة التعليم العالي والبحث العلمي
جامعة ابن خلدون، تيارت
كلية الآداب و اللغات الأجنبية
قسم اللغة الإنجليزية

رقم ق.ل.ب. 2023

إلى السيد (ة): مدير التربية - تيارت

الموضوع: طلب السماح للطلبة بإجراء بحث علمي


بصفتي رئيس قسم اللغة الانجليزية بكلية الآداب واللغات بجامعة ابن خلدون تيارت. أتقدم إلى سيادتكم الموقرة بطلب السماح للطلبة
خلاف اسماء سمية و سوم نورة المسجلين بالسنة الثانية ماستر بنفس القسم بإجراء بحث علمي خاص بمذكرة التخرج وذلك باخذ بعض صور
لافتات المحلات.

وفي الأخير تقبلوا مني أسمى عبارات التقدير والاحترام

تيارت في 2023/04/10

رئيس القسم

بلصوري خالد
رئيس قسم اللغة الإنجليزية
بكلية الآداب و اللغات



Belantik

Appendix 4

Examples of shop storefronts

Picture 1

Example of Monolingual storefront signage only English



Note Photographed by the authors

Picture 2

Example of Monolingual storefront signage only MSA



Note Photographed by the authors

Picture 3

Example of monolingual storefront signage only French



Note Photographed by the authors

Picture 4

Example of Monolingual Storefront only Spanish



Note Photographed by the authors

Picture 5

Example of monolingual storefront signage only Italian



Note Photographed by the authors

Picture 6

Example of translation in storefront signage



Note Photographed by the authors

Picture7

Example of transliterated ADA on storefront signage



Note Photographed by the authors

Picture 8

Example of code mixing and code switching on storefront signage



Note Photographed by the authors

Summary

The present study aims to examine the linguistic landscape (LL) of some storefront signage on Marouf Ahmed Street (Locally known as "l' Académie") in the city centre of Tiaret, an Algerian department. Within the speech community. It specifically investigates the linguistic and semiotic characteristics of the selected storefront signs. Additionally, the study explores how language choice in this particular LL setting aligns with the linguistic situation of the whole city and TSC. Adopting a descriptive mixed-method methodology with a linguistic landscape approach, the researchers used two different qualitative data collection methods: 1) photographs of the displayed storefront signs were taken and categorised, and 2) shop owners' responses to our interviews were collected to gain insight into their experiences and perceptions of the city's linguistic landscape. Taking into consideration all possible ethical measures, the quantitative and qualitative content analysis of the photographed storefront signs and shop owners' responses revealed that dominated by the French language, the selected linguistic landscape is mostly monolingual with some significant portions of bilingual use. The findings also showed that translation, transliteration, code-mixing and code-switching are the most frequent linguistic strategies employed by the shop owners.

Key words: Linguistic landscape, linguistic varieties, linguistic strategies, storefront signage, TSC

ملخص

تهدف هذه الدراسة الحالية الى فحص المشهد اللغوي لبعض لافتات المحلات على شارع معروف احمد (المعروف حاليا لأكاديمي) في وسط مدينة تيارت، وهي احدى ولايات الجزائر. تحاول الدراسة بشكل خاص التحقق من الخصائص اللغوية والرمزية للافتات المحددة التي توجد على المحلات التجارية. بالإضافة الى ذلك، تستكشف الدراسة كيفية توافق اختيار اللغة في هذا السياق اللغوي مع الوضع اللغوي للمدينة ككل. باعتماد منهجية وصفية مختلطة باستخدام منهجية المشهد اللغوي، استخدم الباحثون طريقتين مختلفتين لجمع البيانات النوعية. الأولى هي التقاط صور اللافتات المعروضة على المحلات التجارية وتصنيفها، والثانية هي جمع ردود أصحاب المحلات على المقابلات التي اجريناها للحصول على رؤية أفضل حول تجاربهم وتصوراتهم للمشهد اللغوي في المدينة. باعتبار جميع التدابير الأخلاقية الممكنة، اظهر تحليل المحتوى الكمي والنوعي والصور الملتقطة للافتات المحلات وردود أصحاب المحلات ان المشهد اللغوي المحدد مهيمنة عليه اللغة الفرنسية بشكل رئيسي وهو غالبا احادي اللغة مع وجود بعض الأجزاء البارزة مع استخدام ثنائي اللغة. كما أظهرت النتائج ان الترجمة والتشكيل الصوتي والخلط بين اللغات والتبديل بين اللغات هي الاستراتيجيات اللغوية الأكثر تكرارا المستخدمة من طرف أصحاب المحلات.

الكلمات المفتاحية: المشهد اللغوي، الأصناف اللغوية، الاستراتيجيات اللغوية، لافتات المحلات التجارية. المجتمع اللغوي التيارتي.

Résumé

L'étude présente vise à examiner le paysage linguistique (PL) de certains enseignes de magasins sur la rue Marouf Ahmed (connue localement sous le nom de l'Académie) dans le centre-ville de Tiaret, un département algérien et la communauté linguistique Tiarétienne. Elle étudie spécifiquement les caractéristiques linguistiques et sémiotiques des enseignes de magasins sélectionnées. De plus, l'étude explore comment le choix de la langue dans ce cadre particulier du PL s'aligne avec la situation linguistique de l'ensemble de la ville. En adoptant une méthodologie descriptive et mixte avec une approche du paysage linguistique, les chercheurs ont utilisé deux méthodes de données qualitatives différentes: 1) des photographies des enseignes de magasins affichées ont été prises et catégorisées, et 2) les réponses des propriétaires de magasins à nos entretiens ont été recueillies pour obtenir des informations sur leurs expériences et perceptions du paysage linguistique de la ville et CLT. En tenant compte de toutes les mesures éthiques possibles, l'analyse de contenu quantitative et qualitative des enseignes de magasins photographiées et des réponses des propriétaires de magasins a révélé que, dominé par la langue française, le paysage linguistique sélectionné est principalement monolingue avec des parties significatives d'utilisation bilingue. Les résultats ont également montré que la traduction, la translittération, le mélange de codes et le changement de codes sont les stratégies linguistiques les plus fréquentes utilisées par les propriétaires de magasins

Mots-clés: Paysage linguistique, Variétés linguistiques, Stratégies linguistiques, enseignes de magasins.

Communauté Linguistique Tiarétienne.